



# Influencers

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# Order of Presentation



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General Themes Identified from 2023 Events



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# Methodology

Read 63 scholarly and journalistic pieces regarding public diplomacy

Interviewed experts with experience in public diplomacy

For Events - reviewed 2,849 press releases issued by State Department in 2023

Each team member reviewed 2 months to identify annual events

Spreadsheet of all identified events was created

Tags highlighted themes of events



# Methodology

- **3 most common themes among events**
  - Security
  - Economics/Finance/Development
  - Social Justice
- **3 events that would benefit from influencer coverage**
  - International Women of Courage Award Ceremony
  - Reception in Honor of Pride Month at the State Department
  - APEC Women and the Economy Forum



# Methodology

## Client Task for Identifying Influencers

- NATO Summit
  - Turkey
  - Hungary
- Migration & Refugees
  - Mexico
  - Guatemala
- Climate
  - India
  - Nigeria

## Identifying top influencers in a country

Noting if they had a connection OR would be willing to make content on that topic



## Compiled lists of potential influencers by country with background information

Shortened lists to 2 influencers – 1 primary and 1 alternative

Noted follower count and average views of influencers on all their platforms

# Literature Review



Public Diplomacy: Listening & Advocacy



Social Media presents a new space



Influencers have a role to play



The academic literature suggests that fit, and genuine connections are paramount (Balance Theory)



# Interviews

- **Vivian Walker:** Audience plays a decisive role in influencer diplomacy
- **Joe Johnson:** Prioritize ethics, work with NGOs, create long-term partnerships
- **Ilan Manor:** Emulate Ukraine's "digital ambassadors;" discussing the role the influencer plays in shaping the relationship; and the dichotomy of automation vs customization for the future of influencer PD
- **Jeff Fairbanks:** Local/micro influencers
- **Michael Chadwick:** Transparency; countering mis/disinformation with a positive narrative
- **Consensus:** Emphasize transparency and professional ethics; importance of audience; influencer market consistently changing



# Criteria for Choosing Events & Influencers

- **Events**

- Relevancy to a theme or initiative
- State Department Sponsored Events in Washington or through an Embassy Abroad
- Potential for unique influencer content coverage
- Availability of key individuals
- Bringing the Public into the event and conversation

- **Influencers**

- Social media presence
- Engagement statistic
- Authenticity
- Connection to event topic
- Positive influence
- Would pass State Department due diligence



# General Themes Identified from 2023 Events for Likely Future Use



# Security



## V Spehar

- Followers: 3.1 million (TT), 388k (IG)
- Average views on videos: 500k (TT), 100k (IG)
- **Pitch:** V would conduct an "Under the Desk" style, short-form video at the State Department

## Peter Zeihan

- Followers: 756k (YT)
- Average views on videos: 250k (YT)
- **Pitch:** Peter would conduct an interview about geopolitics and NATO



# Economics, Finance, & Development



## Humphrey Yang

- Followers: 3.3 Million (TT), 1.2 million (YT), 610k (IG)
- Average views on views: 400k (TT), 80k (YT), 400k (IG)
- **Pitch:** Humphrey would produce a short-form video, direct to camera at a DOS event, speaking about global financial trends and developments

# Social Justice



## Mel D Cole

- Followers: 157k (IG)
- Average views on videos: 30k (IG)
- **Pitch:** Mel would take portrait photographs with justice advocates



## Stephen Satterfield

- Followers: 100k (IG)
- Average views on videos: 62k (IG)
- **Pitch:** Stephen would discuss how food is connected to issues of justice in a short-form video

# Specific State Department Events for Influencer Partnerships

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# International Women of Courage Awards

## Becca Rea-Tucker (TheSweetFeminist)

- Followers: 228k (IG)
- Average views on videos: 30k (IG)
- **Pitch:** Becca bakes dishes from awardee's countries



## Zerlina Maxwell

- Followers: 50k (IG), 5k (TT)
- Average views on videos: 15k (IG), 10k (TT)
- **Pitch:** Zerlina does a morning radio show style interview with awardees



## Fariba Balouch

- Followers: 58.3k (IG)
- Average views on videos: 50k (IG)
- **Pitch:** Fariba makes a video about marginalized feminist communities





# Reception in Honor of Pride Month at the Department of State



## Jonathan Van Ness

- Followers: 5.7 million (IG), 1.1 million (TT)
- Average views on videos: 1 million (IG), 100k (TT)
- **Pitch:** Jonathan produces a short-form "get ready with me" video about the event and non-binary representation



## Chella Man

- Followers: 421k (IG), 100k (TT)
- Average views on videos: 100k (IG), 75k (TT)
- **Pitch:** Chella Man makes a short-form artistic video on intersectionality and identity in the LGBTQ+ community

# APEC Women and the Economy Forum

## Vivian Tu

- Followers: 2.3 million (IG), 2.5 million (TT), 723k (YT)
- Average views on videos : 500k (IG), 100k (TT), 20k (YT)
- **Pitch:** Vivian makes a short-form video about advancing economic equality for women



# Specific Tasking from the Team's Client



# NATO Summit - Turkey

## Emirhan Ozhan

- Followers: 14 million (IG), 2.88 million (YT)
- Average views on videos: 1 million (IG), 10k (YT).
- **Pitch:** Emirhan makes a comedic short-form video with Department of State bringing up importance of NATO to Turkish people
- **Pitch:** Emirhan creates a music video related to the NATO Summit. The song can be a review of the Summit or go over the benefits of NATO for Turkish citizens



# NATO Summit - Hungary

## Nemakarokbeleszolni

- Followers: 183k (IG), 20.3k (TT)
- Average views on videos: 300k (IG), ~12k (TT)
- **Pitch:** Nemakarokbeleszolni Interjects parenting comedy short-form videos with summit updates and opinions on the importance of the alliance, finding positive similarities and connections between the NATO alliance and a family.
- **Pitch:** Nemakarokbeleszolni takes a more serious tone and connects their work on the recent protests regarding the importance of a democratic, free Hungary with the vitality and importance of NATO.





# Migration & Refugees - Mexico

## Luis Arturo Villar Sudek (Luisto Comunica)

- Followers: 42.4 million (YT), 33.5 million (IG), 16.9 million (TT), 8.8 million (X)
- Average views on videos: 5 million (YT), 5 million (IG), 2 million (TT), 40k (X)
- **Pitch:** Luis makes a 10-minute, sit-down interview with a U.S. Embassy Mexico City Official discussing migration issues.
- **Pitch:** Luis vlogs his attendance at a State Department Event in Washington, D.C. showcasing the event, interviewing a special guest, and interviewing a Department Official about Policy and Programs



# Migration & Refugees - Guatemala

## Adriana Alejandre

- Followers: 113k (IG), 13k (TT)
- Average views on videos: 8k (IG), 1k (TT)
- **Pitch:** Adriana, with an official from the Population, Refugees, and Migration (PRM) bureau, records a short-form, direct to camera video about the mental toll of migration, improvements to the migration process, and ways to maintain one's mental health. Emphasis on humanitarian assistance for displaced people.
- **Pitch:** Adriana can do a dialogue-style video with an official from the US embassy in Guatemala City to discuss the 2023 National Migration Policy (NMP) framework put forth by the Guatemalan government and the International Organization for Migration (IOM). They would highlight the physical/mental healthcare resources available for vulnerable populations.



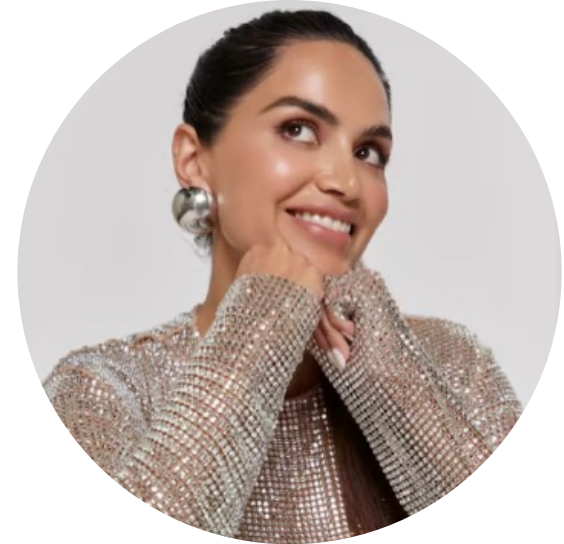
# Climate - India

## Licypriya Kangujam

- Followers: 51k (IG), 206k (X), 56k (YT),
- Average views on videos: 50k (IG), 25k (X), 20k (YT)
- **Pitch:** Licypriya post a video with of herself and a State Department official participating in a department sponsored trash cleanup
- **Pitch:** Licypriya interviews other youth from India about climate change before going to a State Department event related to climate change and explains how climate change affects the daily life of Indian youth. This would be in the form of a short-form video.

## Diipa Büller-Khosla

- Followers: 2.1 million (IG), 18.6k (YT)
- Average views on videos: 450k (IG), 15k (YT)
- **Pitch:** Diipa can post a video with a State Department official highlighting the importance of female entrepreneurship to combat climate change
- **Pitch:** Diipa makes a video promoting sustainability in India with a focus on fashion, which can be done in a video at a State Department event in India related to climate change. In the video, she wears sustainable fashion and talks about the harms of fast fashion in a long-form video.



# Climate – Nigeria

## Egemba Fidelis (Aproko Doctor)

- Followers: 1.6 million (IG), 2.3 million (X), 136k (YT)
- Average views on videos: 500k (IG), 80k (X), 55k(YT)
- **Pitch:** Egemba uploads a short-form video discussing the potential health effects of climate change with a designated U.S. official working on the environment
- **Pitch:** Egemba post a longer form YouTube video where he and an official from the U.S. consulate in Lagos discuss climate change with members of the Nigerian public. He can ask questions and correct misinformation.





# Alternative Influencers

- **Sara Curruchich** (Guatemala)
- **Mariand Castrejon Castañeda aka Yuya** (Mexico)
- **Partizán** (Hungary)
- **Ebuka Plantboyng** (Nigeria)
- **Dhruv Rathee** (India)
- **Murat Yetkin** (Turkey)



# Recommendations

- Research validates several current practices
- State PD's supporting role
  - Be the orchestra to a soloist (the influencer)
- Long-term, organic partnerships with influencers who have a genuine connection with their audience







Thank you

We invite any questions