

ARIZONA

OFFICE OF TOURISM

Influencer Vetting Checklist

The following checklist has been created to initiate the blogger and influencer vetting process. Please use these in conjunction with any additional research relating to the proposed blogger or social media influencer. **You do not have to submit this, but please take these items into consideration and bear in mind that each influencer is part of a drive-to-web initiative.**

		YES	NO
1.	Online Presence Does the influencer have a large following on at least one of the following social media platforms: Personal blog/website, Facebook, Twitter, Instagram, YouTube, Snapchat and Pinterest.		
1a.	Follower Counts What is the total number of followers the influencer has on each platform?	Blog/Website: Facebook: Twitter: Instagram: YouTube: Pinterest:	
1b.	Engagement On average, how many "likes," comments, shares, retweets, views or other interactions does the influencer receive per post?	Blog/Website: Facebook: Twitter: Instagram: YouTube: Pinterest:	
1c.	Content Sharing Does the influencer regularly share content that is appropriate and relevant to their focus?		
1d.	Audience Who is the influencer's audience? Do they share similar interests to that of the Visit Arizona channels? Briefly explain.		
1e.	Audience Interaction Does the influencer actively respond to engagements from their audience?		

1f.	Audience Interaction Cont. If answered 'Yes' to the question above, what are their interactions with their audience like? Are they friendly? Do they adhere to Visit Arizona's value?	
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		YES	NO
2.	Values Does the influencer demonstrate values and character that align with Visit Arizona's?		
2a.	Values Cont. We do not work with influencers who display foul language, overt political messaging, inappropriate photos or any other behavior deemed inappropriate by the Arizona Office of Tourism.		
2b.	Affiliations Is the influencer partnered with any other brands that are apparent on his or her social media platforms?		
2c.	Affiliations Cont. If answered 'Yes' to the question above, what are the other partnerships? Are they brands Visit Arizona could indirectly affiliate itself with?		
2d.	Brand Pillars Does the influencer's primary focus center on one or several of our four brand pillars (heritage & culture, culinary, wellness, adventure) and target audience?		

		YES	NO
3.	History Did the influencer publish content before they were affiliated with their present brand?		
3a.	History Cont. If answered 'Yes' to the question above, what type of content was produced by the influencer?		
3b.	Audit Has a thorough audit of their social media channels, search engine results and content history been made to ensure that there are no affiliations, political overtones, or any items that could be considered damaging or counterproductive to the goals of the agency?		
3c.	Audit Cont. Could links, PDF's or other proof of the influencer's published history be provided upon request?		

Influencer Deliverables:

These are items that should ideally be received from influencers, though it's important to note that each process will yield different deliverables depending on the influencer and the agreement. The Arizona Office of Tourism reserves the right to decline the use of content if it is deemed off-brand for Visit Arizona.

- Influencer should provide at least one blog with photo to be posted on the Visit Arizona website.
- Influencer should provide photos, videos or a combination of both to be used at the leisure of the agency. By providing access to these photos, the influencer agrees to grant the Arizona Office of Tourism permission to use these photos or videos (with credit) on social media, the Visit Arizona website or any other promotional items deemed appropriate.
- Video blogs are a welcome addition to any influencer deliverables.
- Influencer should agree to an agreed minimum of posts on all of their channels, including any personal blogs or websites. The influencer should also provide a timeline or schedule of when and where each post will be published.
- Influencer should provide an impact report with snapshots of posts, post engagement, analytics for their website/blog for the time period of one month or any length of time in which they posted for the trip.