

## WHOSE INFLUENCE WILL HELP? WORKSHEET

**Directions:** Working with your team, work to research and identify influencers, organizations and individuals:

- a) whose voices you would like to amplify; and
- b) that could potentially help you with your social media outreach efforts.

### 1. What organizations/partners are addressing similar challenges to us and/or are otherwise aligned with our causes and interests?

NAME/Organization type: \_\_\_\_\_

Shared interests include: \_\_\_\_\_

Type of content they produce: \_\_\_\_\_

Frequency of content they produce: \_\_\_\_\_

Their followers: \_\_\_\_\_

They follow: \_\_\_\_\_

NAME/Organization type: \_\_\_\_\_

Shared interests include: \_\_\_\_\_

Type of content they produce: \_\_\_\_\_

Frequency of content they produce: \_\_\_\_\_

Their followers: \_\_\_\_\_

They follow: \_\_\_\_\_

NAME/Organization type: \_\_\_\_\_

Shared interests include: \_\_\_\_\_

Type of content they produce: \_\_\_\_\_

Frequency of content they produce: \_\_\_\_\_

Their followers: \_\_\_\_\_

They follow: \_\_\_\_\_

### 2. Who are some key experts in our topical areas (e.g., individuals or organizations in science, academics, policy, media, government, etc.)?

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

**3. Who is currently writing about the issues we care about? (e.g., journalists, academics, bloggers, researchers, policy makers, etc.)**

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Areas of expertise: \_\_\_\_\_

**4. Are there celebrities/public figures aligned with our cause?**

Name/affiliation: \_\_\_\_\_

Their connection: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Their connection: \_\_\_\_\_

Name/affiliation: \_\_\_\_\_

Their connection: \_\_\_\_\_

**5. Are there community followers we would like to reach/thank?**

Follower: \_\_\_\_\_

Thank them for: \_\_\_\_\_

Follower: \_\_\_\_\_

Thank them for: \_\_\_\_\_

**6. Who can share (or be the focus of) an engaging human-interest story about the work we are doing (our mission, goals, impact, etc.)?**

Name/story idea: \_\_\_\_\_

Name/story idea: \_\_\_\_\_