Farm Influencer Collaboration Checklist

A farm influencer collaboration checklist for farms working with social media creators. It covers goals, fit, agreements, disclosure, and follow-up for each partnership. Use it before agreeing to any partnership.

Farm / unit: _____ Date: _____ By: _____

ITEM	OK	FIX	N/A
Set the goal for the collaboration	☐	☐	☐
Pick creators who fit your farm	☐	☐	☐
Check their audience and past work	☐	☐	☐
Agree on what they will post	☐	☐	☐
Agree on payment or free product	☐	☐	☐
Put terms in writing	☐	☐	☐
Review the content before it goes live	☐	☐	☐
Confirm they disclose the partnership	☐	☐	☐
Track results and follow up	☐	☐	☐

NOTES / REPAIRS NEEDED

TIP Ask the creator to follow advertising disclosure rules from the FTC and check them yourself before posting.