

# Is influencer legit?

1) Check engagement rate (ideally between 5-25%)

2) Use common sense - Do you see a reason why they would have followers?

3) Followers/following ratio

4) Big jump in per picture likes



A lot of generic comments 6)

Scroll through followers, be wary of large number of foreign names. 7)

Who are their followers - you can see how many people that you follow also follow them. If you have already build your brand audience, you can see if this is someone your current followers find relevant. 8)

