

Working with Influencers and Audience Ambassadors



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

Influencers can play a key role in helping health and wellness content reach wider audiences and build trust. For TELUS Fund-supported projects, success depends less on an influencer's follower count and more on authenticity, credibility, and alignment with the project's goals.

These best practices are informed by research and real-world insights gathered from a range of health and well-being initiatives.

Why Collaborate with Influencers?

- Increase awareness and credibility
- Connect with niche and regional audiences
- Foster engagement and conversation
- Share stories through trusted voices

Types of Influencers

- **Nano (under 10,000 followers):** Highly trusted, local, cost-effective
- **Micro (10,000–50,000 followers):** Strong engagement and deep connection to niche communities
- **Mid-tier (50,000–250,000 followers):** Wider reach with relatable appeal
- **Macro (250,000+ followers):** Large audience but often lower engagement and higher cost

For TELUS Fund projects, nano and micro influencers tend to deliver the most meaningful engagement.

Working with Influencers and Audience Ambassadors



ASSESS



LOCATE



ENGAGE



RESPOND



TRACK

Best Practices

- Look for influencers with lived experience or a meaningful connection to the project's themes.
- Focus on platforms where the target audience is most active, e.g. Instagram and TikTok for younger viewers, Facebook for broader community reach.
- Co-create content to ensure the influencer's voice stays authentic while reinforcing key messages.
- Prioritize alignment—values, tone, and audience fit matter more than follower count.
- Consider local voices to boost regional relevance and trust.
- Measure success by engagement: interaction rates, watch time, and click throughs offer more insight than reach alone.

Budget Guidance

- Increase Nano: \$100–\$500 per post
- Micro: \$500–\$2,500 per post
- Macro: \$5,000+ per post

Tips for Driving Impact

- Share ready-to-use clips, visuals, and messaging to streamline execution.
- Involve influencers early to ensure alignment and build buy-in.
- Encourage interactive formats like polls, Q&As, or behind-the-scenes content to spark engagement.
- Use short-form video (Reels, TikTok, Shorts) to boost visibility and platform reach.
- Focus not just on visibility, but on building trust and fostering meaningful conversations that amplify the project's impact.

Choosing the right influencer isn't necessarily about chasing clout, it's about strategic alignment. Start with the audience in mind, stay true to your project's purpose, and, where appropriate, treat influencer partnerships as long-term relationships, rather than one-off engagements.