# Influencer Getting Started Guide

(Version 1.0, Last updated 2018-05-23)

**Welcome to TapInfluence!**  We're really excited to have you join our ever-growing influencer network.  We know that you might have a lot of questions, so we put this FAQ together to help you get started.  If you have any other questions that aren't answered here, please search our TapInfluence Help Center or reach out to us at support@tapinfluence.com.  Happy posting! - *The TapInfluence Influencer Squad*

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# I. Signing Up

## How long does it take to sign up?

Signing up to be an influencer on TapInfluence should take you under 10 minutes!

## What do I need to sign up?

To sign up to be an influencer on TapInfluence you will need the following:

- A valid **email** address OR an active **Facebook**, **Twitter**, **Instagram**, or **Google** account

- A **PayPal** account (This is how you get paid!  **See**: Getting Paid)

## Sign up walkthrough

### Step 1: Register

Head to the official sign up page at: https://influencers.tapinfluence.com/sign_up.

Register using a valid email account **OR** one of the available social network accounts.  In the future, you will sign into the platform using the same account you registered with.

If you have any questions or comments, please reach out to support@tapinfluence.com
Proprietary and confidential. Do not redistribute without prior authorization.

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## Step 2: Authorize access

If you register with a social media account, click to authorize TapInfluence to have the requested access to your account.

**Reminder**: TapInfluence only accesses certain information about your account, like your followers, posts, and engagements. TapInfluence will never share your private information or post on your behalf.
(**See more:** How will my information be used?)

**TapInfluence** would like to manage your Pages and access your Page and App insights.

✏ Choose what you allow

Not Now          OK

## Step 3: Basic info

First, enter some basic information about yourself.   This information will be used by brands to search for and invite influencers to assignments.

**Please make sure your email is correct.** You will receive sponsored content invitations from brands via email, and we don't want you missing out!

Once all that information is added, click the "Continue" button.

**Tell us about yourself**

Thanks for signing up! Next, please fill in the following fields to continue (all fields are required).

📷 Upload Profile Picture

**Name**

Ms. Sweet

**Email**

info@thesweetsuite.com

**Blog/Page Name**

The Sweet Suite

**Location**

📍 Seattle, WA, USA

Continue

If you have any questions or comments, please reach out to support@tapinfluence.com
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## Step 4: Connect your networks

Connect all your active social channels by clicking on the button for each social network. A new pop-up window will open for each network that will prompt you to enter your login information and grant access to your account (similar to Step 2).

**Reminder**: TapInfluence only accesses certain information about your account, like your followers, posts, and engagements. TapInfluence will never share your private information or post on your behalf.
(**See more:** How will my information be used?)
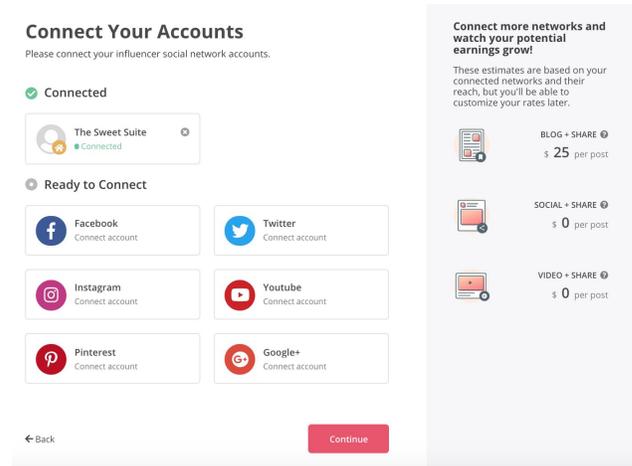


Once a social network has been successfully added, you will it appear in under the Connected networks section.

The more social channels you connect, the higher your reach!  Typically, brands favor and are willing to pay more for influencers with a large audience, and a strong overall engagement rates.  We show you some estimated earnings based on your reach, but you'll be able to customize your rates later.

When you're done connecting all your networks, click the "Continue" button at the bottom. You can also connect more networks later.

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## Step 5: Set your categories

Select the main areas of interest that you post about on your blog or social media accounts.  This information will be used by brands to search for and invite influencers to campaigns.

Click the drop-down menu below the header "Primary Category" to select your main blogging or social media theme.  After you choose a primary category, you can select up to 4 subtopics that you post about.

**What do you post about?**

Finally, select categories and topics that best describe your content. Don't worry if you can't quite cover all of your unique personality here; you'll be able to add a more detailed description later.

**Primary Category**

What other category do you post the most about?

Beauty

What are some topics you post about? Select up to 4 topics

| Hair | Makeup | Skincare & body | Nails |

+ Add Secondary Category

← Back    Continue

**You must select at least 1 primary category and subtopic.**  You may also select a secondary category and subtopics if you choose.

When you're done selecting your categories, click the "Continue" button at the bottom.  You will be able to edit your categories later.

## Step 6: Verify your email

Finally, you should receive an email at the address you provided to verify your account. If you need to resend the email or change your email address, you can do so on this page.

Follow the instructions in the verification email to verify and log into your account.

### Please check your inbox!

Thanks for signing up to be a influencer!  We've sent a verification email to information@thesweetsuite.com.  Please follow the instructions in that email to activate your account and start posting amazing sponsored content!

Resend Verification Email

Enter a Different Email
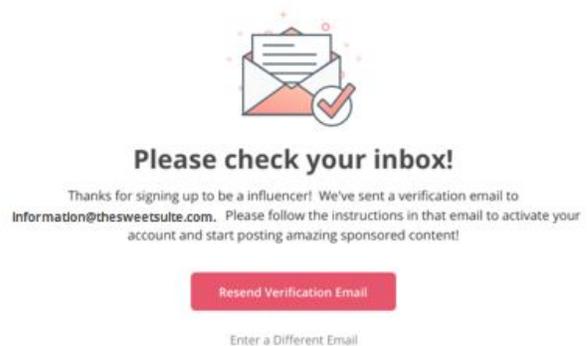
## That's it!

Thanks for signing up!  Continue reading below to learn more about completing your profile and receiving assignment invitations.

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# II. Completing your profile

## Why should I complete my profile?

Within 24-48 hours after you've signed up as an influencer, brands will be able to search for you via our influencer marketplace. However, the more information you've added to your profile, the higher you'll rank in search results. Thus, having all of your information filled out accurately increases your chances of being seen and invited to an assignment.

## What information can I add to my profile?

The main elements of your personal profile include your "Profile" and the "Media Kit" tabs. Remember that adding as much information as possible helps you stand out to marketers and get discovered for relevant campaigns.

**Profile Tips**

- Make sure you have a great **profile image** and that both your **name** and **email** are accurate. Remember, you'll receive invitations and other communications from brands via the email you have listed.

- **If you have a blog**, be sure to click the checkbox for "Do you have a blog?". You can add more information about your blog on your "Media Kit" page.

- Add a **descriptive bio** with relevant keywords related to you, your brand, and the type of content you create.

- Make sure that your **contact information** is up to date. A valid **PayPal** account is required to receive payments. Brands will also sometimes require a **shipping address** to send you product samples. The address also helps marketers find regional influencers for geo-targeted campaigns.

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**Media Kit Tips**

- Click on "Manage Networks" under "Connected Networks" to make sure that all of your **social channels are connected**.  More accounts connected will give you a higher overall reach, which means you're more likely to be invited to assignments!

- **If you have a blog**, click the "Edit" button in the "About your site" section. Add additional information about your site, and click "Save" at the bottom.

- Make sure that your "**Interests**" and "**Rates**" are correct and up to date.

The platform generally requires up to 24 hours to fully update after you make changes.  In particular, your reach metrics may not be fully reflected right away.  Note: Your CPE (cost per engagement) is estimated at first, but will be calculated later, after you have completed some assignments.

# How do I set my rates?

On your Media Kit page, you can click to edit your rates and enter separate rates for how much you would charge for a blog post, a social share, or a video.

To change your suggested rate for each type of assignment, click into the white box and type the amount you charge. **Please enter a rate for at least one type of assignment.**

Keep in mind that blog and video assignments typically includes social shares. A social share assignment typically means sharing brand content on your social channels.  Generally, video rates are the highest, followed by blog rates, then social share rates.

Your rates serve as a "Suggested Fee" so that marketers know the price range required to work with you. You can always change these rates later down the line or negotiate once an assignment comes your way, particularly if the assignment entails more than you expected.

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# How can I tell if my profile is complete?

Completing your profile is the most important step towards getting invited to campaigns.   In addition to the tips described above, check out these additional resources:

- **How To Complete Your Profile**

- **What Does My Profile Look Like To Brands?**

# How often should I log into my account?

If you receive an invitation or have assignment work due, you should log in as soon as possible to respond before any deadlines.
**See more:** Receiving Invitations, Completing an assignment.

If any of your **login information** changes for your **social networks** (e.g., you change your account password), please log in right away to update your social network connections.
**See more:** How do I re-authenticate my Social Media Account?

Otherwise, we recommend logging in at least **once a month** and checking the following:

- That your **social networks** are still **connected**.  Unfortunately, some social connections will expire over time and need to be re-authenticated.  Upon logging in, you will be prompted to reconnect any networks that have expired access.

- That your **rates**, **interests**, **bio**, **contact info**, and other details are still accurate and still reflect your brand and prices.

# Why should I keep my social accounts connected?

You should maintain your social account connections for several reasons:

- Your **reach** is one of the most important attributes brands will assess when selecting influencers to invite to assignments.  Making sure your reach is **accurate** by keeping

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your channels connected improves your chances of getting an invitation.

- When completing an assignment, you will have to **verify** that your posts are completed by providing your post url to the platform.  If your accounts are not connected, you may have trouble verifying your posts.

- After you've completed an assignment, TapInfluence gathers metrics like **views** and **engagements** on your post to share with brands.  We need access to your accounts to pull **accurate data** from your posts, to prove to brands how effective your influence is!

## How will my information be used?

Here at TapInfluence we act in accordance with all privacy laws and regulations. The information you add is entirely of your own accord and you can choose what information you share.

The information you share is mainly utilized to help brands find you and learn if you would be a good fit for various campaigns. Brands have access to a part of the platform called "Discovery" that allows them to search through our influencer database according to the information you enter about yourself. Remember that TapInfluence is an opt-in marketplace. All the information you share is of your own volution. At any time in the process you may discontinue.

Social media information is only used to access certain metrics about your account, like your followers, posts, and engagements.  TapInfluence will never share your private information or post on your behalf.

To see all relevant privacy and ownership information, check out our **TapInfluence Master Influencer Agreement** and our **Privacy Policy.**  These documents consist of the terms and conditions you choose to accept when you complete an assignment in TapInfluence (unless otherwise specified by the brand).

If you are uncomfortable with any part of the TapInfluence platform or workflow, feel free to inquire with our support team via support@tapinfluence.com.

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# III. Receiving Invitations

## How do I apply for or get assignments?

Only a brand can determine if you are a good fit for their campaign and then choose to reach out to you.  The best thing you can do to improve your chances to get invited to participate in a campaign by making sure your profile is complete (**See**: <u>Completing your profile</u>).

If a brand is interested in working with you, they will send you an invitation.  TapInfluence will notify you of new invitations via email.  Once you get an invitation, you can log into your account and navigate to **Marketplace > Opportunities** to see assignment details, negotiate rates, and review your due dates (**See**:  <u>Completing an assignment</u>).

## How do brands find me?

Our brands uses a tool on the TapInfluence platform that allows them to search through our marketplace of over 60k qualified influencers. When they search for influencers to invite to an assignment, they generally look at a few key elements:

- **Your total reach**.  Typically, the higher the better. Over 10k is typically what is deemed an "influencer".

- **Your reach by social channel.**  For example, do you have a following on Instagram? Here, brands can see if your dominant social channels align with the type of campaign they are running.

- **Your rates.**  Brands also look for influencers who are in line with their budget and expectations.

- **Your brand or persona.**  Having a strong, creative bio and a high-quality profile picture helps provides a better representation of who you are and what you do, which will help you stand out to brands.

- **Your past performance.**  If you've completed assignments in the past, brands will be ables to compare your rates with the amount of engagement you've driven via a Cost-Per-Engagement (CPE) metric.  If you feel your CPE may be too high, you might consider lowering your rates.

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# I received an invitation from a brand.  What do I do?

The invitation email you receive from TapInfluence will have information about the brand, the assignment details, their proposed rate, and the available posting dates.  You can click the link in the email or log into your account and navigate to **Marketplace > Opportunities** to view these details and to accept or decline the invitation.

**Consider each invitation carefully** before deciding.  Before accepting any assignment, make sure of the following:

- The assignment is a **good fit** for your personal brand and audience

- The **proposed rate** is fair compensation for your work

- You can commit to the **deliverables and deadlines** described

When you accept an assignment, you are committing yourself to the terms of our Master Influencer Agreement as well as the terms laid out in the assignment details. Both of those pieces cover what is expected of you and should be considered a legally binding agreement. If you are ever in doubt or have questions that aren't covered by this agreement, please reach out to the program contact or support@tapinfluence.com.
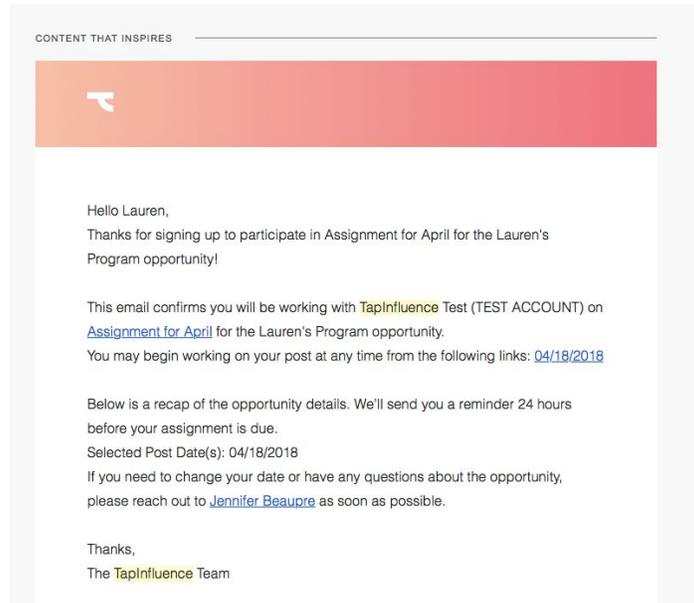
Once you have read the assignment details carefully, you can choose to accept or decline the invitation.  Remember that you can decline any assignment invitation without any penalties or repercussion.

# I want to accept an assignment invitation.  What do I do?
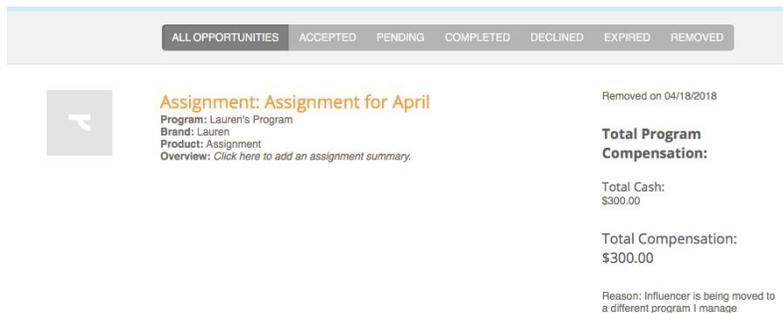
All assignments are sent via email and can **only be accepted** via the email invitation.  When you are invited to a campaign, you will get an email from noreply@tapinfluence.com that will prompt you to select however many posting dates are required for this assignment.

Keep in mind that this email will go to whatever email address you have listed on your TapInfluence profile. Always be sure to double-check that your email address is updated and live. Very rarely, those emails will get stuck in your spam box. You can add noreply@tapinfluence.com as a contact so those emails never get accidentally routed to spam.

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Hello Lauren,

Thanks for signing up to participate in Assignment for April for the Lauren's Program opportunity!

This email confirms you will be working with TapInfluence Test (TEST ACCOUNT) on Assignment for April for the Lauren's Program opportunity.
You may begin working on your post at any time from the following links: 04/18/2018

Below is a recap of the opportunity details. We'll send you a reminder 24 hours before your assignment is due.
Selected Post Date(s): 04/18/2018
If you need to change your date or have any questions about the opportunity, please reach out to Jennifer Beaupre as soon as possible.

Thanks,
The TapInfluence Team

You can also see any and all invitations on the platform under the "Marketplace" header. You can sort according to certain criteria (e.g., Accepted, Expired, etc).  You will **not be able to accept your invitation through the platform** though, only by email.

| ALL OPPORTUNITIES | ACCEPTED | PENDING | COMPLETED | DECLINED | EXPIRED | REMOVED |

**Assignment: Assignment for April**
Program: Lauren's Program
Brand: Lauren
Product: Assignment
Overview: *Click here to add an assignment summary.*

Removed on 04/18/2018

**Total Program Compensation:**

Total Cash:
$300.00

Total Compensation:
$300.00

Reason: Influencer is being moved to a different program I manage

Finally, note invitations to campaigns will automatically expire within **48 hours**. You will need to accept before that timeline. If needed, you can request a re-invite if you notice that an invite has expired.

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## I want to accept an assignment invitation, but at a higher rate.  What do I do?

If you do not feel that the rate being proposed by the brand is fair compensation for your work, you can request a higher rate by declining the invitation and selecting "The Rate Isn't Correct" as your reason for declining.  You can also reach out directly to the program contact listed to inquire about a different rate.

The brand may or may not respond to your inquiry or accept your new proposed rate.  Be sure that any negotiation is completed before you accept an assignment.  Remember that you can update your rates on your profile at any time.

For more information about setting post rates or negotiating rates with brands, check out the following resources:

- **What is the 'suggested post rate'? How do I set my rate?**

- **Ensuring Successful Rate Negotiation**

- **Quick Tips for Rate Negotiation**


## I want to decline an assignment invitation.  What do I do?

You are always free to turn down any work that you believe is not a good fit for you.  If you do not wish to participate in an assignment for whatever reason, you can click on the link in your invitation email or log into your account and navigate to **Marketplace > Opportunities** to view and decline the invitation.  We understand that there may be several different reasons for declining an an assignment, so when you decline an assignment, please select the reason closest to why you felt the assignment was not a good fit.


## How long do I have to respond to an assignment invitation?

Once you've received an assignment invitation, that invitation will stay valid for **48 hours.**  After 48 hours, the invitation will expire and you will no longer be able to accept it.

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# IV. Completing an assignment

## Where do I find the assignment requirements?

Your assignment invitation under **Marketplace > Opportunities** will include all the information you need to complete the assignment.  This may include some or any of the following:

- 1 or more **blog posts**

- 1 or more **social posts**

- 1 or more **videos**

- 1 or more **social shares** (of your own content, or of the brand's content)

- **Brand urls** to include in your posts/shares

- **Images** to include in your posts/shares

- **Hashtags** to includes in your posts/shares

- Whether or not a **draft** is required (if so, a draft date will be listed)

If you have questions about what's required to complete the assignment, reach out to the program contact.

## Do I have to add any disclosures to my posts?

**Yes**.  At Tapinfluence, we require that **all influencer posts** have appropriate disclosures and are **FTC-compliant**.  This means making clear that the post is sponsored and/or paid for with clear, explicit language and certain hashtags.  For more information on appropriate disclosures, please refer to: **What are Federal Trade Commission (FTC) disclosures?**

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# How long do I have to complete an assignment?

You can see your assignment deadlines in two places: in the assignment invitation under **Marketplace > Opportunities**, or in the assignment page under **Marketplace > Assignments**. In both locations, you will see a due date corresponding to the timeslot you chose when you accepted the invitation.

If this assignment requires a draft, you will also see a draft due date in addition to the assignment due date. You must complete both pieces on time. Keep in mind, a draft will need to be approved by the brand and any edits implemented **before** you post.

If an assignment requires multiple posts, you will see multiple rows for the same assignment under your **Marketplace > Assignments** page, corresponding to each post.  Each one will have its own due date(s) listed.

# How do I complete an assignment?

You assignment is considered completed after you verify your post for that assignment.  What you verify depends on the assignment type.

- For a blog assignment, your assignment will be complete once your **blog post** is successfully verified.

- For a social share assignment, your assignment will be complete once your **social shares** are successfully verified.

- For a video assignment, you will be complete once your **video link** is successfully verified.

If an assignment requires multiple posts, you will have to individually verify each required post.

You will not be paid for an assignment until your posts have been verified.

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# How do I submit a blog post draft?

The place to work on your blog content draft is in your "Assignment" section on the platform. To find this page, click your "Marketplace" header and then select "Assignments" from the drop-down.
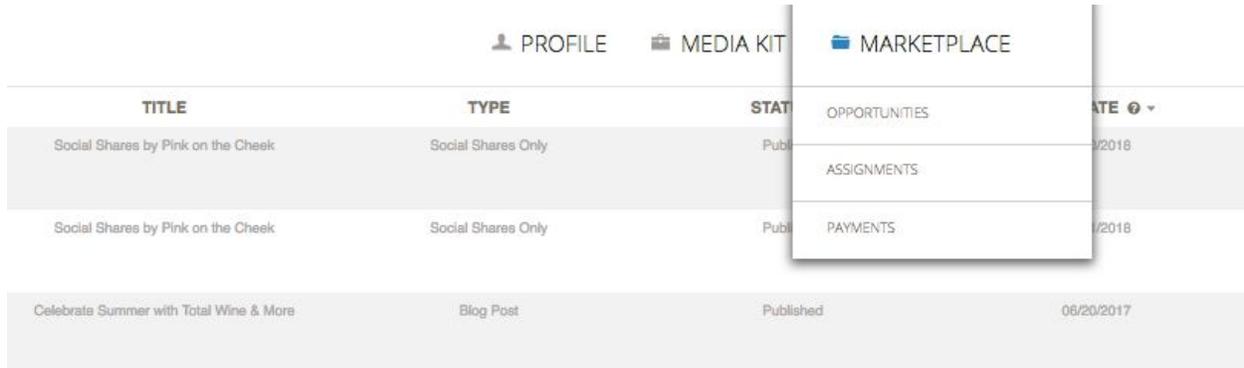


There is a section entitled "Compose Your Blog Post" in each blog assignment. This box is where you can enter your draft content. You can add in all your text exactly as is with formatting, images, etc. Once added, you can click "Submit Draft" to send the draft of your work to your Program Contact.

Please be sure to add a header image, write a draft title, add all your content, and add all your images before sending your draft. You only need to click the button once. Our platform is not 100% mobile-friendly, so be sure to do this entire process on a computer.

The two options you can select from/toggle between allow you to choose to compose your blog post directly on our site ("Our Editor") or to compose is on your site and copy over the content for review ("Your Blog Dashboard"). There is no meaningful difference between the two, so feel free to utilize whichever one you prefer.
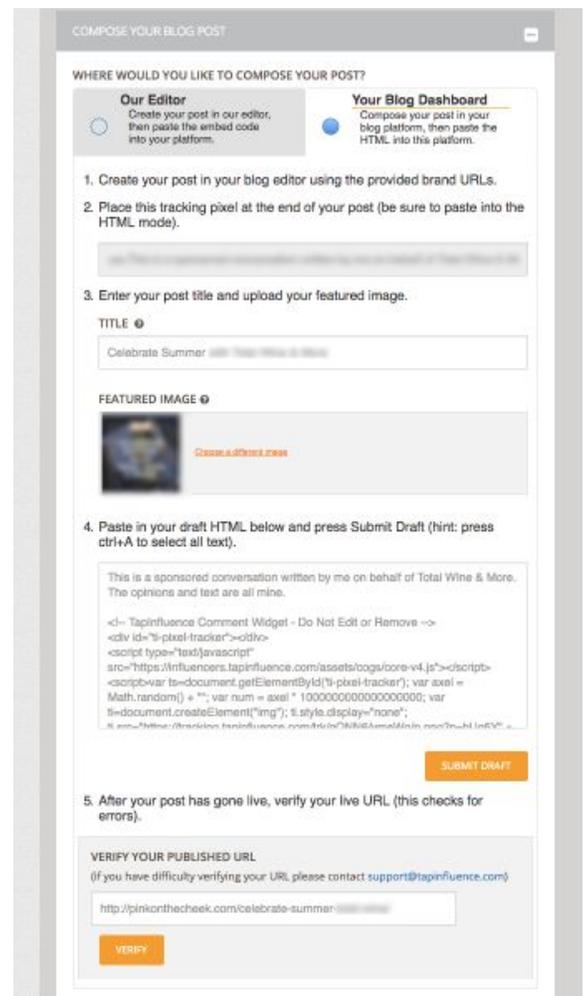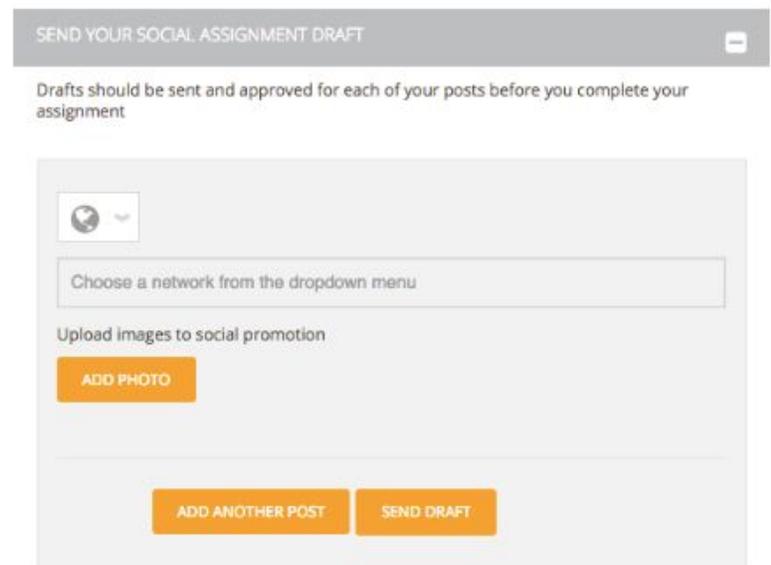
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Please note that the most common error that prevents you from verifying your content is that our **TapInfluence Embed Code/Pixel** is not added to your post. If you are using the "Your Blog Dashboard" editor option, this HTML code is found on Step 2, and starts with "<p>This is a sponsored conversation written by me…"

Copy this code exactly as-is, and then add it to the bottom of the your finished post. This will allow you to verify your blog post successfully and will allow the TapInfluence to collect the data from your blog post for the marketers.

## How do I submit a social share draft?

To submit your social draft, please navigate to your "Assignments" page and click the "Compose" button to get into the assignment itself. If you have a draft requirement for your Social Shares, you will see a relevant section in the assignment.

In your social draft, you will just need to enter the draft copy for the social share and then add any and all images you plan to use. See more details at How to Submit Your Social Draft.

## How do I submit a video post draft?

You can upload your video post draft to YouTube as an unlisted video and send the link to your Program Contact. The other option is to save your actual video file and send that as a draft directly to your Program Contact via email.
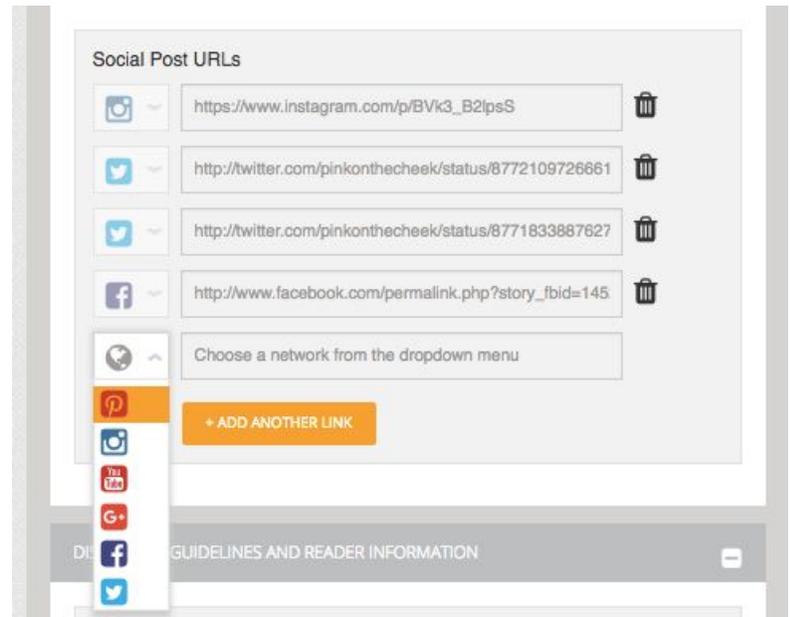
If you have any questions or comments, please reach out to support@tapinfluence.com
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# How do I verify a blog post?

To verify a blog post, you will first have to embed the tracking code given on your assignment page into the HTML source code of your blog post. Then, you will need to verify the live URL of your blog post on the assignment page.



For more step-by-step instructions, check out the following resource: **How to Verify a Blog Post**

If you are having trouble verifying your blog post, please visit the following troubleshooting resources:

- **Blog Post Will Not Verify - Post URL Does Not Match Blog URL**

- **Blog Post Will Not Verify - Embed Code Not Found**

- **I am unable to verify my post in my assignment**

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# How do I verify a social share?

To verify a social share, you will first have to select the appropriate social network from the pull down menu, then paste in the live url of your social share on the assignment page.

For more step-by-step instructions, check out the following resources:

- **How to verify a Facebook post**

- **How to verify a Instagram post**

- **How to verify a Twitter post**

- **How to verify a Pinterest post**

- **How to verify a Google+ post**

If you are having trouble verifying your social share, please visit the following troubleshooting resources:

- **Difficulty Verifying Your Social Shares?**

- **Social Share Will Not Verify - Post is Not Linked To Active Social Network Error**

- **Social Share Will Not Verify - Discovery Did not Return Social URL Error**

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# How do I verify a video post?

Video posts are verified the same way as a social share.  To verify a video post, you will first select the social network from the pull down menu, then post the link to your video url on the assignment page.  For more step-by-step instructions, check out the following resource:

- **How to verify a YouTube video**
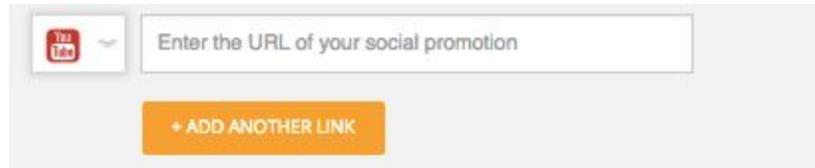


If you are having trouble verifying your video post, please visit the following troubleshooting resources:

- **Difficulty Verifying Your Social Shares?**

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# V. Getting paid

## How do I get paid?

Payments are processed through **PayPal**.  In order to get paid for posting sponsored content through TapInfluence, you will need to provide a valid PayPal account email in your profile (**See**: Completing your profile).

## When do I get paid?

In accordance with our **TapInfluence Payment Terms,** you will always get your payment the month following the month you successfully verified your post(s). For example, if you successfully verify your assignment anytime in August, you will get your payment on September 30th.

Keep in mind that you are only eligible to be paid for an assignment after:

- You have successfully posted on all the relevant channels as described in the assignment requirements.

- You have successfully verified all assignment content (links or blog content) before the end of the month.

You can check the status of your assignment posts by looking at the "Status" column on the **Assignments** tab when you log into the platform.  If the Status is "Published", the post is considered completed.  Any post with a "Draft" or "New" status is considered incomplete.

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# Where can I find my estimated or expected payment date?

To keep track of your assignment statuses and estimated payment dates, navigate to the **Marketplace > Payments** page. This page shows the following information:

- **Status**
  A status of "Posted" indicates that the assignment is complete.  Other statuses are considered incomplete.

- **Payment Date**
  The date shown here is the estimated payment date for that assignment, which will always be the end of a month (**See**: When do I get paid?)

- **Amount**
  This is the amount of payment that is due to you and which PayPal ID it is going to. Please double-check your PayPal ID and make sure that it is correct.

# Are there ever payment exceptions?

Yes, occasionally.  Some brands set up their assignments differently and with different stipulations. If there is ever a change in the expected payment schedule or flow, you will be informed beforehand, either from the assignment description or directly from the program contact. If you are unsure about a particular assignment, reach out to your program contact or to support@tapinfluence.com.

# I didn't receive a payment.  What do I do?

If you believe that all of your work has been successfully posted and verified, please double check your account to make sure that the completion date, assignment status, estimated payment date, and PayPal ID all align. If the end of the month passes and you believe you haven't gotten a payment that is due to you, please reach out to our support team via support@tapinfluence.com.

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