CREATOR VETTING SCORECARD

Creator Name: _____ | **LinkedIn Profile:** _____

Evaluated By: _____ | **Date:** _____

1. ENGAGEMENT QUALITY (0-20 Points)

Category	Score (0-5)	Criteria
Engagement Rate	_____ / 5 ▾	**5 points:** 5% or higher engagement rate **4 points:** 3-5% engagement rate **3 points:** 2-3% engagement rate **2 points:** 1-2% engagement rate **1 point:** Less than 1% engagement rate
Comment Quality	_____ / 5 ▾	**5 points:** Thoughtful discussions, substantive comments **4 points:** Good engagement, meaningful responses **3 points:** Mixed quality comments **2 points:** Superficial engagement **1 point:** Spam or bot-like comments

Audience Interaction	_____ / 5 ▾	**5 points:** Highly responsive to audience, regular engagement **4 points:** Regular responses to comments and messages **3 points:** Occasional responses **2 points:** Rare responses **1 point:** No audience interaction
Shareability	_____ / 5 ▾	**5 points:** Highly viral content, consistent shares **4 points:** Regular shares and reposts **3 points:** Moderate shareability **2 points:** Low share rate **1 point:** Minimal shares

ENGAGEMENT QUALITY TOTAL: _____ / 20

Notes:

2. AUDIENCE ALIGNMENT (0-20 Points)

Category	Score (0-5)	Criteria

Target Demographic Match	_____ / 5 ▾	**5 points:** Perfect match with our target audience **4 points:** Strong demographic alignment **3 points:** Good match **2 points:** Partial alignment **1 point:** Poor demographic match
Industry Relevance	_____ / 5 ▾	**5 points:** Direct industry match **4 points:** Adjacent industry, highly relevant **3 points:** Relevant industry connections **2 points:** Tangentially related **1 point:** Unrelated industry
Geographic Alignment	_____ / 5 ▾	**5 points:** Perfect geographic match **4 points:** Strong geographic overlap **3 points:** Good geographic overlap **2 points:** Some geographic overlap **1 point:** No geographic alignment

Audience Size and Growth	_____ / 5 ⏷	**5 points:** Large audience with strong growth
		4 points: Growing steadily
		3 points: Stable audience
		2 points: Slow or minimal growth
		1 point: Declining audience

AUDIENCE ALIGNMENT TOTAL: _____ / 20

Notes:

3. CONTENT CONSISTENCY (0-20 Points)

Category	Score (0-5)	Criteria
Posting Frequency	_____ / 5 ⏷	**5 points:** Daily or more frequent posting
		4 points: 4-6 times per week
		3 points: 2-3 times per week
		2 points: Weekly posting
		1 point: Sporadic or inconsistent
Content Quality	_____ / 5 ⏷	**5 points:** Exceptional quality, highly polished
		4 points: High quality content
		3 points: Good quality
		2 points: Acceptable quality

		1 point: Poor quality
Topic Consistency	_____ / 5 ▾	**5 points:** Highly focused on specific topics **4 points:** Consistent theme across content **3 points:** Generally stays on-topic **2 points:** Varied topics **1 point:** Scattered, no clear focus
Brand Voice Alignment	_____ / 5 ▾	**5 points:** Perfect alignment with our brand voice **4 points:** Strong fit **3 points:** Good fit **2 points:** Some alignment **1 point:** Misaligned brand voice

CONTENT CONSISTENCY TOTAL: _____ / 20

Notes:

4. BRAND SAFETY (0-20 Points)

Category	Score (0-5)	Criteria

Controversial Content History	_____ / 5 ⌄	**5 points:** No controversial content issues **4 points:** Very minor issues, well-handled **3 points:** Minimal concerns **2 points:** Some concerning content **1 point:** Major red flags or controversies
Professional Reputation	_____ / 5 ⌄	**5 points:** Excellent reputation in industry **4 points:** Very good reputation **3 points:** Good reputation **2 points:** Acceptable reputation **1 point:** Concerning or poor reputation
Values Alignment	_____ / 5 ⌄	**5 points:** Perfect alignment with company values **4 points:** Strong values alignment **3 points:** Good values alignment **2 points:** Some gaps in values **1 point:** Misaligned values

Crisis History	_____ / 5 ▾	**5 points:** No crisis or negative incidents
		4 points: Minor issues, successfully resolved
		3 points: Some past issues, handled adequately
		2 points: Multiple issues or poor crisis management
		1 point: Major crises or ongoing problems

BRAND SAFETY TOTAL: _____ / 20

Notes:

5. COLLABORATION STYLE (0-20 Points)

Category	Score (0-5)	Criteria
Responsiveness	_____ / 5 ▾	**5 points:** Responds within 24 hours
		4 points: Responds within 1-2 days
		3 points: Responds within 3-5 days
		2 points: Responds within 1 week
		1 point: Takes longer than 1 week or does not respond

Professionalism	_____ / 5 ▾	**5 points:** Exceptional professionalism **4 points:** Very professional **3 points:** Professional **2 points:** Acceptable professionalism **1 point:** Unprofessional behavior
Creative Flexibility	_____ / 5 ▾	**5 points:** Highly collaborative, very flexible **4 points:** Flexible and open to ideas **3 points:** Moderate flexibility **2 points:** Somewhat rigid **1 point:** Inflexible or difficult to work with
Previous Partnership Success	_____ / 5 ▾	**5 points:** Excellent track record with other brands **4 points:** Good partnership success **3 points:** Mixed results **2 points:** Limited success **1 point:** Poor partnership outcomes

COLLABORATION STYLE TOTAL: _____ / 20

Notes:

FINAL EVALUATION

TOTAL SCORE: _____ / 100

Overall Rating: _____

- **90-100:** EXCELLENT - Highly Recommended
- **80-89:** VERY GOOD - Recommended
- **70-79:** GOOD - Consider with conditions
- **60-69:** FAIR - Proceed with caution
- **Less than 60:** POOR - Not recommended

RECOMMENDATION AND NEXT STEPS

Recommendation:

Next Steps:

- _____
  _
- _____
  _
- _____
  _

Follow-up Date: _____

Additional Notes: