

Influencers 101: Categories of Influencers



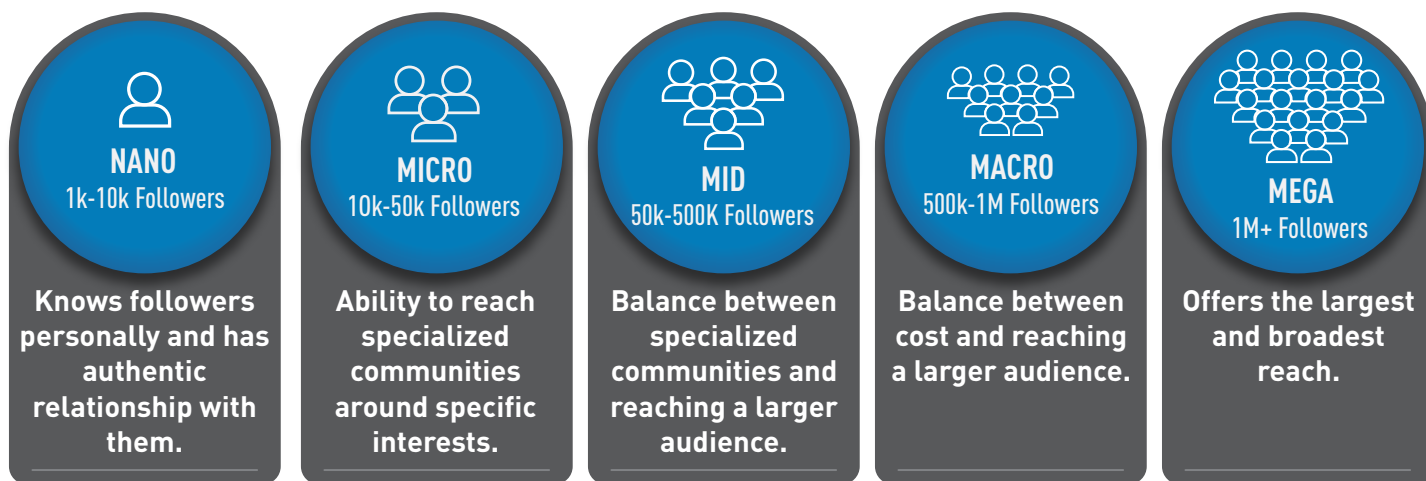
What is an influencer?

An influencer is a person with a following beyond their personal friends and family who has the ability to impact others' decisions. Typically, social media influencers have reach (i.e., a notable social media following), impact (i.e., an ability to impact the decision-making of others), and a bond or relationship with their followers. When integrated into public health campaigns, influencers can provide positive, powerful examples of health behaviors or beliefs in action, especially for groups that are not evenly reached through mass media strategies.

Categories of Influencers

There are five main categories of influencers. The influencer category you decide to work with is directly related to your communication goals and audience. The categories are primarily characterized by follower count (i.e., the total number of followers an influencer has), which also will determine the cost of working with an influencer. However, working within each influencer category can bring specific benefits to an organization. No matter your budget, it is possible to find the right influencer for your program's goals.

Influencer Categories



More information can be found in the full guide, [Influencers 101: Best Practices and Practical Approaches for Public Health Campaigns](#).