

CIPR

CHARTERED INSTITUTE
OF PUBLIC RELATIONS

Influencer Relations May 2024

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Hello...



- All information correct at the time of publication!
- Opinions are my own, examples for illustration only
- Check back soon for more updates
- #ciprlearn <https://influenceonline.co.uk/>

Working with influencers is nothing new



Alesha Dixon

Singer, Britain's Got Talent judge and ActionAid Ambassador Alesha Dixon started supporting ActionAid in 2016 by joining our campaign to end FGM. In 2017, she travelled to [Ghana to support our campaign to end child marriage](#). She met young girls who had been abducted and forced into marriage, and saw ActionAid's work within the community to end this form of violence against girls.

"I was able to see for myself the work ActionAid is doing to help young girls escape from child marriage, by encouraging them to get back to school and regain hope for a better and brighter future," says Alesha.



Emma Thompson

Oscar-winning actor and writer Emma Thompson has been an ActionAid Ambassador since 2002, and has travelled to many different countries to see the difference ActionAid is making to the lives of women and girls. She has also supported our campaigns on women's rights and HIV/AIDS.

"I have met a lot of inspirational people and thought: they don't need us to tell them what to do, but they do need our support," Emma says. "Frankly, working with ActionAid has been one of the most inspiring, thrilling gifts of my life."

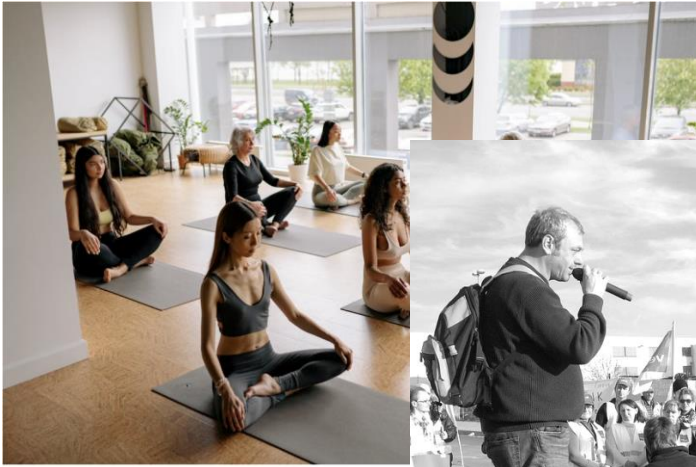


Fay Ripley

Star of ITV's *Cold Feet*, ActionAid Ambassador Fay Ripley has [supported ActionAid since 2008](#) after she visited Tanzania to see the impact child sponsorship has on children's education. She visited a school where ActionAid had built dormitories for girls who were at risk of abuse on their way to school, to keep them safe from harm and to ensure they got an education.

"Everything about that trip was memorable: from the warm welcome I received, to the incredible work ActionAid was achieving in the villages and schools that I visited," Fay says. "I expected to weep tears of empathy, instead my tears were of admiration."

'People with influence' are all around us

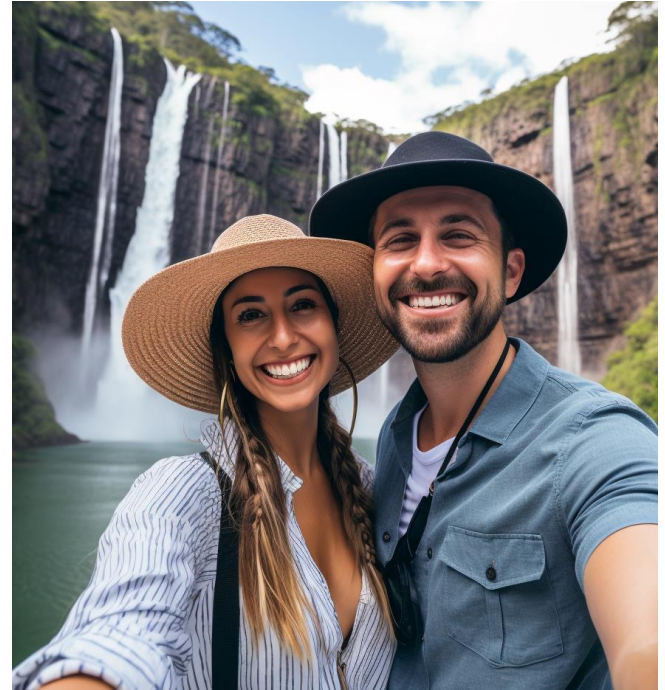


'The social media influencer' carries certain connotations



https://commons.wikimedia.org/wiki/File:Kendall_Jenner_Longchamp.jpg

Attribution: [Condé Nast](#) (through [Vogue Taiwan](#))

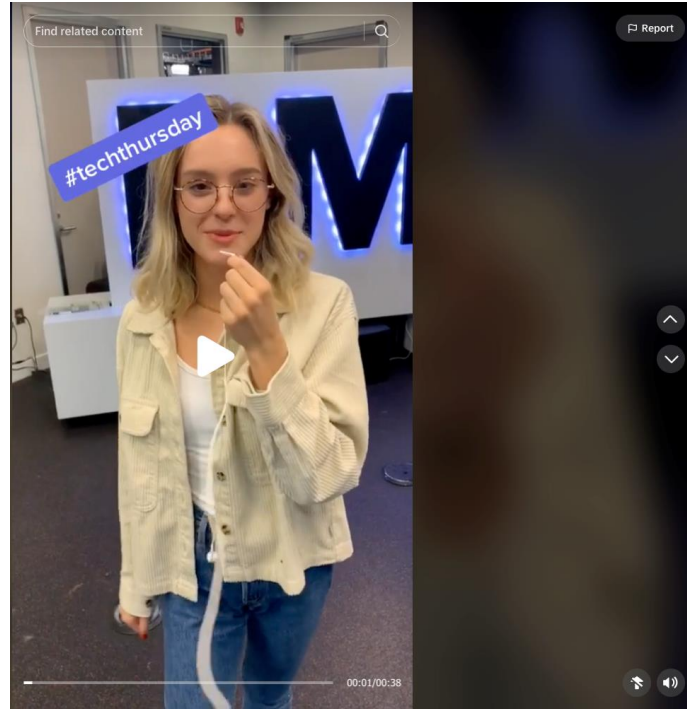


Imagined by Midjourney

But you could have a potential star influencer closer to home



3,189 likes



dmzhq
The DMZ - 2020-3-5

Follow

Due to popular demand we are back with more tech jokes
#foryou #entrepreneur #toronto #canadian #tech

original sound - The DMZ

4401 30 119

<https://www.tiktok.com/@dmzhq/video/6800803192...> Copy link

Comments (30) Creator videos

Only A Human
That band 1023 megabyte didn't had a gig yet 😂
that's genius 🤔🤔🤔
2020-3-... Reply
View 2 replies

BadFunnyJokes
What is the biggest lie in the entire universe?
"I have read and agree to the Terms & Conditions."
2020-3-7 Reply

elkarto
keep making em. these are amazing 😊
2020-3-... Reply

phiamaEATS
Be careful with that microphone, it's corona time
2020-3-... Reply

((Elias))
Pffff this is so funny 🤣🤣
2020-3-... Reply

user7713825696131
1023 Megabytes would be an excellent name for a

Add comment...

Influencer: Iona MacGowan

Partnership social content creation



Iona MacGowan in Japan for Trip.com 2023
1.9 Million views



Iona MacGowan in Providence for MBTA and Boston.com 2023. 206k views



21st Century Kilts Partnership 2023 70k Views



National Trust For Scotland Foundation USA Promo 2023

How to use an influencer



Mr JWW visits the Arnold Clark Innovation Centre



 **Arnold Clark**
11.2K subscribers [Subscribe](#)

 77   Share  Clip  Save 


23K views 4 months ago
We invited YouTuber and car enthusiast, MrJWW to check out the Arnold Clark Innovation Centre in Glasgow.

The Innovation Centre opened last year, with the aim of educating visitors about the benefits of alternative fuel vehicles and why they are becoming so important. [Show more](#)

How to use an influencer

 **Refuge** 
@RefugeCharity ...

Billie Piper reads Lisa's story for [#16Days](#). Will you stand with us and say that no woman should live in fear in her own home? 🙏



refuge.org.uk
Add your name and stand with survivors - it takes 30 seconds

How to use an influencer - treat them like the mainstream media



Best Live Streaming Gear in 2024 - RODE Streamer X Review and Features - Plus FREE Headphones!

Mike Russell 
333K subscribers

 Subscribed 

 51



 Share

 Thanks

 Clip

 Save



2.2K views · 5 months ago · 5 products

Things to consider

- The best influencer relationships are relevant
- Choose someone with a track record of delivering value for your type of organisation
- A good influencer has a positive relationship with the niche audience you are interested in
- Your values align
- The partnership is mutually beneficial and brings lasting value and benefit to you both

'Our social media was poor and we had zero engagement with young audiences. We found a teenage influencer, paid £10,000 for 3 Instagram stories. They published the stories but nothing happened'

Things to consider

- You can't control your influencer's past or personal opinions they might decide to share suddenly

Janey Godley dropped from Scottish Covid ads after 'unacceptable' tweets

Comedian described as Nicola Sturgeon's alter ego made series of posts using 'offensive, hurtful language'

Things to consider

- Some influencer rate cards use discredited metrics based around reach / awareness.
- Video will incur productions costs (editing, time) but clothes and location hire may also be required
- Be clear from the outset about who is paying for what
- Remember scripting, filming, editing a video, devising a creative 'treatment' takes time, effort, equipment and skill - just like any other form of advertising or creative venture

Things to consider

- Who will own the content once it is produced?
Will the influencer remove it after a period of time?
- Do you have permission to re-use it?
- Does the influencer need or want your input into the idea itself?
- Has the influencer fully complied with copyright and other legislation / responsibilities they have?
Do they pay Living Wage if they use a freelancer?



To the residents of Joshua Tree National Park.

To the residents of Joshua Tree National Park and all those affected by our recent content and alleged crimes committed in the area, we apologise.

1. We were aware that the Joshua Trees are protected but did not fully understand the extent or severity of the protection. We caused no damage to the fallen trees and intended solely on the artistic use of a new and abstract obstacle. We understand certain damage is not always visible but must insist that these were not our intentions at all when we used the tree as a takeoff. As for the disruption of sand during a 'skid' displayed in one of the videos, we can confirm this happened on a designated trail 20ft from the carpark.

2. Drone laws across the world have progressed very sporadically and we understand that our reaction to the rule was ignorant and potentially offensive. Birds tend to circle drones out of curiosity but admittedly, the drone has potential to cause distress, similarly to the influence of a bigger bird of prey for example. We wrongly assumed the rule prioritised the residents and visitors of the peaceful park, thus moving considerably far from any inhabitation before flying the drone for a few shots of the breathtaking sunset. Capturing the incredible view was our only, and to some, selfish intention.

3. We were unaware that collecting wood from the surrounding area was not permitted and further apologise for lighting a fire away from designated camp grounds despite being aware of the risk and driving a considerable distance from the park. Since hearing stories of forest/bush fires, we fully understand the worry and distress this footage may have caused. We can confirm the fire was completely smothered and the imminent vicinity was soaked with roughly 4 gallons of water before we left the area.

4. Walking back to camp, we spotted the snake by the trail. Being who we are, we filmed the snake, documented the encounter and moved on. This happened over the course of roughly 15 seconds. WE DID NOT KILL THE SNAKE AND WOULD NEVER FATHOM SUCH AN ACT. A number of articles have unfortunately warped this information and further fuelled the anger expressed by those affected.

We intended no level of distress to anyone, and wanted to celebrate the beauty and diversity of the park through showcasing the sense of freedom everyone gets when they visit. We have taken the youtube videos down and would like to offer a final apology for having fun at the clear expense of the Joshua Tree community and those affected by our recent antics.

Storror.

Things to consider

- What will you do if the comments beside the content take a turn?
- Will you attempt to prevent them advertising a competitor next week?
- Is there a reputational risk if you are seen to use taxpayers' money on influencer marketing or (if you're a private company) while making people redundant?

Influencers and the Advertising Standards Authority

Though they may be named differently on certain platforms or in regulatory frameworks, e.g., ‘bloggers’, ‘streamers’, ‘celebrities’ or ‘content creators’, the ASA typically defines an influencer as any human, animal or virtually produced persona that is active on any online social media platform, such as Facebook, Instagram, Snapchat, TikTok, Twitch, YouTube, and others.

<https://www.asa.org.uk/advice-online/recognising-ads-social-media.html>

<https://www.asa.org.uk/rulings/emma-louise-connolly-g21-1114838-emma-louise-connolly.html>






















<https://www.asa.org.uk/advice-online/influencer-marketing-disclosure-tool.html>

Advertising Standards Authority (ASA) Committee Of Advertising Practice (CAP)

- ASA - UK independent advertising regulator. Works on a contract from OFCOM to make sure ads in the UK stick to the rules (the Advertising Codes)
- CAP - sister organisation to ASA which makes the rules (CAP is made up of the industry, there's a system of self regulation for non broadcast ads and co regulation for broadcast ads)





-  **monica_geldart**  Original audio 
-  **monica_geldart**  AD The inner hairdresser always comes out at some point 😂
#TresTRIBE #hair #grwm #haircare
33 w
-  **gem.l.h** Love this 🥰🥰
33 w 3 likes Reply 
-  **verityoninsta** Very relatable however they test on animals which suuuucks big time and surely isn't necessary in 2023
33 w 18 likes Reply 
- View replies (2)
-  **eleanorhiannon** yours are the only ads I watch they are just excellent 🥰🥰 smell my hair
33 w 46 likes Reply 
-  **imcathyrods** Lol. That "Smell my hair" hit straight home. I do that every single time I wash my hair 🥰🥰🥰
33 w 5 likes Reply 
-  **okayadeeba** Tresemmé in India sucks. My Indian hair has been through a lot but Tresemmé was awful.
33 w 5 likes Reply 
-  **c4rv0** Surely you have to call your kid Maisy after all of this ?
33 w 1 like Reply 
-  **playwoodprovidence** Oh that poor child...
33 w 1 like Reply 
-  **angie_bean66** Love this & it's true, it smells delish & made my hair feel so soft & sleek! 🥰




veronika_iscool Paid partnership with **jamesonus** Original audio

veronika_iscool Celebrating St. Patrick's Eve...a little differently this year. @jamesonus #JamesonPartner #JamesonSPE 11w

nickpbaker salute to the Jameson marketing person who I'm sure had to present a dissertation to a 70 yr old exec to get this incredible collab approved 11w 1,140 likes Reply

— View replies (2)

jamesonus So, who's joining us to celebrate? 11w 317 likes Reply

— View replies (7)

geenaschramm The deep voice for two lines, film majors, lemme know what the significance is 11w 145 likes Reply

— View replies (7)

morganmaeann I've been sober for almost 3 months and this might make me break.... 11w 92 likes Reply

— View replies (5)

caucasianjames anyone else want jameson's after this 🍷

11w 69 likes Reply

— View replies (2)

caylienspaceship Ads are fun again

Liked by **emmabakerfilms** and 13,125 others
February 23

Add a comment... Post

Summing up...

- Influencer marketing is about much more than big name celebrities
- Social media algorithms make it harder for influencers to grow their following and deliver on promised 'reach'
- Video is responsible for some of the best 'influencer' content, we've moved far beyond simply throwing up some pictures or a quick story
- More creative, engaging, sophisticated content is becoming the norm with brands forging longer term partnerships with influencers or 'creators'
- Smaller businesses are using influencers too as well as the public sector and government agencies
- What's next: AI influencers?

<https://staffprofiles.bournemouth.ac.uk/display/internet-publication/335200>

<https://www.ft.com/content/e1f83331-ac65-4395-a542-651b7df0d454>

<https://www.forbes.com/sites/lesliekatz/2023/11/24/this-ai-generated-influencer-can-pull-in-10000-euros-a-month/>



bmw and lilmiquela

bmw Make it an experience. Make it real. The first-ever BMW iX2 x @lilmiquela. 100% electric.

#THENEWIX2 #BMWIX2 #BMW #BMW i #BMWElectric

BMW iX2 xDrive30: Combined power consumption: 17.7–16.3 kWh/100 km. Combined CO2 emissions: 0 g/km. Electric range: 417–449 kilometers. All data according to WLTP. Further info: www.bmw.com/disclaimer

Edited · 31 w

royhenningallum Very Nice looking car guys . Especially the M 235 i love very much . Those new taillights are very sexy. ❤️❤️❤️🔥🔥🔥😍😍😍👍👍👍

31 w 7 likes Reply

View replies (2)

aaron.obo She looks A.I.

30 w 5 likes Reply

View replies (1)

edd_travel_pics Nice shots 🔥🔥🔥

31 w 3 likes Reply

celyes How to sabotage a car launch? Include an influencer in it. As if human influencer weren't annoying enough so now they're using an artificial one 🤨

31 w 32 likes Reply

yo.girrl.lindii It's fire 🔥❤️😍

31 w 4 likes Reply



72,779 likes
11 October 2023

Add a comment...

Post

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