

Requirements for obtaining the Digital Influencer Pass

A specific Digital Influencer Pass can be requested by administrators of a blog which is more than one year old, has more than 5,000 different visitors per month, and demonstrable regular activity (weekly updates with own entries); and/or content creators on social networks (YouTube, Twitter, Facebook and Instagram) who, due to their importance and following, are considered influencers. The theme of these contents must always be related to **fashion, accessories, beauty, weddings, lifestyle, art, design, creativity, culture and social commentary**.

A monthly traffic report of the blog or platform is required to verify the number of visits (for example, with Google Analytics) and the contact email address must correspond to the one found on the medium itself. If just activity is only presented on social networks, the accounts must be more than one year old, have regular activity, a minimum number of 15,000 subscribers or followers, demonstrable engagement, one of the requested themes and must go beyond personal videos, opinions and analysis.

To complete the digital influencer registration, you must register online and send the following information before 3rd of June 2020.

- Name of blog/platform
- Internet URL
- Creation date
- Links to recent entries
- Links featuring the name of the person to be accredited as editor
- Activity report (Google Analytics or similar) that verifies that the blog has 5,000 or more different visitors per month.

Furthermore, if the person requesting accreditation only presents themselves as a content creator on social media (YouTube, Twitter, Facebook and Instagram) and not on a blog or similar platform, they must provide the following information according to the channel on which they are an influencing content creator:

- Visible contact on Social Networks:
 - **Youtube:** the email address must match the one that features in the “More information” section of the channel menu; in the “Description”, or in the section “Details - For business enquiries”
 - **Twitter:** the email address must feature in the “profile” information, which appears on the left, below the avatar.
 - **Facebook:** the email address must feature in the menu which appears on the left below the avatar in the “information” and “contact information” section

- **Instagram:** the public contact email address must feature in the “Profile”.
- Links to 4-5 posts, videos and/or content.
- Channel metrics, proving a minimum of 15,000 subscribers/followers and an average of 2,500 visits.

Any request without proof that the main activity is that of a digital influencer (content creator on website/blog/leading social platform) shall not be admitted.

Those who do not fulfil the requirements to obtain digital influencer accreditation must acquire a general visitor’s ticket.

The blogs/platforms/social networks of businesses or which are sponsored cannot obtain an accreditation of this type.

Fira de Barcelona reserves the right to exercise the Digital Influencer Accreditation Regulations.