

# THE CHARTER OF INFLUENCER RELATIONSHIPS

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Public relations professionals' expertise and competence entail shaping the way organisations operate with their stakeholders, both internally and externally. **Identifying and managing influencer's relationships is part of the omni-channel offering that public relations consultants can propose and is part of the ethical framework that governs public relations consulting agencies' activity.**

In this charter, an "influencer" is considered as an individual who, through his or her notoriety and/or community, operates as a content creator on behalf of a brand or an organisation, in exchange or not for a compensation. Covering many themes and sectors, however, influencers do not cover all types of subjects and mostly focus on a major topic of interest that can influence their community.



## 1. The Council's Commitment

To meet the objectives of an organisation (brand, company or institution), the agency commits to develop a communication strategy whose **implementation is solely based on the client's interest.** In this respect, the agency provides a strategy and/or an operational implementation through a campaign that may include, depending on the situation, collaborations with paid or non-paid influencers, or both.

The agency is also committed to provide a system to measure the effectiveness of the communication strategies with identified KPIs and metrics (notoriety, reputation, purpose, drive to store). In this respect, the agency guarantees the feasibility of an e-influence campaign (excluding exceptional events) by bringing accuracy, keeping with the professional standards and established practices in our industry, and, depending on the nature of the subject or sector concerned, injecting creativity as well.

As part of its consulting role, the agency **identifies the stakes of the campaign beforehand, anticipating crises and other potential risks that could have repercussions on its client's reputation.** In the event of a bad buzz, the agency manages the brand's issue management as well as the influencers by setting up crisis processes and talking points



## 2. Commitment to neutrality and integrity

A public relations consultant's activity is **ethically incompatible** with that of a representative and/or agent and/or influencer agency because of the conflicts of interest they may generate.

A public relations consultancy advises its client in complete neutrality; it cannot hold a material interest in a company managing influencers. All the proposals made in the agency's recommendation must have as

their sole ambition the effectiveness of the PR campaign.

A public relations consultancy commits “to receive a compensation, in any form whatsoever, only from the client who uses their services” (article 2.11 of the SCRP’s code of ethics). The agency must also “inform its client of all organic, contractual or financial links existing between himself and other companies or organisations (agencies, service providers, media, etc.) that may have direct or indirect consequences on their mission” (article 2.3 of the same code).



### 3. Commitment to transparency

The agency commits to informing their clients on the mutual cooperation frame chosen with influencers: Non-paid and/or paid; directly or via one or more platforms, via one or more agents of influencers, via a media marketing agency, etc.

To ensure transparency and to avoid any conflict of interest, **the agency distinguishes in its commercial proposal its fees from other campaign expenses**. The agency identifies the following items:

- Agency fees related to strategic advice;
- Fees related to the implementation, follow-up and assessment of the campaign;
- Compensation for influencers or intermediaries;
- Production costs related to the campaign;
- Possible legal fees related to image rights.

It is recommended that the agency systematically establishes and manages the financial contract with the influencer to protect each party's rights and ensure the success of the mission.

If the agency is required to enter into remunerated

partnerships with influencers, **the agency must invoice its client without a profit margin**.



### 4. The commitment to distinguish the nature of the collaboration and to apply the appropriate professional standards of the industry

In all matters relating to PR activities, **consulting agencies respect the ethical standards of the industry**. They clearly define the relationship between a brand and an influencer, ensuring loyalty and transparency. **The existence of a commercial collaboration between an influencer and a brand within the framework of reciprocal commitments must in all cases be made known to the public by the influencer, explicitly and immediately.**

Once the advertising nature of the influencer's statement has been established, the ethical standards of conventional advertising apply, including the ARPP's recommendations, particularly for sensitive sectors such as those related to health, the environment, road safety, finance, and child protection (see the additional fact sheets available).

Accordingly, the advertising nature is established when the following criteria are cumulatively met:

- when the content is carried out within the framework of reciprocal commitments; whereby the influencer's statements are the subject of payment or any other consideration such as, for example, the delivery of products or services for his benefit ;
- And when the brand, the organisation or its representatives exercise a preponderant editorial control (in particular by imposing a

speech, a scenario...) and a validation of the content before its publication ;

- And when the content of the influencer's statement is aimed at promoting the product or service (promotional speech, verbal or visual presentation for promotional purposes...).

If an influencer refuses to comply with these rules, the agency informs its client, who will make the final decision on whether or not to proceed with the partnership .



5. The commitment to establish a quantitative and qualitative activity report based on objectively sourced data

The agency provides an activity report of public relations campaigns, selecting relevant KPIs. As reach cannot be considered as the only Key Performance Indicator (KPI) of a campaign, the visibility of e-influence campaigns must be measured by relevant indicators such as impression, tone and quality of content, average monthly visitors, number of video/story views; cost per thousand...

Measuring the effectiveness of communication campaigns aim to gauge the effort and investments made, the exposure obtained in terms of press and social media, and to go as far as measuring the effects on audiences: on opinion or behaviour. See the work carried out by the PR industry on the approach and measurement criteria on [www.referentiieldelamesure.com](http://www.referentiieldelamesure.com)

The agency provides the most complete campaign report possible according to the client's resources allocated to the campaign. **The agency gathers and analyses the data with sincerity and transparency.** Thus, it is committed to specifying the origin of the data collected (directly from the influencer, metrics from the client's proprietary accounts, data provided by the platforms, specific analysis tools)

## The 52 SCRP agency members commit to and sign the Charter of Influencer Relationships

