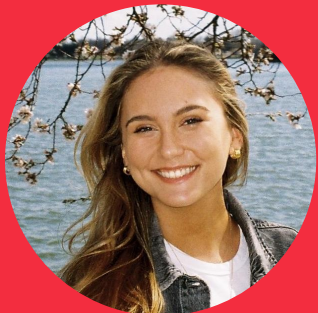


# CREATOR PARTNERSHIPS 101

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*Outlining the steps to run a successful creator program*

Julia McCarthy & Jasmine McCarton



## JULIA McCARTHY

Senior Content Manager

Fun Fact: Ryan Reynolds once put my selfie on his IG Story



## JASMINE McCARTON

Chief Brand Officer

Fun Fact: I kissed the barb of a stingray for “good luck” earlier this year in Turks & Caicos

# Priorities.

For more than a decade, **Priorities** has worked to mobilize voters, educate Americans about issues that impact them, and center voting rights with an emphasis on digital advertising.



**Social Curreant** is a youth-led platform & managed service that helps causes & campaigns work with creators to reach audiences more effectively. To date, we've worked with over 1500 creators.

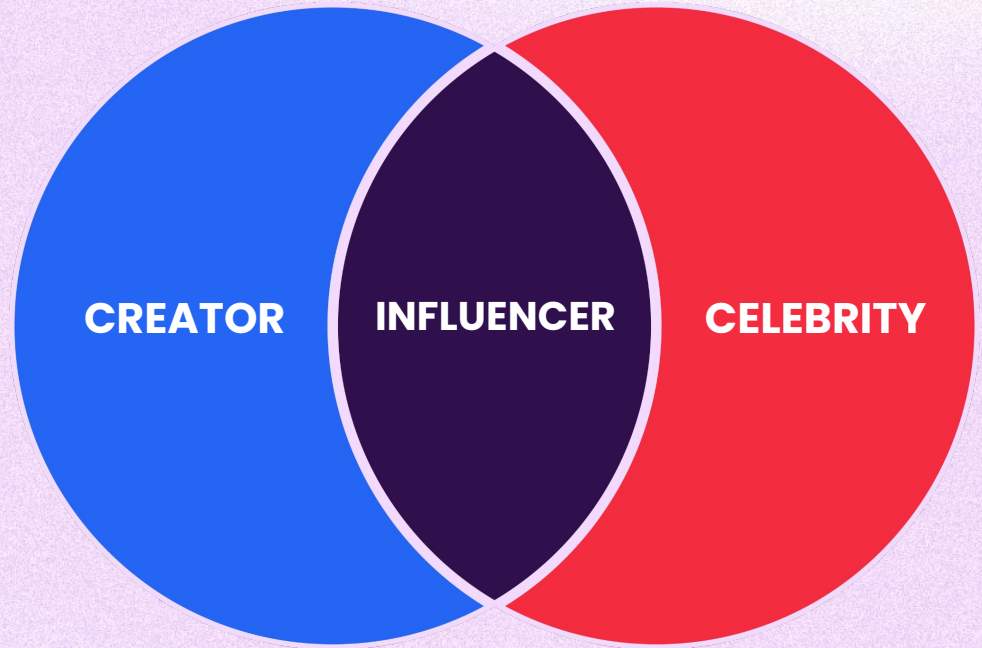


# Who is a Creator?

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A **creator** is someone whose prominence online is derived from the content they make.

A creator relationship must be founded in **mutual trust**, **respect**, and an **understanding of the creator economy**.





# Why Work With Creators?

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**Trust Gap:** There is waning trust in our institutions, and our media. More and more, “influencers” or online content creators, who build a unique, trusted, connection to their followers are able to drive a message or an action.

**Platform Gap:** Communicating where people are spending time that do not allow traditional paid political ads (i.e., TikTok)





# Types of Creators

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## Political

Creators that create political content



## A/Non-Political

Creators that create general content in specific niches like gaming, fashion etc.



## Geo-Focused

Creators that create content specific to a location.

Example:  
Food bloggers



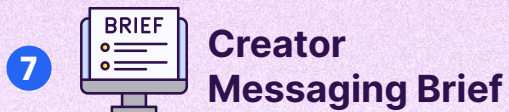
## Micro/Mid/Macro

The different sizes of creators

Tip: It is best not to assume a creator's size. Instead, refer to the label that they use to describe themselves.

# The Process

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# Getting Started

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**The Pitch:** How do you sell this campaign? What is the value add?

- Goals
- Background Context
- Creator POV
- Topline Messages
- Campaign Options (with recommendations)
- Budget
- Timeline





# Campaign Brief

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Internal guidebook for your creator campaign, expanding on your pitch + incorporating edits from initial stakeholders

## Includes:

- Purpose
- Goals
- Audience
- Targeting
- Budget + Deliverables
- Messaging
- Learning Opportunities
- CTA





# Creator Selection

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**If you are working with a firm:** they will source a list of creators based on your criteria (audience, targeting, budget, etc)

If you are **not** working with a firm:

- **Search on platform:** Use hashtags, keywords and trending content on your For You page.
- **Creator Marketplace:** Good for finding general creators as opposed to a niche. For example, Tiktok Creator Marketplace.
- **Asking your stakeholders:** Using your network of stakeholders who are on the platform is a great way to find general creators as well.
- **Referrals:** Word of mouth through creators and stakeholders.
- **Agents:** Agents can help provide you a pool of creators specific to their agency for specific and potential campaigns.





# Creator Selection

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**Once your draft list is finalized:** Complete a holistic review. Does this align with our campaign brief goals? Do these creators' audiences get us the target demographic we are looking for? Will they be in budget?

**Vetting Process:** Defer to your legal/research teams. Do you use an automated service? Does your research team do a manual vet? What is the agreed upon timeline for this step?





# Negotiation and Contracts

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**Deliverables:** define the deliverables a creator has to fulfil.

**Usage rights:** define where and in what ways you will be using the content.

**Payment:** define when and how you will be paying the creator.

**Edits:** define the number of rounds of edits you expect. standard is two rounds of edits.





# Creator Messaging Briefs

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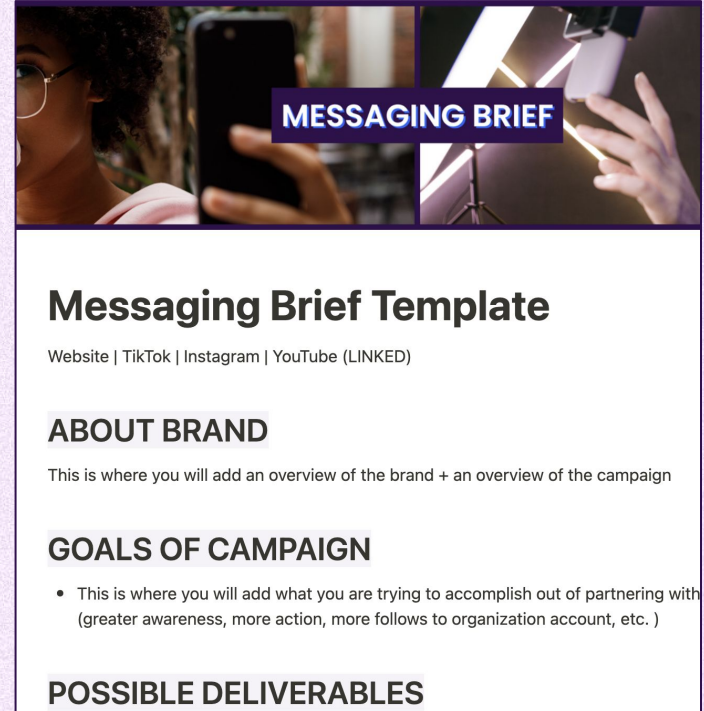
## Describe your campaign briefly and concisely.

You want your creators to know the purpose of the campaign and organization at hand.

**Add important details informing the creator of the issue/campaign.** You want your creators to be sharing correct information.

**Provide example trends and concepts that they could play off of.** Give your creators an idea of how they can personalize their content.

**Keep your messaging brief to 1 or 1.5 pages!** The more dense it is, the more likely your messaging may be convoluted!





# Creator Content and Reporting

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**Content Live:** Once content is approved internally, creators will go live on the agreed upon date/time.

- **Amplify:** Collaboration post on Instagram, share on Instagram Story, leave a comment, DM the creator thanking them for the post, etc
- **Monitor:** What is the sentiment of the comment section? Is the creator receiving questions you'd be better at answering? Is the post getting average reach?

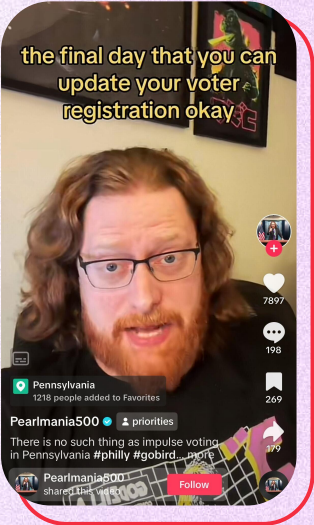
## Content Analysis:

- **Self-reporting:** There are internal metrics that only a user can access. Use an easy form to collect data from creators.
  - **Campaign analysis:** Did the content reach your audience? How did the reach + engagement compare to the creators non-sponsored content/your expectations? Are you able to gather learnings?
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# PA GOTV Case Study

We worked with **13 creators** to produce **48 pieces of content**. We also experimented with two campaign features: **stitching local creators** & **randomized messaging briefs**



**@pearlmania500**  
**2.3M Followers**



**@jacyhanna**  
**117.5K Followers**



**@ann.le.do**  
**224.6K Followers**



**@underthedesknews**  
**3M Followers**







**Brittany Fike**

I want you to know as someone who lives in PA, I actually saw your video & immediately went to register. I'm 32 but you finally convinced me lol!

817

10-23 Reply



**Pearlmania500** Creator

🙏 Thank you for this comment. Sometimes it feels like I'm yelling into a void. So hearing a meaningful reply really does help me get through the day!

485

10-23 Reply



**mamadramasks** I just moved back to Pittsburgh and updated my voter registration with my driver's license! 🙌🙌

3w 7 likes Reply



**eastcoastmouth** The local elections are the ones that really matter. ❤️🙌

3w 2 likes Reply



**anderson\_noell** me showing up to the polls bc soso told me to 🙌🙌

3w 2 likes Reply



**jessybaby\_\_** I'm a PA girl too!! Kennett Square area ❤️

2w 2 likes Reply

— View replies (2)



**kaylabarryy** QUEEEEN!! I can tell you worked hard on this post!! This is the quality that will get you even more sponsors proud of you!

2w 1 like Reply



**em19ma** omg PA GIRLS UNITE

2w 1 like Reply



**theysayash** Such a cute reminder because I totally forgot voting day is right around the corner!

3w 1 like Reply

— View replies (2)



**Joey Ferret**

Thank you I wasn't aware! Appreciate you 🙏

11-6 Reply

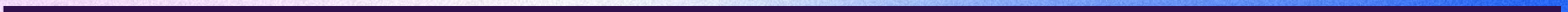
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# Key Takeaways

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- Working with content creators should be a key part of your paid media strategy in 2024.
- Starting with a pilot program, you can run through the cross-functional process and continue to innovate + develop impactful campaigns.
- Remember that creators are people, not products, and you should invest in your relationships with them.
- Creator campaigns have overlap with organic and paid media strategy, but are unique and require their own expertise, capacity, and care.





**Q & A**



# Reach Out!

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