

Content Creator Identification & Selection

- Each influencer will be scored based on the criteria below. Each criterion counts as one point.
- An influencer will be considered if they score at least 80%.
- Follower Count:
 - Nano: 1,000-4,999
 - Micro: 5,000-19,999
 - Mid-tier: 20,000-99,999
 - Macro: 100,000-999,999
 - Mega: 1,000,000+

Criteria for Selection

- **Alignment**
 - Have an active and engaged audience with genuine interactions (likes, comments, shares) within the residential construction industry (professionals only, not consumers.)
 - Have a background in or a strong understanding of the residential construction industry, home building, design, or related fields.
 - Regularly produce content relevant to NAHB/IBS.
 - Have attended and/or participated at an NAHB event or IBS.
 - Have an active NAHB membership.
- **Reach & Engagement**
 - Have at least a micro status.
 - Content creators with a Nano status may be considered if they have a high engagement rate and strengths in other key criteria.
 - Have at least an average engagement rate of 1% (based on industry benchmark).
 - Have influence through other channels such as blogs, podcasts, or regular media appearances.
 - Effectively engage audiences across multiple social media platforms. (Facebook, Instagram, TikTok, LinkedIn, & Twitter).
 - Regularly respond to comments, engage in conversations, and create interactive content.
 - (ex. Content creator responds to comments at least 75% of their posts)
- **Content Quality**
 - Have a history of posting high-quality, creative content that resonates with their audience.
 - Content style complements IBS or NAHB's aesthetic and messaging.
 - (ex. Content creator uses friendly and professional language in their content)
 - Post content to their platforms consistently.
 - (ex. Daily, weekly, biweekly, or monthly content)
 - Produce content that entertains and educates the audience about complex topics.
 - Adapt their content to current trends while staying true to their brand.