



Arizona Office of Tourism Influencer Minimum Criteria Guidelines

The following are criteria created to provide a baseline for influencer selection. Please use this information in conjunction with any additional research relating to the proposed blogger or social media influencer.

An influencer must:

- Demonstrate a positive and influential relationship with their audience displayed through comments and detailed responses.
- Create quality content that meets AOT standards (i.e. clear photography, well-written content, good storytelling, etc.) as determined by AOT staff.
- Create content that is compelling and helps further AOT's messaging.
- Display a focus on content that relates to one or more of AOT's four pillars: culinary, wellness, outdoor adventure, and heritage and culture.
- Have an adequate or exceptional rate of engagement on their content (two to five percent or more) in combination with a sizeable audience. Calculate [here](#).
- Demonstrate a history of positive relationships with other partnerships.
- Abide by current [Federal Trade Commission Endorsement Guides](#) for influencer collaborations.

AOT does not work with influencers who:

- Display foul language, nudity, violence or politically charged content.
- Purchase or appear to have purchased followers or engagement.
- Are affiliated with controversial topics or scandals that could harm AOT's image.
- Are affiliated with brands that do not align with AOT's values or could indirectly harm AOT's image.
- Share a disproportionate amount of sponsored content over genuine content.
- Seek payment in exchange for their coverage and endorsement.