

Creator Shortlist Criteria

Media & Entertainment

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Builds a weighted rubric for shortlisting creators - audience fit, engagement quality, authenticity, brand safety, content quality and cost - plus a tier strategy and red flags. Use this to select influencers objectively. To measure the campaign afterwards use Campaign KPI / Reporting Plan.

Purpose of this tool & output

Build a rubric to select influencers

How the output is used

Use the rubric to select influencers on fit, audience and authenticity rather than follower count alone.

Important cautions

AI-generated rubric; verify metrics with real data.

Companion documents

- Influencer Campaign Brief
- Campaign KPI / Reporting Plan
- UGC Content Brief
- ASCI Disclosure Checker

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.