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| --- | --- | --- | --- | --- |
| Social Media Platform | Username/Handle | Number of Followers/Fans | Community | Klout Score |
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WORSHEET 5.1
IDENTIFYING AND ENGAGING INFLUENCERS

Technology developers are constantly creating applications that make it easy for businesses to identify influencers. Check out Klout, Twitaholic BuzzSumo, and even do a simple Google search to find influencers.

Then fill out the following table, which will serve as a running log of influencers in various communities you are trying to target: