DEFINE AMERICAN

BUILD-YOUR-OWN INFLUENCER PROJECT

1 AUDIENCE

Who are you trying to reach? Be as specific as possible
(e.g. “Upper middle class, Gen X, suburban moms in the midwest, Politically disengaged BIPOC millennials”)

2 GOALS/DESIRED OUTCOMES

What do you want to make your audience curious about?
What pre-existing narratives do you want your audience to interrogate?
(e.g. “Immigrants are criminals and make our country less safe.” “Immigrants are the reason my family can’t afford gas, groceries, or healthcare.”) Is there a low-lift action or other CTA you want them to take? (e.g. read more on your website, reshare the post, sign a petition)

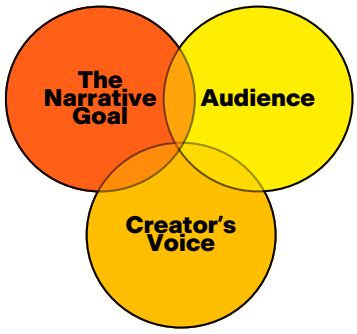
3 IDEAL CREATOR/INFLUENCER/CELEBRITY

Who are the commentators/influencers/celebrities they know and trust?
Where does your audience spend their time online?
What kind of content do they consume?
(e.g. gamer livestreamers, beauty vloggers, fitness influencers)

4 VIDEO CONCEPT

Now that you've identified your ideal messenger, what kind of video (or other kind of post) do you want them to create?
(e.g. A scripted story acted out, a direct-to-camera video of them explaining a certain topic, a conversation between them and a spokesperson from your org, a stream of them playing a videogame while discussing a certain theme)

Think about the intersection between:



What does the creator already do well? Consider their:

- Content Style
- Personality
- Community
- Expertise
- Lived Experience
- Relationship with Audience

How could this idea fit naturally into their existing content?