

# Iconic Influencer Award London

## Individual Excellence Award

### Best Parenting Influencer

#### OVERVIEW

A top parenting influencer offers invaluable insights, guidance, and inspiration to parents navigating the complex journey of raising children. Their content is a rich blend of practical advice, personal anecdotes, and research-backed strategies, catering to the diverse needs and challenges parents face today.

#### ELIGIBILITY

To become a top parenting influencer.

1. **Knowledge and Expertise** Demonstrable expertise in parenting, child psychology, education, or related fields is crucial. This could come from academic qualifications, professional experience, or ..

#### QUALITATIVE CRITERIA

#### JUDGING CRITERIA

Judging criteria for evaluating the best parenting influencer.

1. **Authenticity:** How genuine and sincere is the influencer in their interactions and content? Are they transparent about their experiences and challenges as a parent?
2. **Engagement:** What level of engagement do they have with their audience? This could include factors like response rate to comments, interaction in live sessions, and fostering a sense of community among their followers.

#### METRICS

Metrics Criteria	Current Year	Previous Year
Evaluating a parenting influencer.		
1. <b>Engagement Rate:</b> Look at the influencer's engagement rate on social media platforms. This includes likes, comments, shares, and ..		

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