

**GLOBAL
WAVE
DIGITAL**



**Digital Influencers for Social
Good**

Topics for Today

This webinar will cover the following areas

- Why Influencers are No #1 Topic for 2021
- What are influencers and how can they support advocacy campaigns
- How to develop an organic network program
- Paid vs. organic relationships

Global Wave Services Overview

Global Campaign Network



Digital Research & Insights



Message & Content Creation



Campaign Development



Digital Platform Management

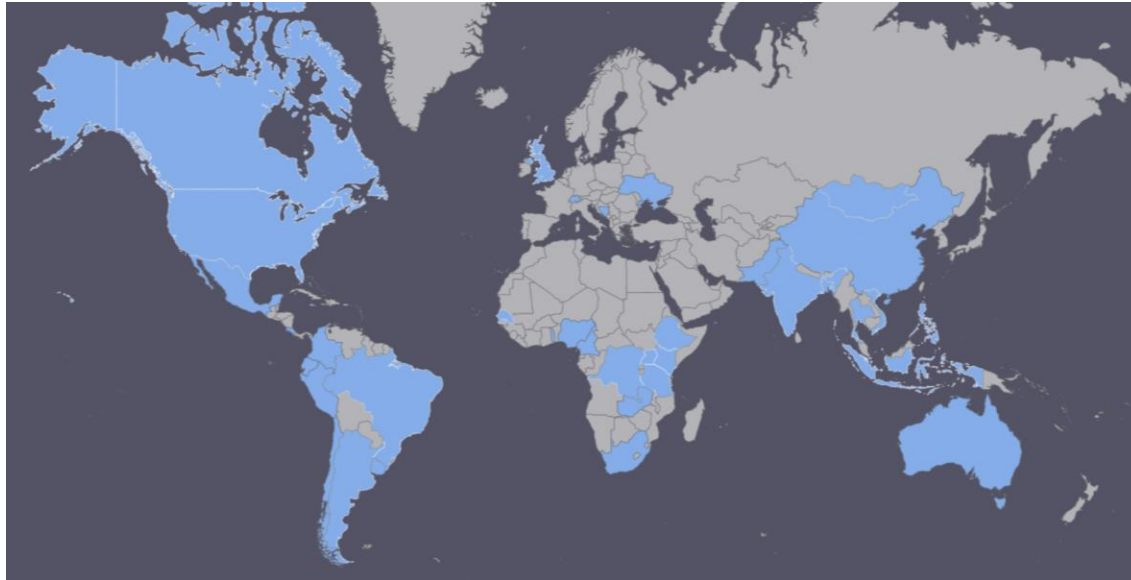


Digital Training & Capacity

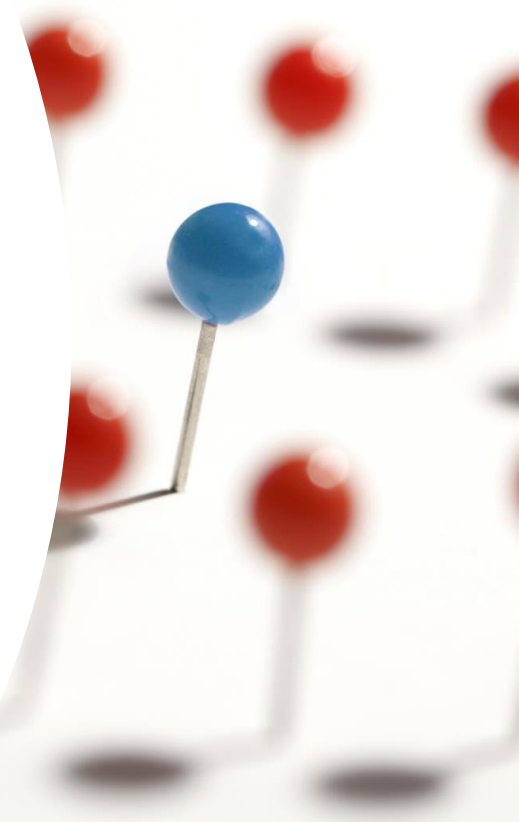


Places We Support Movements

NGO Support in 50+ Countries: Policy-based Issue Advocacy + Training & Campaign Management



Why Influencers are No #1 Topic for 2021



Challenges Facing Digital Movements...

Social Platforms have Limited Reach

Paid Advertising Challenges

Environment of Mistrust and Disinformation

The Bar for Content is Very High

Challenges Facing Digital Movements *That Influencers Can Help Overcome*

Social Platforms have Limited Reach



Influencers can reach large audiences effectively

Paid Advertising Challenges



Content and geographic restrictions are less applicable

Environment of Mistrust and Disinformation



Built in messenger credibility with influencer's existing audience

The Bar for Content is Very High



Personal narrative content opportunities

The Reality of Social Paid Advertising

Social platforms require paid strategies for content to reach

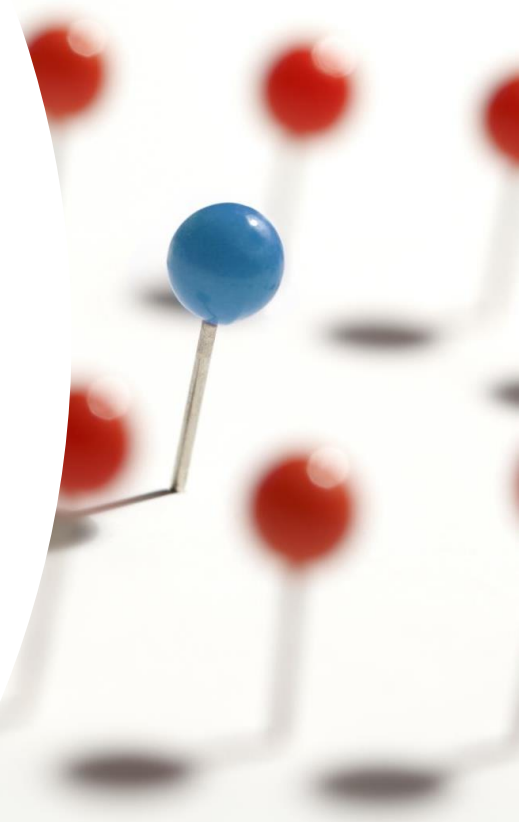
Paid advertising on Facebook and Twitter for social issues and political advocacy is increasingly difficult, especially for global movements

Volume and nature of engagement via paid strategies can be suspect

Platform uncertainty



Who are Influencers, Really?



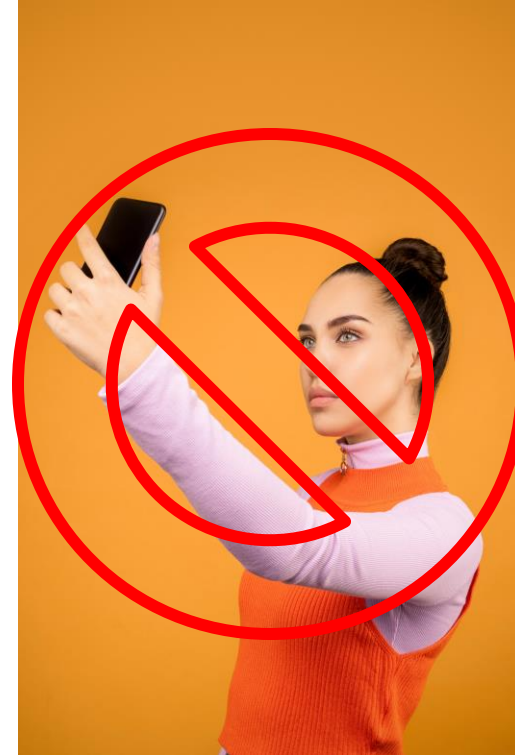
What is an “Influencer” and What Do They Have to Do With My Campaign?

There is a lot of buzz around “influencer marketing.”

Influencers are often thought of as stylish youth on Instagram endorsing lifestyle products for vast sums of money.

That is NOT what we look for in most of our campaigns.

Influencers are individuals dedicated to our cause and want to use their audience **to support campaigns authentically.**



Pitfalls to Avoid

Pay to Play

Spam Networks

Inauthentic Relationships

Corporate-aligned Individuals with Conflict of Interest



shaq • Following

you can do on the spot that may help lower your stress levels and impact your blood pressure:(1)

- 🚫 Limit alcohol (1)
- 🚭 Avoid smoking (1)
- ✅ Take deep breaths (1)

Although I don't have high blood pressure, it's an important issue. That's why I teamed up with Arbor Pharmaceuticals to drive awareness.

#hypertension #highbloodpressure #bloodpressure #stressmanagement #stressrelief

1. Stress and High Blood Pressure: What's the Connection.
<https://www.mayoclinic.org/diseases-conditions/high-blood-pressure/indepth/stress-and-high-blood-pressure/art-20044190>

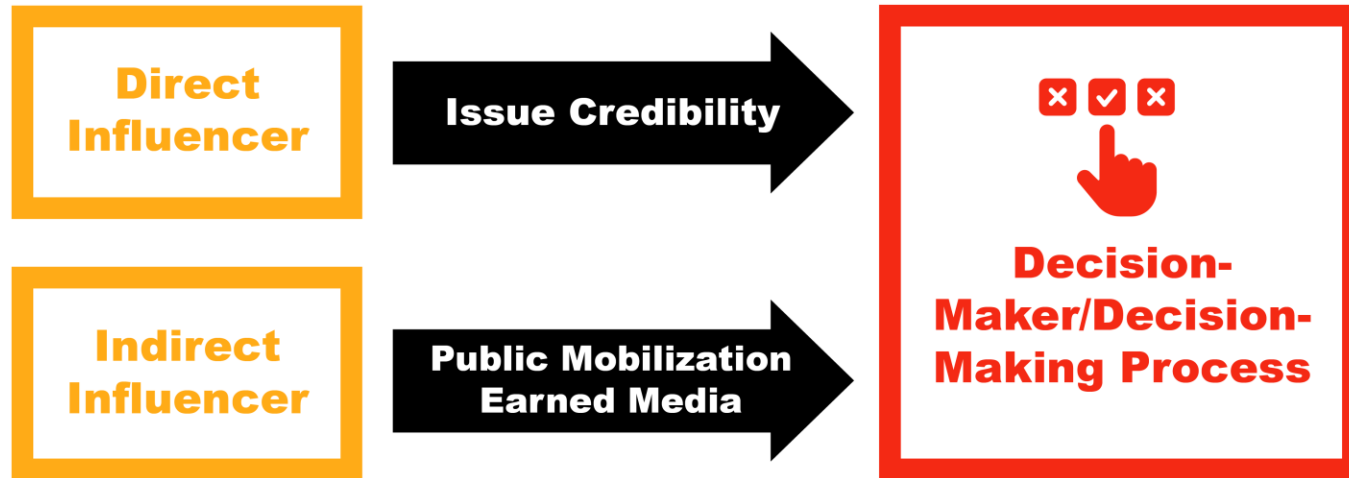
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Liked by biggdjcrazytoones and others



Two Types of Strategic Influencers

Influencers support campaign objectives. They can either impact the decision-making process directly by their credibility as a key audience of policymakers or by driving grassroots pressure through community organizing.



Direct Influencer: Leveraging Issue Credibility

Direct influencers rely on their credibility to persuade/influence and impact the decision-making process.

Credibility tied to professional expertise or personal experience

Quality of content more important than audience size for direct influencers, though large audiences can be impactful

Types of Direct Influencers

Organization/Community Leader

Academics, lawyers, economists

Policy Issue-area Expert

Personal Experience related to Issue (victim, survivor etc.)

Relevant industry business leaders

Example: Brazilian Food Policy Advocacy Champions



Bela Gil
2.000.000 followers
Chef, TV Presenter, online



Rita Lobo
1.600.000 followers
Chef, business woman, TV presenter



Example: Nutrition/Fitness Ambassadors in Nigeria for Cardiovascular Health



INSTAGRAM LIVE
with
SUPERSELFFITNES

ON HEALTH RISKS OF TRANS FAT AND THE ROLES OF GOVERNMENT

Host:
@transfatfreenigeria

DATE: 24-08-2020
TIME: 2:00 PM

transfatfreenigeria • Follow

transfatfreenigeria Our first Instagram Live engagement holds today as we host @superselffitness

We will be discussing health risks of trans fat as she speaks about her personal journey.

Join us by 2 PM today.

#TransfatFreeNigeria

beeronyy I enjoyed every bit of the discussion. But network will not allow me shine

Liked by aatsarumi and 9 others

AUGUST 24

Add a comment...

Nutrition/fitness ambassador connecting personal health to transfat food policies

Road Safety Leader in India

Piyush Tewari started SaveLife Foundation after a family member died in a car crash in India



Indirect Influencers: Mobilization Value

Impact advocacy objectives via large scale mobilization of a dedicated audience E.g. generate high volumes of online petition actions, contacting decision-makers, donations, creative user-generated asks or online-to-offline organizing activity

Content creators provide creative visibility for movement

Public visibility also can help drive earned media attention

Micro-influencers also a key type of indirect influencer—a passionate advocate who can be relied on repeatedly to mobilize their own communities over time

Credibility comes not from issue expertise but from established trust with their audience

Indirect Influencer Examples

Celebrities, athletes or other visible icons who command a large audience of passionate followers to their personal brand

Artists, content creators, musicians who can create content for your campaign

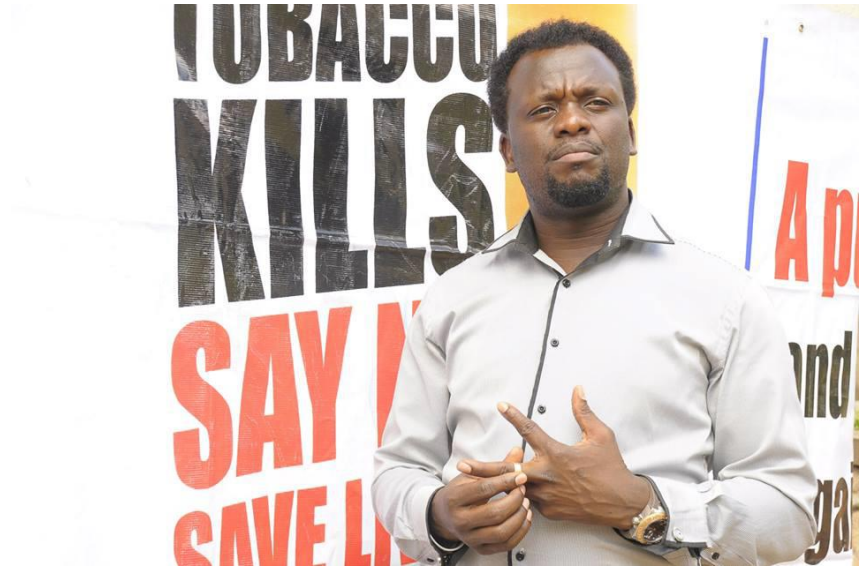
Dedicated grassroots advocates deeply engaged with your campaign already also have power as micro-influencer

Example: Radio DJ SMS Campaign in Uganda for Tobacco Control Campaign

Radio DJ host discussion and content on-air related to harms of tobacco in Uganda

Mobilized 50,000+ SMS petition signatures via radio call outs

Road show based on SMS-engagement to generate community support with in-person visits



Uganda Radio DJ Patrick Mujuuka

Example: Celebrity Activism "Nothing but Nets" a UN Foundation Organization



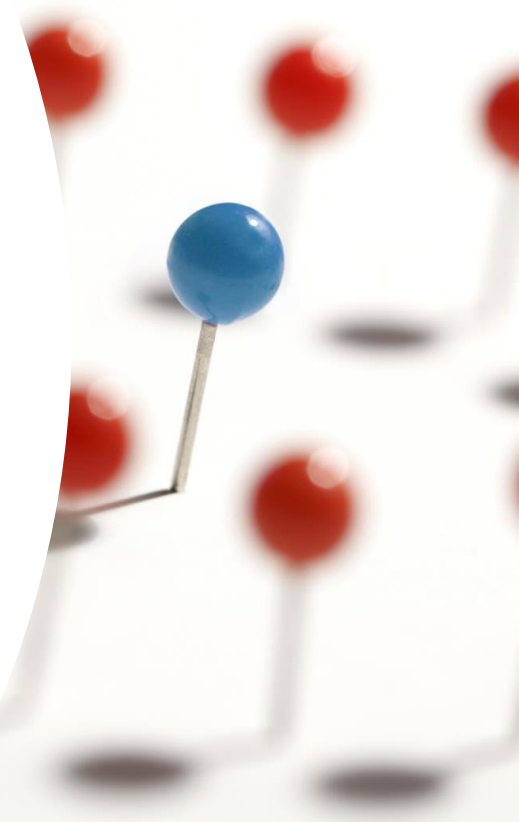
NBA superstar Stephen Curry is an ambassador for "Nothing but Nets", a UN Foundation organization that combats malaria by helping deliver 13 million bed nets to families in need, along with other crucial malaria interventions like diagnostics, treatment, and training of healthcare workers.

Indirect Influencer: Tony Hawk Pro-Skater

Tony Hawk co-developing content with FDA The Real Cost campaign on harms of tobacco.



Building an Influencer Program



Building an Influencer Engagement Program

Building influencer relationships is not something that just happens organically or overnight. It requires an intentional program to develop a network that is sustainable and strategic.

There are five steps to building and maintaining a successful network of influencers.



Identification



The first step towards building a network is figuring out who should be on your outreach list.

Your network will only have long-term impact if you invest in building relationships with champions that can strategically and authentically support your campaigns.

Do's

- Be strategic in prioritizing targets that can support your policy objectives
- Be realistic in who can activate
- Focus on users with an authentic connection to your issue



Dont's

- Identify influencers based only on reach
- Identify users without a history of digital advocacy



RCS: The Assessment Model



Reach

How large is the audience reached through the target Champion



Commitment

How dedicated will this champion be to using their platform to support our campaign



Strategic Value

How much will their support strategically further our policy goals

Recruitment



Once you have a list of target influencers you'll need to start conducting outreach to recruit influencers.

Do's

- Make a personal appeal to individual targets
- Emphasize the benefits of participation
- Clarify expectations of the program
- Start with people you have an existing relationship with



Dont's

- Use a form letter or mass email to make introductions/outreach
- Be afraid to use any channels available, including LinkedIn, Twitter/IG DMs, etc.



Strategy: From the Inside Outwards

To help you think through how to we're breaking them into four categories:

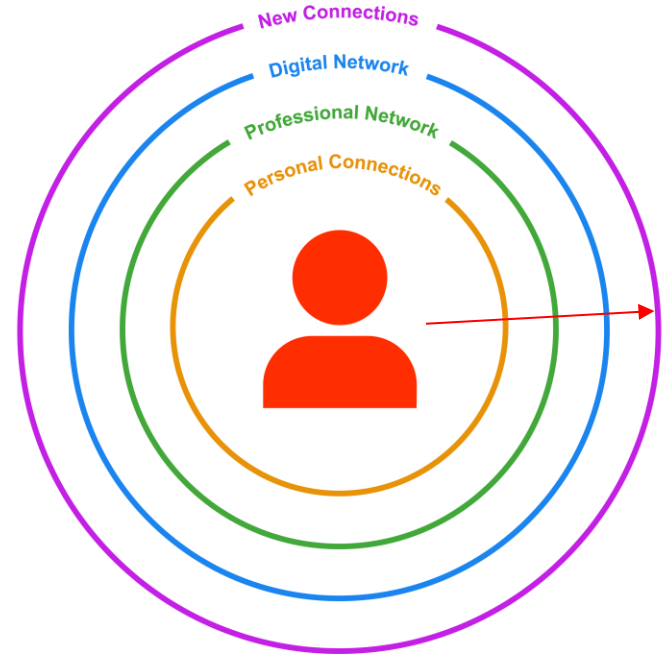
Personal Connections: People you know well

Professional Network: Secondary connections within your network

Digital Network: Advocates already engaging

New Connections: Someone without a preexisting digital or physical connection

Existing connections will be the easiest to convert, so we will ask you to start there and then move outwards.



Orientation/Education



Once influencers have joined your network, it's important to have an onboarding strategy so that the influencers feel connected to your campaign and are clear on how they can contribute.

Do's

- Host informational video sessions about your issue with your influencers
- Provide them with background messaging, resources, and creatives
- Emphasize the benefits of participating in the program



Dont's

- Expect influencers to know everything about your issue
- Neglect influencers once they join your network and are ready to start supporting your work



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Main Motivations to Join/Take Action

Build incentives into your program to drive action and engagement.



Prestige

This is a select group of elite advocates working in the top of their fields



Promotion

We will promote Champions to help them reach a global audience



Access

Champions will have access to exclusive resources and opportunities



Community

You're a leader of a global network

Activation



Develop actions that will strategically leverage the strengths of your network and positively impact your campaign.

Do's

- Make actions easy to take with clear impact
- Provide toolkits for influencers to use on their online channels and messages/creative for them to personalize



Dont's

- Assign complicated actions that are hard to follow
- Assign generic actions that have no strategic value for your campaign



Sustainability



Build a network of "influencers" is a long-term process that requires sustained resources and capacity, provide value-adds in order to engage and motivate the group.

Do's

- Use popular digital channels to communicate with your network
- Provide opportunities for community building
- Continue to provide opportunities/benefits to motivate activity



Dont's

- Assume influencers will continue to be active without continuous support
- Use channels that are difficult to use



Example: Global Youth Activation for International Youth Day

Youth are among the populations most impacted by tobacco but often don't have a voice to stand up and advocate for tobacco control policies.

In advance of International Youth Day in August, we worked with our client to develop a global youth influencer network of 200+ that can support tobacco control campaigns all around the world. We then launched a global campaign, #GenZTobaccoFree, that leveraged the network to support the movement.



Identification

Youth are among the populations most impacted by tobacco but often don't have a voice to stand up and advocate for tobacco control policies.

In advance of International Youth Day in August, we worked with local partners around the globe to identify youth champions that have an authentic connection to the issue of tobacco control and an established record of leveraging their social media to support social issues.

| | Reach | Commitment | Strategic Value |
|-----------------|--------------|-------------------|------------------------|
| Youth #1 | 3 | 4 | 2 |
| Youth #2 | 5 | 3 | 2 |

Recruitment

We developed a template recruitment letter and then worked with groups to personalize the asks and start outreach asking the youth to register for our influencer network in advance of a major International Youth Day action.



Make Personal Appeal



Outline Benefits



Clarify Expectations



Tease Upcoming Action

Education

In advance of International Youth Day, we hosted an orientation webinar for all of the new Youth champions that had signed up for our network.

Champions were given basic info around our issue and campaigns as well as specific instructions as to how they can participate in the upcoming action.



Activation

We developed a global campaign called #GenZTobaccoFree where youth champions were asked to take a series of actions including:

- Participating in a Twitter Chat
- Participating in a storytelling campaign, sharing their “Superpower” and how they’ll use it to stand up to Big Tobacco
- Signing interactive pledge to help make #GenZTobaccoFree and sharing on Instagram Stories

#GenZTobaccoFree: Results on FB, Twitter, WhatsApp, IG



4:56 AM · Aug 12, 2020 · Twitter for Android

5 Retweets 8 Likes



Web-Based Model

To streamline this process for our clients and their networks, we built a web-based portal where influencers could:

- See all the actions available
- Download resources needed to participate
- Record their results once completed
- Connect with others taking the action from across the world



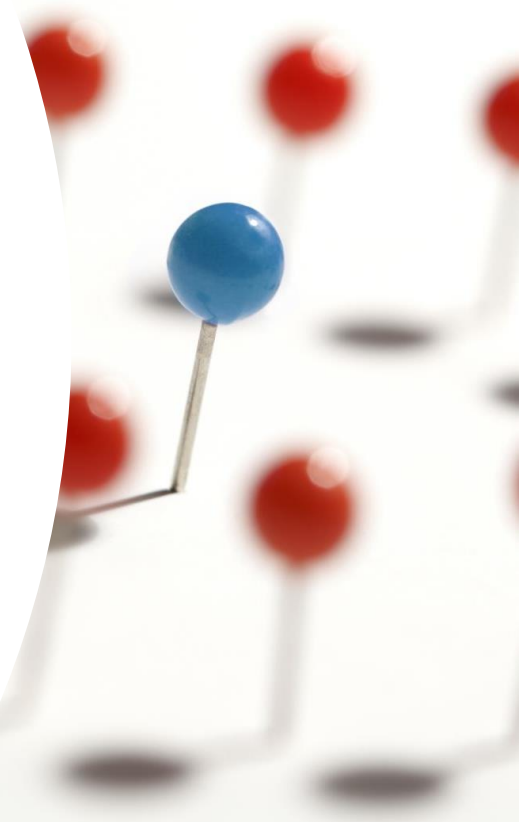
Sustainability

After the successful global activation, we worked with in-country partners to develop long-term plans for managing the influencer networks in their own countries. Several countries have continued to develop youth-focused actions to keep the influencers engaged.

We are continuously rolling out new global incentives to drive long-term commitment and have leveraged the forum function on our web portal to drive community building.



Is it OK to Pay an Influencer?



Paid vs. Organic

While much of this deck is focused on building organic relationships, the reality is that in many countries paid influencer engagements are the norm

Even in a paid engagement it is important that the **connection to your issue is authentic.**

Advocates must demonstrate their commitment to the campaign's mission and be comfortable with advocacy campaign actions

We recommend avoiding paid influencers with no history of advocating for social good on digital platforms.



Where We're Seeing Paid Relationships Status Quo

Places where we've seen paid relationships globally:

India: market of accounts who promote 'news of the day'

Indonesia: 'online buzzers' identify cool and trending topics

Nigeria: celebrities and popular online personalities expecting payment to participate online and offline social good

Important Questions to Ask Before Entering Paid Agreements



When is it appropriate to enter into a paid relationship with an individual advocate?



What steps are needed to properly mitigate risks associated with this type of agreement?

FTC Guidelines: Disclosure 101 for Paid Influencers in U.S.

Before you start a paid relationship with an influencer, its important that you think through the legal ramifications.

One tool that can be helpful are the FTC guidelines for social media influencer arrangements called: “Disclosures 101 for Social Media Influencers.” This document walks through how you need to disclose paid influencer arrangements in different types of content, with tips on what is appropriate and what is misleading.

Get in Touch!

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