



# Influencer Engagement Guide

## Tips and templates for outreach, message framing, and contracts

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### How to use this resource

Influencers can be powerful allies to help us raise awareness for our issues because they are accessible, trusted messengers who reach people where they spend their time most to learn new information — on social media. Curious about what influencer partnerships for good look like in practice? See this [Instagram Reel](#) we worked on with Giiwedini, a water protector from Minnesota.

When doing influencer outreach, it's important to provide campaign guidance and key messages to inspire and frame the content they create. You can link to a document like the template below in your outreach to invite influencers to learn more about partnership opportunities. **To dive deeper into how we've worked with influencers to do this, watch our webinar recording [here](#).**

### Outreach tips

- **Plan ahead:** This work takes a lot of time and care. It can take several weeks to months between planning your campaign, doing your research, working on outreach, drafting up contracts, and content approvals!

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- **Do your homework:** Before you reach out, you have to do diligent research to pay attention to things such as...
    - What topics does this person like to talk about?
    - Is this person currently active or are they taking a social media hiatus?
    - What kind of engagement does their content usually get?
    - Beware of trolls. 🤖 Do you need to resource them with templated replies for the comment section?
    - Are your values aligned? Like with any partnership, dig a little deeper to ensure there are no red flags. For example, in addition to viewing a creator's content, double-check the kinds of content they like and comment on as well. A seemingly sustainability-minded mom blogger might reveal anti-science leanings that don't show up on her channel.
  - **Be patient:** Most micro-influencers have other jobs or lack management like bigger influencers and celebrities have. You might need to follow up a couple of times and give room for some grace if something comes up. They're real people, too.
  - **Be authentic:** Building relationships is the most important thing, whether you're working with creators or journalists! Show that you care about their work and their time and be sincere as you work together. The content will be better and so will everyone's experience.

Questions? The Water Hub is here for you! Reach out anytime to us with questions about how to partner with influencers, prep for your next media interview, or how to make your next video project pop at [info@waterhub.org](mailto:info@waterhub.org).

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## TEMPLATE: “Name of campaign” guidance and messaging

### About

A short introduction to your organization and the campaign pitch. Here's an example centered around federal funding for water:



The Water Hub is a pro bono communications and digital resource for the water movement working on a campaign to bring visibility to federal water investments that could support community resilience and restore nature.

The Bipartisan Infrastructure Law (BIL) is the largest investment in water ever in the U.S. The Inflation Reduction Act (IRA) is the single biggest climate investment that could cut U.S. emissions by an estimated 40% by the end of the decade. But equitable implementation and mis/disinformation interference can't happen if people don't know about these benefits.

The ask

Ex: Create a TikTok/Instagram Reel in your own words using our message guidance.

## Target audiences

Ex:

- Primary: Advocates
- Secondary: Policymakers

## Timeframe

- Content due:
- Final approval:
- Live date

## Budget

Be transparent about what compensation looks like for your collaborations and the payment schedule.

## Project goal

Why is this issue important to get out into the world and what's your goal? What are you looking to accomplish with this campaign?

Example:

- *Raise awareness for federal water infrastructure funds like water systems for disinvested communities*
- *Call out the benefits the funding also has to protect people from weather whiplash caused by climate change, like flooding*
- *Highlight how important it is for the IRA and BIL's funding to be distributed and implemented equitably.*



## Hashtags and handles

Share relevant hashtags and handles so you can track your campaign's performance and engage with the content from your campaign's accounts.

- #UniqueHashtag1
- @examplehandle

## Calls to action

Be clear about any CTAs you want creators to include in their content, like calling for people to sign a petition or to share their story using a campaign hashtag.

## Key messages and frames

Context: Frames are the lenses through which we understand the world. Frames are basically the baggage we carry around with us. (For more on message development, check out [this](#) training.) **See influencer guidance with a couple of message frames below** 📌

*How you talk about the IRA and BIL's benefits is up to you as you know your audience best! We invite you to gain inspiration from the key messages below:*

### Message frame 1: #FloodJustice

**Include a brief description for the influencer like this:**

The BIL included nearly \$500M for flood preparedness in coastal communities. A lot of those funds are flowing to grassroots groups that are putting residents at the center of flood preparedness plans, and working with nature to soak up water before it backs up in streets and basements.

Sample video idea:

- Make a TikTok with a trending piece of music shot in a POV style of you walking through your neighborhood on a rainy day with voiceover explaining why this federal funding is so important.

### Message frame 2: #WaterIsLife

**Include a brief description for the influencer like this:**

The IRA provides \$13M for emergency drought relief for tribes [whose legal rights](#) to water from the Colorado River and other sources have historically been left out by states and the federal

government, and \$550 million to build water systems in disadvantaged communities that currently lack safe water access.

Sample video idea:

- Share a video of you drinking water, washing your hands, or other basic everyday things that rely on clean, running water with facts that pop up on the screen. Ex: (2.2 million people live without running water or flush toilets. But there's \$550 million of federal funding available for water systems in underinvested communities that lack access.)

## Dos and Don'ts

If your campaign has strong dos and don'ts, be very explicit. For example, if you don't want your content to come off as partisan, offer guidelines to not mention politicians or political parties in social captions or your videos.

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# TEMPLATE: Influencer partnership request email

**Subject line:** Partnership request: Name of campaign or topic

**Email template:**

Hello,

It's great to connect with you! My name is *[name, title, and organization with a 1-2 sentence about what your organization does.]*

I'm reaching out about a campaign that's designed to raise awareness for *[explain what your campaign is aiming to achieve and what it's about, ideally with a punchy fact or compelling piece of information or story].*



We love your recent post about *[link to a piece of content they've produced that shows that you're paying attention and see the connection between their audience and their interests as they relate to your campaign]* and feel you would be a great fit for this campaign. To honor your time, we're offering \$\_\_\_ for you to create a TikTok/InstagramReel/YouTube vlog/etc. about *[call out a specific piece of your campaign's message you feel the creator would be interested in sharing after doing research on this person]*.

We've put together [guidance](#) with more details on the campaign and how it can connect with your followers. Inside you'll find tailored messages for different topics, such as *[mention one that shows you care about their content and are paying attention to what they cover on their channel]*.

This campaign will launch on \_\_\_\_ and our deadline to submit content is \_\_\_\_\_. Please let me know if you're interested or if you have any questions!

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## TEMPLATE: Influencer contract

DATE

NAME

ADDRESS

EMAIL

PHONE NUMBER

### Consulting Agreement

Dear NAME:

I am pleased to confirm the engagement of [NAME] as a consultant ("Consultant") to YOUR ORGANIZATION ("The Company").



1. Scope of Services.

The services Consultant will provide are set forth in the “Scope of Services” attached hereto as Attachment A (the “Services”), and will be subject to the terms and conditions set forth in this letter and the “General Terms of Consultant Agreement” attached hereto as Attachment B (Attachment A and Attachment B, together with this letter, the “Agreement”).

2. Term.

This engagement shall commence on [DATE] and shall continue through [DATE] (the “Completion Date”), unless terminated earlier in accordance with this Section 2. It is understood that either Consultant or the Company may terminate this Agreement at an earlier date by providing the other party thirty (30) days prior written notice and that the Company may terminate this Agreement immediately at any time upon notice to Consultant if Consultant fails to perform the Services to the reasonable satisfaction. The period during which Consultant is providing Services shall be referred to herein as the “Term of Engagement.”

3. Fees.

Consultant shall receive [SXXX] for work performed in accordance to Attachment A. In the event that either party terminates this Agreement prior to the Completion Date, the Company’s sole obligation to Consultant shall be to pay a pro-rated installment covering the period in which the Services were actually performed prior to termination. Fees for services performed or requested beyond those set forth on Attachment A must be agreed upon in advance by both the Company and the Consultant and shall be set forth in writing in an Amended Scope of Services.

4. Invoices.

An invoice summarizing the Services provided is to be submitted to [NAME] at [EMAIL].

5. Entire Agreement.

This Agreement, including Attachment A and Attachment B, represents the entire agreement between Consultant and the Company with respect to the subject matter herein and supersedes any and all prior agreements, understandings, negotiations, representations, and discussions with respect thereto.

If the terms of this Agreement meet with your approval, please sign the enclosed copy and return it, addressed to my attention.

Sincerely,

**YOUR ORGANIZATION**

By: \_\_\_\_\_

**NAME AND TITLE**

AGREED TO AND ACCEPTED BY

By: **INFLUENCER'S NAME**

\_\_\_\_\_  
**Date**

## Attachment A

Scope of Services

Consultant will provide the following deliverables to the Company:

### **EXAMPLES**

- **One TikTok video**
- **One Instagram Reel**
- **Analytics 30 days after content publishes**

Payment Schedule:

Consultant shall submit an invoice. The invoice shall summarize the services provided, and it shall be submitted electronically to **NAME** at **EMAIL**. Payment will be made as follows: **\$XXX**.



## Attachment B

### General Terms of Consultant Agreement

1. Nature of Relationship. Consultant is being retained by the Company as an independent contractor, and nothing in this Agreement shall be interpreted or construed to create any employer/employee relationship between the Company and Consultant or between the Company and any of Consultant's representatives, employees, subcontractors or volunteers. In addition, nothing in this Agreement shall be interpreted or construed to create any relationship of agency, partnership or joint venture between the Company and Consultant. Consultant is not authorized to make any binding commitments, either express or implied, to any party on behalf of the Company, except as explicitly authorized in writing, and shall not make any representations otherwise.
2. Intellectual Property. For purposes of this Agreement, the term "Work Product" shall include, but not be limited to, any creation, writing, material, design, discovery, or invention in any medium and all proprietary rights thereto, which Consultant produces, discovers or conceives in connection with, and during performance of, the Services (the "Work Product"). Consultant and the Company hereby agree that all Work Product constitutes work-made-for-hire.

If for whatever reason the Work Product does not constitute work-made-for-hire, Consultant hereby perpetually, irrevocably, and unconditionally assigns, transfers, and conveys to the Company and its successors and assigns, all of Consultant's right, title, and interest in and to the Work Product. Consultant hereby waives and agrees not to enforce all Moral Rights and all Personality Rights that Consultant may have in the Work Product.

3. Confidential Information. All information, data, and other material, concerning the Company and the Company's clients, donors, programs, projects, finances, operations, plans or proposals, that Consultant obtains or produces in the course of performing the Services, is confidential ("Confidential Information"). Consultant shall protect and safeguard the confidentiality of all Confidential Information with at least the same degree of care as Consultant would exercise in protecting its own confidential information, but in no event with less than a commercially reasonable degree of care. Consultant may not disclose, directly or indirectly, or use in any manner, other than to perform the Services, Confidential Information. In addition, Consultant shall return to the Company any

Confidential Information provided to Consultant at the earlier of i) such time that the Company requests it; or ii) at the conclusion of the Term of Engagement.

4. Survival. The obligations of Consultant pursuant to Paragraphs 1, 2, 3 and 6 of this Attachment B, shall survive the termination or expiration of the Agreement.
5. Expenses. the Company may reimburse Consultant for reasonable expenses discussed and agreed upon prior to the commencement of the Services; provided, however, that the Company will only reimburse Consultant for any payments made by Consultant in obtaining the services of other persons, as subcontractors or otherwise, to assist Consultant in providing the Services, if such payments have been previously approved by the Company in writing and the persons assisting Consultant agree in writing to be bound to Paragraphs 1, 2, 3 and 6 of this Attachment B.
6. Taxes. Consultant shall be responsible for any tax reporting, tax compliance or tax liabilities arising out of, or in connection with, any payments made by the Company to Consultant under this Agreement.
7. Choice of Law. This Agreement shall be governed by and construed in accordance with the substantive laws of the **YOUR ORGANIZATION'S STATE**, without regard to the choice of law principles.
8. Modification of Terms. The terms outlined above may be modified in particular instances provided that such modification is agreed to in writing by the parties and specifically denominated as a modification hereto.