



# Influencer Vetting Checklist

Use this checklist to evaluate whether an Instagram influencer aligns with your brand before outreach or hiring:



## Brand fit and niche alignment

- Does the influencer's niche align with your brand or product category?
- Is their tone and aesthetic consistent with your brand identity?
- Do they share your brand values or messaging style?



## Engagement and audience quality

- Is their engagement rate healthy for their follower size?
- Are likes, comments, and shares authentic (not bot-driven)?
- Have they fostered real audience interaction in comments or Stories?
- Does their audience match your target demographics (age, gender, region)?



## Content authenticity

- Do they publish consistently (Reels, Stories, static posts)?
- Is the content quality (lighting, captions, audio) professional and clear?
- Have you reviewed at least 10 recent posts for authenticity and quality?



## Past partnerships and transparency

- Do they disclose sponsored content properly (e.g., #ad, paid partnership)?
- Are past brand collaborations relevant or high-quality?
- Do they have a positive online reputation (Google them or check mentions)?



## Technical and strategic fit

- Can they share performance metrics upon request (reach, saves, shares)?
- Are they open to long-term collaboration and creative feedback?
- Are they available on a platform like Upwork for contract and project management?