

How to Find Social Influencers in Your Email List



Social media influencers are message catalysts. These are people and sometimes celebrities who are passionate about your cause, have a lot of friends on social networks, and can amplify your message.

Extend Your Reach

Use this segmentation strategy to evaluate which supporters you should email to massively extend the reach of your campaign message.

What are social influencers?

Your supporters who are active on one or more social networks with a modest to large following and can generate buzz around key moments.

Why do social influencers matter?

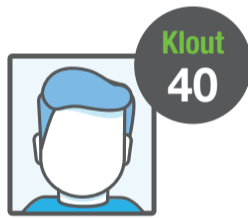
Empowering your supporters to share your message is key to breaking through the content noise. Find the people most passionate about your campaign and cultivate them as social ambassadors.

Where should you look for influencers?

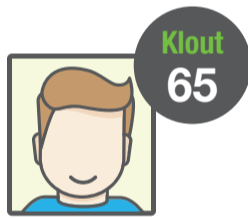
The best place to find your influencers is in your database—your most valuable asset! It's more likely influencers will share your content if they've already taken action and know who you are.

How do you find social influencers in your database?

By matching your email house file with social data, tools like Attentive.ly® and Luminate Online™ can tell you which supporters are most influential.



1,500 followers

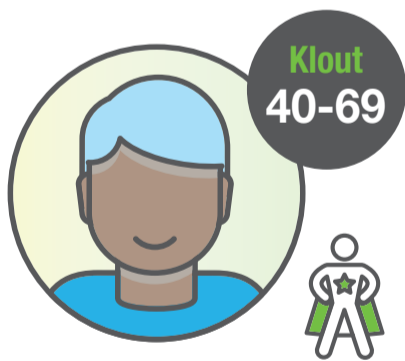


4,500 followers

Segment by Social Influence

After you've matched your email file to social data, find supporters with **over 500 followers and a Klout® score over 40**. Klout scores rate users' social influence by assigning a value from 1–100.

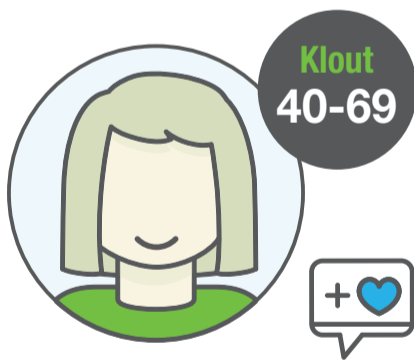
Three Types of Influencers



EVERYDAY 500–5,000 followers

Don't let the common name fool you. Your "everyday influencers" pack serious potential. Think: nurse by day, super volunteer by night!

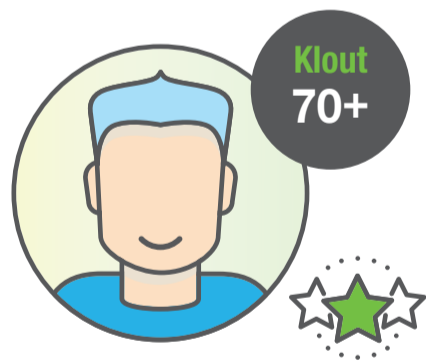
Motivated by passion, everyday influencers are the largest and most accessible group you should cultivate. Collectively, they are powerful!



MEDIA 500–5,000 followers

Do you have a strategy for bloggers and media professionals who have signed up for your alerts? Social data allows you to find people who include keywords like "media", "blogger", or "newspaper" in their social bios.

Segmenting this group allows you to cultivate relationships and increase the likelihood that they will write about your cause, especially around big moments!



VIPs 5,000+ followers

Generally comprising 1% of your email list, VIPs represent a high percentage of your social reach.

Segmenting this group allows you to exclude them from email communications with everyday influencers so you can cultivate them like major donors.

Find Your Top Influencers

[Request a free social insights report](#)