

SOCIAL STATUS

A breakdown of influencer tiers

MICRO 10,000–50,000 FOLLOWERS

Handle: @mommyweek **Following:** 12.9K Insta followers **Areas of influence:** parenting, health, lifestyle **Partners:** Lenovo, Invitae, J.Crew

MID 50,000–500,000 FOLLOWERS

Handle: @sharktoof **Following:** 129K Insta followers (his husky @loki has 2 million) **Areas of influence:** photography, outdoors, pets **Partners:** Lunazul Tequila, the film *Call of the Wild*, RVshare

MACRO 500,000–1 MILLION FOLLOWERS

Handle: @leendadong **Following:** 985K Insta followers, 15 million TikTok followers **Areas of influence:** comedy **Partners:** HBO, Korea Tourism Organization, Too Faced Cosmetics

MEGA 1 MILLION+ FOLLOWERS

Handle: @addisonrae **Following:** 38 million Insta followers, 80 million TikTok followers **Areas of influence:** fashion, acting, music **Partners:** American Eagle, Coca-Cola, Disney