





4. If you were to personally collaborate with a famous influencer, who would it be and why? What would the collaboration look like?

5. In your opinion, are collaborations always necessary to grow a following. Why or why not?

**Call to Action:** Come up with a strategy for your school social media team to begin utilizing influencers within your school. Make a list of the individuals and their involvements. Begin reaching out and asking them if they'd be willing to collaborate with the school's social media accounts. Execute your plan!