

Iconic Influencer Award Isle of Man

Individual Excellence Award Fitness Influencer of the Year

OVERVIEW

The Fitness Influencer of the Year award recognises the influencer who has significantly impacted and inspired their audience in the realms of health and wellness. This category celebrates individuals who motivate others through fitness routines, nutrition advice, and lifestyle choices that promote physical and mental well-being. Nominees are acknowledged for their ability to engage and educate, fostering a community dedicated to living healthier lives. Whether through workout tutorials, motivational posts, or personal journey narratives, these influencers embody dedication and passion in empowering others to achieve their fitness goals. Join us in honouring the Fitness Influencer of the Year for their positive impact and commitment to health excellence.

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ELIGIBILITY

1. **Active Presence:** Nominees should have an active and engaging presence on digital platforms such as social media, YouTube, blogs, or other relevant channels focused on fitness and wellness.

QUALITATIVE CRITERIA

2. **Influence ..**
- **Authenticity:** How genuine and transparent is the influencer in their interactions with their audience? Are they true to their personal brand and values?
 - **Engagement:** What level of engagement do they have with their followers? Do they actively respond to comments, provide encouragement, and ..

METRICS

Metrics Criteria	Current Year	Previous Year
<ul style="list-style-type: none">• Follower Growth: The rate at which the influencer's follower count has increased over the past year. This can indicate their expanding influence and reach. <p>Our Sponsors :</p>		

JUDGING CRITERIA

- **Impact and Influence:** The extent to which the influencer has inspired and motivated their audience towards fitness and wellness goals. Judges will consider the reach, engagement, and overall influence on promoting a healthy lifestyle.
- **Content Quality:** The quality and relevance of the influencer's fitness content, including workout routines, nutrition advice, and motivational messages. Judges will assess creativity, educational value, and effectiveness in engaging their audience.
- **Community Engagement:** The level of interaction and connection with their audience, demonstrated through likes, comments, shares, and participation in fitness challenges or community initiatives.
- **Consistency and Frequency:** The influencer's consistency in producing fitness-related content and ..

