**What to Consider When Choosing Influencers**

Engagement rates are only one consideration when hiring influencers for specific campaigns, writes Sway Group's Danielle Wiley, who recommends also choosing creators based on their audience demographic, values, diversity, content and personality. "Campaigns should be built around meaningful content that offers value, with promotional efforts supplementing organic reach in order to reach cumulative engagement goals," Wiley writes.

***The Drum (free registration) 1.15.21***

[*https://www.thedrum.com/opinion/2021/01/15/likes-shares-comments-don-t-be-misled-past-engagement-rates*](https://www.thedrum.com/opinion/2021/01/15/likes-shares-comments-don-t-be-misled-past-engagement-rates)

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[*https://www.impactbnd.com/hubfs/blog-files/find-micro-influencers-on-instagram.jpeg*](https://www.impactbnd.com/hubfs/blog-files/find-micro-influencers-on-instagram.jpeg)