

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.

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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. Engagement Rate: Look at the influencer's engagement rate on social media platforms. This includes likes, comments, shares, and ..		



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