

ECOGENIC Monitoring (Social Media Collaborators)

Criteria	Definition	Measurement	Weight (%)
Engagement Rate	The ratio of interactions (likes, comments, shares) to total followers.	Calculate the average engagement rate across all posts related to the conference.	20%
Reach and Impressions	Total number of unique users who see the content and the total number of times the content is displayed.	Use analytics tools to track reach and impressions for posts related to the conference.	15%
Follower Growth	Increase in followers during the conference promotion period.	Track the number of new followers gained from the start of the campaign to the end.	10%
Content Quality	Visual and textual appeal of the content, relevance, and alignment with the conference theme.	Qualitatively assess the content for creativity, informativeness, and alignment with the brand message.	20%
Audience Demographics	Alignment of the influencer's audience demographics with your target conference audience.	Analyse the demographic data (age, location, interests) of the influencer's followers.	10%
Conversion Rate	Percentage of the influencer's audience who take action (e.g., registering for the conference).	Track referral links, discount codes, or registration codes used by the influencer's audience.	15%
Consistency and Frequency	Regularity and consistency of posting about the conference.	Monitor the frequency of posts, stories, and mentions about the conference.	5%
Audience Interaction	Level of interaction between the influencer and their audience regarding the conference.	Observe and quantify interactions related to conference posts.	5%
Platform Diversity	Use of multiple social media platforms to promote the conference.	Evaluate the influencer's presence and activity across various platforms (Instagram, YouTube, Twitter, etc.).	5%
Professionalism and Brand Fit	The influencer's professionalism and overall fit with the conference's brand values.	Qualitatively assess the influencer's overall persona, professionalism in interactions, and alignment with brand values.	5%