KOL Outreach Scorecard

A scoring sheet for ranking KOLs — key opinion leaders, meaning trusted voices people already follow — before you brief or pay anyone. Score each person 1–5 on the seven points, multiply by the weight, and add the scores. Do this before you look at their rates.

> The weights below are a suggested starting point, not industry data. Adjust them if your campaign has a different priority — but decide the weights before you score anyone. Follower count is left out on purpose. This is a decision tool, not a forecast of results.

CRITERION	WEIGHT	1 — WEAK	3 — MIXED	5 — STRONG
Audience fit	**25%**	The wrong audience for the person you want to reach.	Some overlap: part of their audience is relevant.	Their audience is the person you are trying to reach.
Credibility & trust	**20%**	Known mainly for volume, or trust is thin in your field.	Known, but their standing is mixed or unproven.	Trusted in your field. People take their word seriously.
Content quality	**15%**	Uneven, off-brief, or work you would not want next to yours.	Solid in places, but the quality varies.	Recent work is clear, consistent, and close enough to your brand to share.
Engagement quality	**15%**	Thin, generic, or activity that looks empty.	Some real conversation, but it is hard to tell how deep it runs.	Real people talk in the comments about the work, not just the person.
Brand safety & values	**10%**	A conflict, controversy, or disclosure problem you would have to defend. Treat a score of 1 as a stop.	Manageable questions. Worth a closer look.	A clean fit with how you want the project to show up.
Proof of past work	**10%**	No relevant examples, or you have not been able to review any.	A couple of examples, but the results or fit are uneven.	You have reviewed two or three campaigns like yours, including the comments.
Terms & working style	**5%**	Unclear deliverables, slow replies, or weak habits around saying when a post is paid.	Workable, with a few points to tighten in writing.	Clear deliverables, fair terms, timely replies, and proper paid-partnership disclosure (saying when a post is paid).

Weighted total = (Fit × 0.25) + (Credibility × 0.20) + (Content × 0.15) + (Engagement × 0.15) + (Brand safety × 0.10) + (Proof × 0.10) + (Terms × 0.05). Score is out of 5.00.
Example only, not a real person or result: scores 5, 4, 4, 3, 5, 3, 4 → 1.25 + 0.80 + 0.60 + 0.45 + 0.50 + 0.30 + 0.20 = **4.10 → Tier A**.

4.00 – 5.00
Tier A · Priority
Shortlist for your most important work. Brief them first.

3.00 – 3.99
Tier B · Strong fit
Good for a test or a mid-size campaign.

2.00 – 2.99
Tier C · Watch list
Only if the terms are light, or the fit might improve later.

BELOW 2.00
Tier D · Pass
Do not go ahead. A score of 1 on brand safety is also a stop, even if the total is high.

KOL scoring table

Enter a 1–5 score in each column, then write the weighted total and the tier. Use the notes column for a stop, a referral path, or a question still open. Thresholds: A 4.00–5.00 · B 3.00–3.99 · C 2.00–2.99 · D below 2.00. A score of 1 on brand safety is a stop, even if the total is high.

KOL / HANDLE	FIT 25%	CRED. 20%	CONTENT 15%	ENG. 15%	SAFETY 10%	PROOF 10%	TERMS 5%	TOTAL	TIER	NOTES

Before you send a brief. Score separately, then compare notes if two people on your team are reviewing. Read recent comments yourself — do not rely on a media kit alone. Require public disclosure of paid or sponsored posts. A high score is not a substitute for a written brief, a clear list of what they will deliver, and a contract. Score again if their content or reputation changes before you go live.

Shortlist — list the Tier A and Tier B names you will actually brief, in the order you will reach out.

#	KOL / HANDLE	TIER	TOTAL	FIRST OUTREACH / NEXT STEP
1				
2				
3				
4				
5				