To build an AI model that matches influencers with your company's values and predicts their potential impact, you'll need to gather a variety of data. Here are some key sources and types of data you might consider, along with links to get you started:

1. \*\*Social Media Data:\*\*

- \*\*Twitter API\*\*: Access tweets, user profiles, and engagement metrics.

- [Twitter Developer Platform](https://developer.twitter.com/en/docs)

- \*\*Instagram API\*\*: Access user profiles, posts, and engagement metrics.

- [Instagram Graph API](https://developers.facebook.com/docs/instagram-api)

- \*\*YouTube API\*\*: Access channel statistics, video data, and engagement metrics.

- [YouTube Data API](https://developers.google.com/youtube/v3)

2. \*\*Influencer Databases and Marketplaces:\*\*

- \*\*Influence.co\*\*: A platform to find and analyze influencers.

- [Influence.co](https://influence.co/)

- \*\*Klear\*\*: Provides influencer analytics and discovery.

- [Klear](https://klear.com/)

- \*\*Traackr\*\*: Offers influencer marketing platform and analytics.

- [Traackr](https://www.traackr.com/)

- \*\*HypeAuditor\*\*: Tool for analyzing Instagram, TikTok, and YouTube influencers.

- [HypeAuditor](https://hypeauditor.com/)

3. \*\*Company Values and Brand Guidelines:\*\*

- Internal documents detailing your company’s values, mission statement, and brand guidelines. These can be gathered from internal resources or directly from your company’s marketing and HR departments.

4. \*\*Sentiment Analysis and Natural Language Processing (NLP):\*\*

- \*\*VADER Sentiment Analysis\*\*: A lexicon and rule-based sentiment analysis tool.

- [VADER on GitHub](https://github.com/cjhutto/vaderSentiment)

- \*\*TextBlob\*\*: A Python library for processing textual data.

- [TextBlob](https://textblob.readthedocs.io/en/dev/)

- \*\*NLTK (Natural Language Toolkit)\*\*: A comprehensive library for NLP.

- [NLTK](https://www.nltk.org/)

5. \*\*Engagement and Performance Metrics:\*\*

- \*\*Google Analytics\*\*: Track website traffic and user engagement.

- [Google Analytics](https://analytics.google.com/)

- \*\*Facebook Insights\*\*: Analyze engagement on Facebook pages.

- [Facebook Insights](https://www.facebook.com/business/a/page/page-insights)

By combining data from these sources, you can create a comprehensive dataset to train your AI model. The model can then analyze influencer profiles, match them with your company's values, and predict the potential impact of their promotion efforts.