



Influicity launches guide to brand-safe influencer campaigns

Learn how to maintain brand-safety while operating influencer campaigns with steps

Toronto, Canada (January, 2018) - [Influicity](#), the leading influencer marketing platform, mitigates the risk of rogue influencers with the release of its guide to [Maintaining Brand-Safe Influencer Campaigns](#). Despite the vast majority of influencers having a strict policy on what content is permitted on their channels, a few of the internet's most famous creators have recently acted out inappropriately. This left marketers questioning how the unsavoury behaviour of influencers could impact their brand-safety.

From PewDiePie's anti-Semitic jokes to the recent Logan Paul Aokigahara incident, influencer scandals continue to make headlines. With 52% of marketers planning to leverage multiple influencer campaigns in 2018, brands must work to mitigate the risk of influencer dilemmas. By following six steps, marketers can rest assured knowing their influencer campaigns are brand-safe.

Research

Know your influencers before signing a contract. Partnering with an influencer is a big commitment, so it's crucial that marketers take the time to get to know who will be representing their brand. When researching potential influencers, deep dive into their channels to get a better understanding of their character. Visit their profiles, both professional and personal if available, and red flag any questionable content. Potentially offensive behaviour in the past could hint at future misdemeanours.

References

Don't be afraid to ask for references. Chances are, influencers have worked with other brands in the past. If a marketer has cold feet, reach out to an old partner or two to get an honest review. If a brand has had a negative experience with an influencer, you'll quickly find out.

Contracts

Keep your contracts tight. The more comprehensible a contract, the safer a brand. What should marketers include in influencer contracts? Provide specific requirements on elements such as; disclosure procedure, key messaging, approval processes and conflicts of interest to name a few. It may be time consuming, but a detailed contract solidifies a safer partnership.

Monitoring

Marketers should keep one eye on their influencers' channels. Whether you are currently operating a campaign with a creator, or collaborated in the past, it's important to monitor their content. By overseeing influencers' profiles, brands are provided the opportunity to get in front of any problematic content. Whether it's asking for an edit, deletion or dissociation, it grants marketers the time for damage control.

Crisis Plan

Always have a back-up plan. It's best to have a crisis communications strategy ready to implement if a dilemma strikes. Elements to outline in a crisis plan include; an on-call team, assigned spokesperson, identified communications channels, and key messaging to name a few.

Specialists

Partnering with an organization that specializes in influencer marketing can assist brands in qualifying influencer candidates and manage potential problems. Whether it be a product, like Influicity, or a service, like an agency, they are tapped into the influencer space. They know influencers' reputations working with brands, signs of rogue behaviour and how to maintain brand-safety during a campaign.

Although the bulk of influencers behave with the utmost respect online, with all partnerships comes some risk. By following the six steps of research, contracts, monitoring, crisis plans and specialists, marketers can ensure influencer campaigns remain brand-safe.

About Influicity

Influicity's marketplace is used by brands, media buyers, and publishers to manage all aspects of their influencer marketing operations. While many separate tools exist to identify influencers, and provide analytics, and run campaigns, Influicity is the industry's first global influencer buying platform. By combining inventory on 100% of the influencer population, along with a full buying console (i.e. payment processing, contracts, collaboration tools, etc.) Influicity is enabling brands to scale their influencer activities across the world.

The company has clients in the US, Canada, Australia, and the UK.