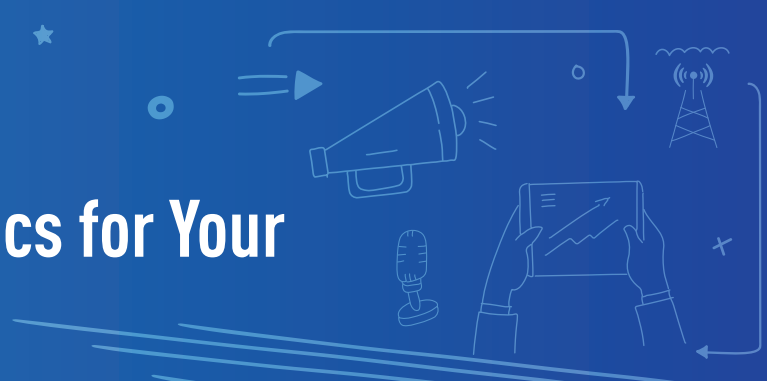# Influencers 101:
Identifying Goals and Metrics for Your Influencer Program

Collecting metrics to measure performance is an important part of any influencer program. Prior to launching your program, identify goals and consider measures that will help track progress toward those goals. The table below shares examples of program goals and metrics. Note, these examples are for illustrative purposes and do not represent an exhaustive list.

Goal	Metric	Example
Increase awareness of program, brand, or campaign	Number of followers, reposts, mentions, and hashtags	Document the number of followers your organization has before, during, and after the influencer program
Promote program message (e.g., a new resource for e-cigarette cessation)	Click-through rate to resources and number of unique website visitors to a resource	Compare the number of unique website visitors before and after launching an influencer program
Improve audience receptivity	Sentiment analysis (tracking emotions linked to a program, brand, or message)	Analyze social media comments to understand audience opinions and emotions

Interpreting and Sharing the Results of an Influencer Program

Here are three ways you can share results of an influencer program.

1. **Describe** your influencer program; when did it begin, who was involved, and what did they do?
2. **Share** the metrics you monitored to demonstrate changes you observed pre- and post- the launch of your influencer program.
3. **Interpret** the changes that you are reporting on. For example, if your post-campaign metrics are larger than your pre-campaign metrics, this could be an indication that the influencer campaign helped generate campaign awareness. However, it is important to understand and acknowledge the strengths and limitations of your study design which may impact the validity and reliability of your findings. Observed changes may not necessarily imply causality (i.e., your influencer program may not have caused an anticipated program effect), and you should refrain from overstating program results.

More information can be found in the full guide, *Influencers 101: Best Practices and Practical Approaches for Public Health Campaigns.*