

# Iconic Influencer Award Isle of Man

## Individual Excellence Award

### Iconic Nano-Influencer of the Year

#### OVERVIEW

The Iconic Nano-Influencer of the Year award celebrates an influencer with an exceptionally small following (typically between 100 to 1,000 followers) who has managed to make a significant impact within a niche or community. Despite their smaller audience size, nano-influencers are recognized for their high engagement rates, personal connections, and authenticity. Their influence stems from the trust and close relationships they've built with their followers, who are often highly loyal and attentive. This award recognizes the power of micro-communities, where real influence is created through genuine, impactful connections.

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#### ELIGIBILITY

- **Follower Range:** The influencer should have between 100 and 1,000 followers across one or more social media platforms.
- **Active Content Creation:** Must consistently produce original, relevant, and ..

#### QUALITATIVE CRITERIA

- **Authenticity and Relatability:** Nano-influencers thrive due to their genuine nature. Their content is relatable and often feels like a conversation between friends.
- **Strong Connections:** The influencer should be known for actively engaging with followers, responding to comments, and participating in ..

#### JUDGING CRITERIA

- **Engagement Rate:** The level of interaction the influencer receives from their followers, including comments, shares, and likes.
- **Content Authenticity:** The degree to which the influencer's content feels genuine and resonates with their audience.
- **Relationship with Followers:** The depth of interaction between the influencer and their followers, showcasing a strong sense of community.
- **Brand Collaboration Impact:** How well the influencer's collaborations with brands resonate with their audience and lead to tangible outcomes (e.g., awareness, sales).
- **Creativity and Innovation:** The ability of the influencer to create unique content that stands out and connects emotionally with their followers.
- **Community Leadership:** The influence the individual has..

#### METRICS

Metrics Criteria	Current Year	Previous Year
1. <b>Follower Count:</b> The total number of followers should be between 100 and 1,000 across platforms.		
2. <b>Engagement Rate:</b> The percentage of followers who ..		



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