

Influencer Vetting Checklist

Use this checklist to ensure creators align with brand standards, values, and campaign needs.

1. Reputation & Values Alignment

Content Review

- Reviewed to see if accounts are active
- Verified no recent collaborations with direct competitors
- Searched for past controversies or scandals
- Confirmed creator's stated values align with brand mission

Brand Safety Check

- Content is free from hate speech, discrimination, or harmful rhetoric
- No promotion of dangerous activities or misinformation
- Tone and messaging feel appropriate for target audience

2. Audience Quality & Engagement

Follower Authenticity

- Follower growth appears steady and organic
- Follower count matches engagement rate expectations
- Followers match creator's niche and content focus
- No obvious signs of purchased followers or engagement pods

Comment Section Analysis

- Comments feel genuine and conversational (not generic/bot-like)
- Audience demographics match target customer profile
- Engagement shows actual interest
- Creator actively responds to comments and builds community

Engagement Metrics

- Engagement rate is between 1-5% good for macro/mega influencers or 5-10% for micro/nano influencers

- Average video watch rate hits success benchmarks
- Saves and shares indicate valuable content

3. Content Quality & Integrity

Production Standards

- Video quality is clear and professional
- Image quality meets brand visual standards
- Captions are well-written with proper grammar and spelling
- Transitions and editing feel cohesive and intentional
- Content demonstrates creative skill and attention to detail

Creative Voice & POV

- Creator has a distinctive voice or unique angle in their niche
- Content feels authentic and connected, not overly scripted
- Can discuss brand's category in a fresh, engaging way

Content Consistency

- Posting frequency is consistent
- Content themes remain on-brand and focused

4. Cultural Resonance & Influence

Community Authority

- [] Creator holds genuine influence within target community
- [] Audience views them as a trusted voice or expert in their niche
- [] Content demonstrates deep understanding of community values and interests
- [] Other creators in the space reference or engage with their content

Audience Alignment

- [] Audience demographics match target customer profile
- [] Audience pain points align with brand solutions
- [] Cultural references and language resonate with target market

5. Business Readiness & Professionalism






Previous Brand Collaborations

- Has worked with brands before (check for #ad, #sponsored disclosures)
- Previous sponsored content felt organic and genuine
- Properly disclosed partnerships per FTC guidelines
- No excessive back-to-back sponsored posts (maintains integrity)






Influencer Vetting: Creator Vetting Conversation Guide

Questions to ask creators to assess fit, trust, and partnership potential

Red flags include:

-  vague answers
-  purely money-driven motivation
-  no audience understanding
-  no examples of impact
-  resistance to process or transparency

Green flags include:

-  speaks about community
-  understands their influence
-  asks smart questions back
-  cares about alignment
-  treats it like a partnership

1. Story & Values Alignment

Goal: Understand who they are and what they stand for

- “What stories do you care most about telling through your content?”
- “What values guide the brands you choose to work with?”
- “What makes a partnership feel authentic to you versus forced?”
- “How do you decide which brands you say yes or no to?”

- “What about our brand feels aligned (or not) with your community?”
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2. Audience & Community Trust

Goal: Validate influence, not just reach

- “How would you describe your audience in your own words?”
 - “What does your community come to you for?”
 - “What kinds of conversations do you see in your comments or DMs?”
 - “How do you build trust with your audience?”
 - “What feedback do you get most often from your followers?”
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3. Creative Voice & Storytelling

Goal: Assess how they think creatively

- “How would you tell this story in your own voice?”
 - “What excites you about creating content in this category?”
 - “Can you share an example of a campaign you’re proud of and why?”
 - “How do you balance brand guidelines with staying authentic?”
 - “What makes content perform best for your audience?”
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4. Cultural Credibility & Context

Goal: Ensure relevance and sensitivity

- “What does this topic mean in your community?”
 - “How do you stay connected to the culture you create for?”
 - “Are there things brands often get wrong when entering this space?”
 - “What would you want us to understand about your audience before we launch?”
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5. Performance & Business Impact

Goal: Separate creators from partners

- “How do you define success in a brand partnership?”
 - “What results have you driven for brands in the past?”
 - “What kind of calls-to-action work best with your audience?”
 - “How do you measure whether a campaign worked?”
 - “What would success look like for this partnership?”
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6. Professionalism & Process

Goal: Test reliability and maturity

- “Walk me through how you typically work with a brand partner.”
 - “How do you handle timelines and feedback?”
 - “What do you need from us to do your best work?”
 - “How do you prefer to communicate during a campaign?”
 - “Have you ever had a partnership go sideways? What did you learn?”
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7. Brand Safety & Boundaries

Goal: Reduce risk, build trust

- “Are there brands or categories you won’t work with?”
 - “How do you approach disclosures and transparency with your audience?”
 - “Have you ever turned down a partnership for values reasons?”
 - “What expectations do you have around usage rights and licensing?”
 - “Is there anything in your content history we should be aware of?”
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8. Long-Term Partnership Potential

Goal: Think beyond one post

- “Would you be open to building a longer-term relationship with a brand?”
 - “What would make this partnership meaningful to you?”
 - “How would you want to grow with a brand over time?”
 - “Could you see yourself representing this brand outside of social content?”
 - “What excites you about working with us beyond this campaign?”
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9. Cross-Functional Value (Advanced)

Goal: Unlock enterprise insight

- “Would you be open to sharing feedback on product or customer experience?”
- “Have you ever supported a brand beyond content (events, PR, product testing)?”

- “What insights do you think brands miss about your community?”
 - “How could we work together beyond just posting content?”
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How to Use This Guide (Important Framing)

This is not a checklist interview.

This is a **relationship conversation**.

Teams should listen for:

- clarity
- values
- thoughtfulness
- self-awareness
- business maturity
- cultural fluency
- trust signals