



Influencers 101: Mitigating Risk in Your Influencer Program

There are ways to mitigate risk in the implementation of an influencer program and ensure it runs smoothly. The most important things to remember are that an influencer is not a spokesperson for your organization, and partnerships with influencers are just one tactic in a broader communications plan.

Three overarching principles in risk mitigation

✓ **Vetting influencers prior to engaging in a partnership helps mitigate risk. This includes thoroughly reviewing their social media page and any other published media about the influencer to ensure they do not have any content that is misaligned with your organization, your brand, or your mission.**

- Write a list of “red flags” that, if present on an influencer page, would immediately remove them from consideration.
- Additionally, create a list of “yellow flags” that are questionable content areas, meaning that if present on an influencer page, your organization will review on a case-by-case basis.

✓ **Discussing “Brand Guidelines” helps mitigate risk by ensuring that the influencer knows what you expect, including:**

- The history and mission of your organization or brand and the goals of this influencer program.
- Messages that your organization is interested in highlighting and best practices for sharing those messages.

✓ **If an influencer says or does something publicly that is misaligned with your organization, start by having an open and honest conversation with them about your concerns. It can be helpful to plan for this situation before it happens. Specific steps in your plan could include:**

- Remove the influencer’s post from your page (if reposted).
- Pause any paid media support for the influencer’s posts and determine if your organization will need to acknowledge the influencer’s actions.

More information can be found in the full guide, *Influencers 101: Best Practices and Practical Approaches for Public Health Campaigns*.