

# Influencer Scorecard Template

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**Top Platform**

Category	Description	Score
Expertise		
Value		
Relevance		
Alignment		
Consistency		
Followers (per platform)		
Engagement (likes, comments, shares divided by followers)		
Active / recent engagement (for recent posts)		
Story views		
Reach and impressions		
Consistency (visual appeal, tone, branding alignment)		
Regularity / frequency of posting		
Relevance (to your brand/product/campaign)		
Originality of content		
Past campaign results / traffic generated / ROI		
Past collaborations (with similar brands or competitors)		
Reputation (controversies, professional behavior)		
Values / communication style		
Collaboration cost (per post, story, campaign)		
Value for money (engagement and reach vs. cost)		
<b>Average Score</b>		

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