

Generic Influencer Assessment Template

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BASIC FILTERS			
Total followers	Total engagement / engagement rate	Language	Location

SOCIAL PRESENCE			
Number of followers	Total engagement	Date of last post	Verified?

Instagram				
YouTube				
Facebook				
X				
TikTok				
Twitch				
Substack				
Spotify				
Bluesky				
Threads				
Tumblr				
Douyin				
Snapchat				
Telegram				
Email newsletter				

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