Step 8: Building Spokespeople & Influencers
**ENGAGEMENT**
Any response to a post. This includes likes, comments, repins, retweets, clicks, reads, Facebook Shares, Pinterest Shares, and YouTube views.

**REACH**
The total number of people who were exposed to a post.

**ENGAGEMENT RATE**
Number of engagements divided by number of impressions times 100. Industry average standard engagement rates range between 1-3%. Engagement rate does not include blog reads, blog UMVS, or Instagram stories.

**IMPRESSIONS**
The potential number of times your content is seen.

**POST**
Original piece of content created by campaign influencers.

**MEDIA VALUE**
Calculated by placing a value on all posts and engagements. Posts on more popular channels are assigned higher values, similarly engagements like shares and comments are valued higher than likes.
Influencers

**FOCUS GROUP PARTICIPANTS**

**Trina Small**
[www.babyshopaholic.com](http://www.babyshopaholic.com)
- Instagram: 18.8K followers
- Twitter: 6.9K followers
- Facebook: 10.9K

Trina has been recognized as one of BuzzFeed's Most Stylish Moms on Instagram and has two daughters, ages 3 and 7.

**Joyce Brewer**
[www.mommytalkshow.com](http://www.mommytalkshow.com)
- Instagram: 4.8K followers
- Twitter: 22.5K followers
- Facebook: 4.2K

As an Emmy award-winning TV journalist, Joyce has made a name for herself as a mom blogger. Her son, AJ, often makes appearances as her co-host and she is married to a fellow Emmy award-winner.

**Maria Smith**
[www.mamafluousmaria.com](http://www.mamafluousmaria.com)
- Instagram: 3.3K followers
- Twitter: 8.4K followers
- Facebook: 1.8K

Mother of four children ages 10 and under, Maria is a former producer at Oprah and an expert at parenting. Her audience looks to her for all things food, fashion, travel and family.

**Angela Reed**
[www.reedbetweenthelife.blogspot.com](http://www.reedbetweenthelife.blogspot.com)
- Instagram: 1.1K followers
- Twitter: 669 followers

Angela is a working mother of two boys, ages 1 and 3. Her blog focuses on a variety of subjects ranging from marriage, motherhood, and faith.
Everywhere Agency searched in-network and out-of-network to source 23 talented influencers to share their thoughts on the Quality Rated program and its benefits. Additionally, ten influencers had diverse ethnic backgrounds and four influencers had backgrounds in pre-k or elementary education. Influencers were selected based upon their location, quality of content, the authenticity of their social following, and their ability to authentically speak to the child care search process.

**OUR INFLUENCERS:**

1. Jennifer Giambalvo
2. Ashley Dorough
3. Erin Warren
4. Angela Reed
5. Jessica Hughes
6. Mireille Beckwith
7. Katherine Tuttle
8. Katie Crenshaw
9. Lindsey Paris
10. Lashawn Wiltz
11. Morgan Bullard
12. Patricia Taylor
13. Sarah Lennon
14. Stacey Clarke
15. Ari Adams
16. Toni Collier
17. Torche’ Nash
18. Trina Small
20. Natasha Thompkins-Williams
21. Eryka Spera
22. Jasmine Crockett
23. Meg Dawes