

## **FAQ:**

Q. If an account has more than our follower maximum, but seems like a good fit, should we reach out?

A. Yes, if they're a great fit with an authentic audience, we can reach out if they're a bit over our range. However it's less likely that they will be interested in doing gifting campaigns.

Q. What about if an account has less than 2k followers, but has good engagement and seems like a good fit?

A. Use your best judgement here - if they're super close to 2k and have a ton of genuine engagement, amazing photo quality and around 75 posts, yes. If they aren't top notch, probably not.

Q. Is it okay if their like counts are hidden/some posts are hidden?

A. We cannot accept anyone who has **all** their like counts fully hidden. If an account has some hidden here and there, that's okay, but 75% of their posts need to have them shown. At the end of the day, we need to be able to easily measure their engagement. If you can still measure their engagement then yes! If you can't seem to get a good read, then no.

Q. Does an IG influencer need to have both Reels and static grid posts?

A. No, someone can have only static or only Reels content and as long as they meet our other requirements, they are fair game! (read below: "do they post like a blogger?" We just won't match them with Reels campaigns if they don't post them, and vice versa.

Q. Is it okay if they have less than 75 posts?

A. Yes, as long as everything else about their account is perfect and meets our standards!

*Rule of Thumb: For general recruitment, if you have to think about it for more than 15 seconds, it's probably not a good fit. (This doesn't apply to ultra niche/special orders recruiting)*