

# Influencers set to use their clout for the greater good with new Social Soup offering

SYDNEY DECEMBER 15, 2017: Influencers are set to use their social clout for good with a new offering from the expert in scaled, authentic influencer marketing, Social Soup – Influence for Good.

While influencer marketing is an inherently commercial arrangement, Influence for Good is an opportunity for influencers to use their powers to assist social causes they feel align with their values. Influence for Good is also a resource for not-for-profits to run authentic scalable influencer campaigns.

Influence for Good is kicking off this month with campaigns for Australia for UNHCR and Sydney Dogs and Cats Home.

"Influence for Good is a new, modern way for people to volunteer their time and resources and use their social clout to help not-for-profits," Social Soup CEO, Sharyn Smith, said.

"We know our influencer community are a giving lot and when we conducted research with our influencers, they expressed an interest in this type of program, with 92% wanting to get involved.

"We've developed an Influence for Good profiling process which allows us to quickly match-make influencers with the right social causes," she said.

A trial campaign for RUOK? Day in September saw influencers spread the message and 4.2 million people engaging the Social Soup influencer network.

In the new year Social Soup will be launching the Influencer Marketing Academy for the not-for-profit community which will offer online training, free tools and other resources to assist not-for-profits with their influencer marketing.

Sydney Dogs and Cats Home Head of Fundraising and Partnerships, Amanda Stokes, said the authenticity of the partnerships with influencers was a key benefit for her not for profit.

"Social media impact is very important to drive behaviour and Sydney Dogs and Cats Home have been thrilled with the results of our Social Soup Influence for Good Program. It's exciting to work with influencers who are passionate about our cause and we benefit from their engaged reach."

About Social Soup:

Innovating with influencers since 2007, Social Soup combines technology and authenticity to create successful influencer partnerships. Social Soup creates long-term partnerships between brands and influencers and has unrivalled experience in all tiers of influencer marketing.

<http://corp.socialsoup.com/>

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