

“How do I know which influencers to monitor?”

This is an essential question when investigating content creators. For research you might need a representative sample. For a regulatory approach to monitoring, there might be prominent creators within an industry sector or creative niche that are of special interest to you. We have compiled five tried and true methods to find relevant accounts to investigate.

1. Lists

Look for lists of the most popular influencers in your country or industry. Next, **agencies** may have an overview of talent they collaborate with on their website. There are also more and more **certification programmes** for content creators, which include public lists of those who have obtained a diploma. [AdEthics](#) has an overview of European ones and similar initiatives are rolling out globally.

2. Ask

For starters, who are your family and **friends** watching? Next, if you want to learn which influencers are popular with a certain **audience**, ask those people. If you're in industry, you might also reach out to **brands** that work with content creators. Who are they collaborating with?

3. Search

Platforms come with search bars. Most limit search functionality in the web browser, so use the **mobile apps**.

If internal searches don't get you what you're looking for, use an **external search** engine instead. They allow you to:

- Exclude certain terms
- Limit results to a certain language or country
- Limit results to one platform, for example by adding *site:tiktok.com*

The Google search

"@dior" -"dior official" -"diorbeauty" site:instagram.com

will yield only mentions of @dior on Instagram that are not from the brand's own channels. Add a country or language filter and you're good to go.

4. Use the Platforms

Who knows everything about influencers? Whose whole business model hinges on recommending the most interesting content? That's right, platforms!

If you've followed our step one, two, and three, you should have a few influencers to start with. Create a new social media account, follow them, and watch their content. The **recommender system** will do the rest. Account by account, you'll build up a list of relevant creators. You might need a couple of tricks to create a new social media account though. Contact us if you need help: support@influencermonitor.com

5. Pay

If our steps one, two, three, and four haven't yielded the desired result, there are many creator discovery tools out there selling databases of influencers classified by topic and audience. **Social listening** tools exist to help you find signals in social media content where regular search engines fall short.

These can be helpful to investigate a niche market, or dig up problematic content, but do not expect academic rigor. Some of our users have gone before you. The more scientifically-inclined of them were not very satisfied with the results.