

# Iconic Influencer Award London

## Individual Excellence Award

### Iconic Influencer with the Most Engagement

#### OVERVIEW

The Iconic Influencer with the Most Engagement award recognizes the influencer who has achieved the highest level of engagement with their audience across social media platforms. Engagement is measured by the frequency of likes, comments, shares, mentions, and direct interactions between the influencer and their followers. This influencer has cultivated a loyal and interactive community, generating meaningful and consistent conversations around their content. Their posts resonate deeply with their audience, sparking discussions, reactions, and action. This award celebrates those who have truly connected with their followers, creating a thriving and engaging online presence.

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#### ELIGIBILITY

- **Active Social Media Presence:** The influencer must be active on at least one major social media platform (Instagram, TikTok, YouTube, Twitter, etc.).
- **Proven Engagement:** The influencer must have a ..

#### QUALITATIVE CRITERIA

- **Authenticity and Relatability:** Influencers who show a personal connection with their followers, creating an authentic and genuine community where followers feel valued.
- **Engagement Depth:** How deep the engagement goes, such as long conversations in the comments or meaningful interactions through ..

#### JUDGING CRITERIA

1. **Engagement Rate:** The primary metric for judging is the engagement rate, which considers likes, comments, shares, and any form of audience interaction divided by the total followers.
2. **Frequency of Engagement:** Regularity of audience interactions with the content. High engagement consistently over time reflects better performance than short bursts of interaction.
3. **Audience Interaction Quality:** Not only the quantity but the quality of engagement. Meaningful comments, shares, and discussions are more valuable than superficial interactions.
4. **Innovative Content:** The use of interactive content such as polls, questions, live streaming, and user-generated content that sparks engagement.
5. **Community Building:** How well the influencer has fostered a sense of community where their ..

#### METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none"><li>• <b>Engagement Rate:</b> Engagement rate is calculated as the sum of all interactions (likes, comments, shares, etc.) divided by the total number of followers, expressed as a ..</li></ul>		



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