

Iconic Influencer Award Isle of Man

Individual Excellence Award Best DIY & Craft Influencer

OVERVIEW

The best DIY & Craft influencers often possess a unique blend of creativity, authenticity, and expertise in various crafting techniques. Here's an overview of what sets them apart:

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ELIGIBILITY

To be eligible for recognition as a top DIY & Craft influencer, several criteria might be considered.

- 1. **Quality of Content:** Consistently produce high-quality DIY and craft content that engages and educates your ..

QUALITATIVE CRITERIA

Qualitative criteria for identifying the best DIY & Craft Influencer might include.

- 1. **Creativity and Originality:** Look for influencers who consistently come up with unique and innovative DIY projects and craft ideas. They should showcase their creativity in their content, offering fresh perspectives and inspiring..

JUDGING CRITERIA

- **Creativity and Originality:** Assess the influencer's ability to come up with unique and innovative craft ideas. Look for original concepts and creative approaches to DIY projects.
- **Quality of Content:** Evaluate the overall quality of the influencer's content, including the clarity of instructions, production value of videos or images, and the presentation of final craft projects.
- **Engagement and Interaction:** Consider the level of engagement the influencer has with their audience. This includes responding to comments, answering questions, and fostering a sense of community among followers.
- **Skill Level and Expertise:** Assess the influencer's skill level in various crafting techniques. Look for proficiency in a range of DIY skills such as sewing, painting, woodworking, etc..

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Engagement Rate: This measures the level of interaction a influencer receives from their audience, such as likes, comments, and shares, relative to their total number of ..		



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