

the
practice Presents
PUBLIC RELATIONS

SMILE 2022

SOCIAL MEDIA INFLUENCERS
LISTING ENGINE



In partnership with

Reputation
TODAY



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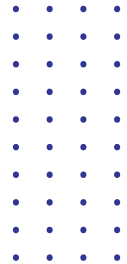
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TODAY



Introduction

Social media influencers have created an inflection point in the world of digital marketing, if not, marketing itself. While one might have mixed views on the role social media influencers play, there is no denying their importance in a world dominated by Gen Z, the one-click, all-digital generation, growing up in a borderless world.

Over the last few years, social media influencers have gained popularity amongst Gen Z — or those born from the late 1990s to early 2010s. According to a recent report on social media influencers, 86% of Gen Z follow influencers that are not celebrities in the traditional sense of the word.

Tapping into the interests of the younger generation is an effective strategy for businesses to maximize reach and it should not be surprising that influencer marketing has positioned itself as the most lucrative medium for brand promotion and marketing.

However, influencers, brands and agencies behind a particular promotion or campaign have a responsibility to make sure the brand or product they are endorsing, or are associated with, is something they can be proud of. After

all, the relationship between an influencer and their followers is based on trust. But without any clear guidelines and responsibilities, chances of deception or manipulation may arise. Most brand partnerships with influencers are one-time engagements, unless the influencer is a celebrity. So with whom does the onus lie: the brand, the influencer or the industry at large?

In recent years, PR practitioners have emerged as powerful influencers and are making a significant impact on how communication helps in conveying the right messages to an organization's stakeholders and thereby helping them to enhance their reputation in the ecosystem in which they function.

The PRactice presents 2022's list of social media influencers in Corporate Communications and Public Relations (SMILE – 2022). These are professionals who have created their niche online and their opinions and points of view matter.

Congratulations. We hope many in our industry are inspired and will acknowledge and leverage the power of social media.

Note: This is a report and not a ranking. We took the list of 57 candidates from SMILE 2021 and added 62 new nominees from this year. From this list, we chose only those who had a Twitter following of 800 followers & a LinkedIn following of 1000. We chose the top 60 from this list.

Data has been collected and verified till 6th May, 2022."

Methodology

Identification Of Influencers

From the list of candidates from SMILE 2021, we added 62 new nominees from this year. From this list, we chose only those who had a Twitter following of 800 followers and a LinkedIn following of 1000. We chose the top 60.

Calculation & Standardization

We then created tables to assign scores to each individual in list 1. To normalize the Impression Scores, we multiplied them by 2. We then proceeded to add the Follower, Impression and Engagement Scores and divided the result by 3.

Mapping the power score

This gave us the Power Score. The Power Score ranged from 1.3 to 10 (For Twitter) and 2 to 9 (for LinkedIn). As the average score was 4.17, we rounded off the number to 4 and used it in the four quadrants as the median Power Score.

Determining the power score

We used the Power Score to map our final list of individuals into 4 quadrants:

- Maestros
- Virtuosos
- Aficionados
- Pathfinders

Scores



Followers

Number of Followers Score

801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10000	6
10001-15000	7
15001-20000	8
20001-30000	9
30000+	10

Impressions

Number of Impressions Score

0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Average Tweets/month Score

0-20	1
21-40	2
41-60	3
61-80	4
81-100	5
101-120	6
121-140	7
141-160	8
161-180	9
181-200	10



Followers

Number of Followers Score

1000-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10000	6
10001-15000	7
15001-20000	8
20001-30000	9
30000+	10

Impressions

Number of Impressions Score

0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Average Posts /month Score

0-200	1
201-400	2
401-600	3
601-800	4
801-1000	5
1001-1200	6
1201-1400	7
1401-1600	8
1601-1800	9
1801-2000	10

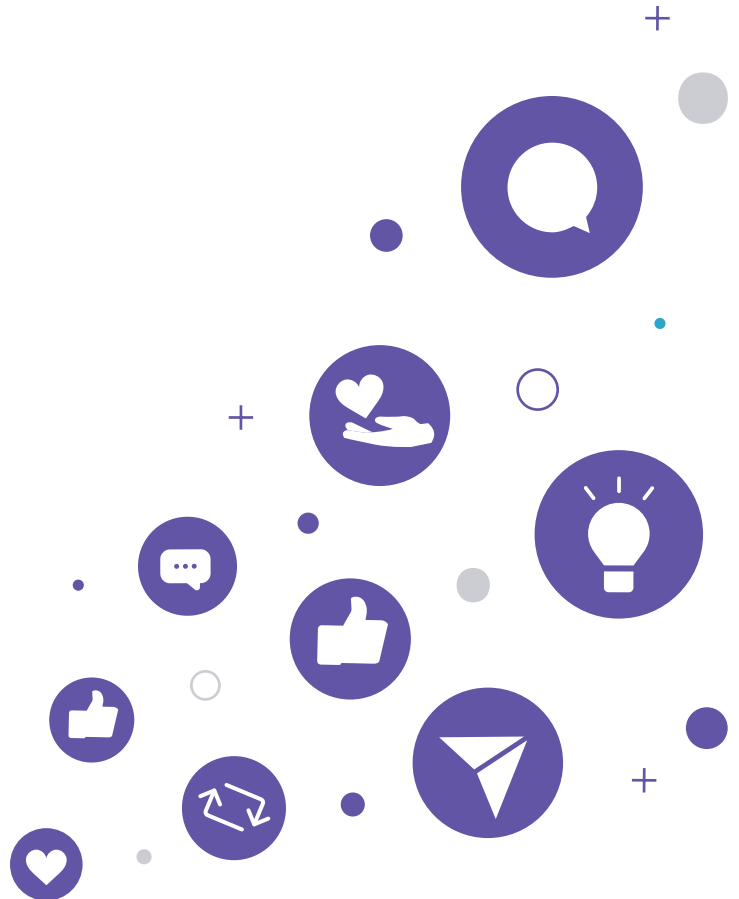
Power Scores

Twitter Power Score

(Twitter Follower Score + Twitter Impression Score + Twitter Engagement Score)/3

LinkedIn Power Score

(LinkedIn Follower Score + LinkedIn Impression Score + LinkedIn Engagement Score)/3



Maestros

Both LinkedIn & Twitter
Power Scores > 4

Virtuosos

LinkedIn Power Scores > 4
& Twitter Power Scores < 4

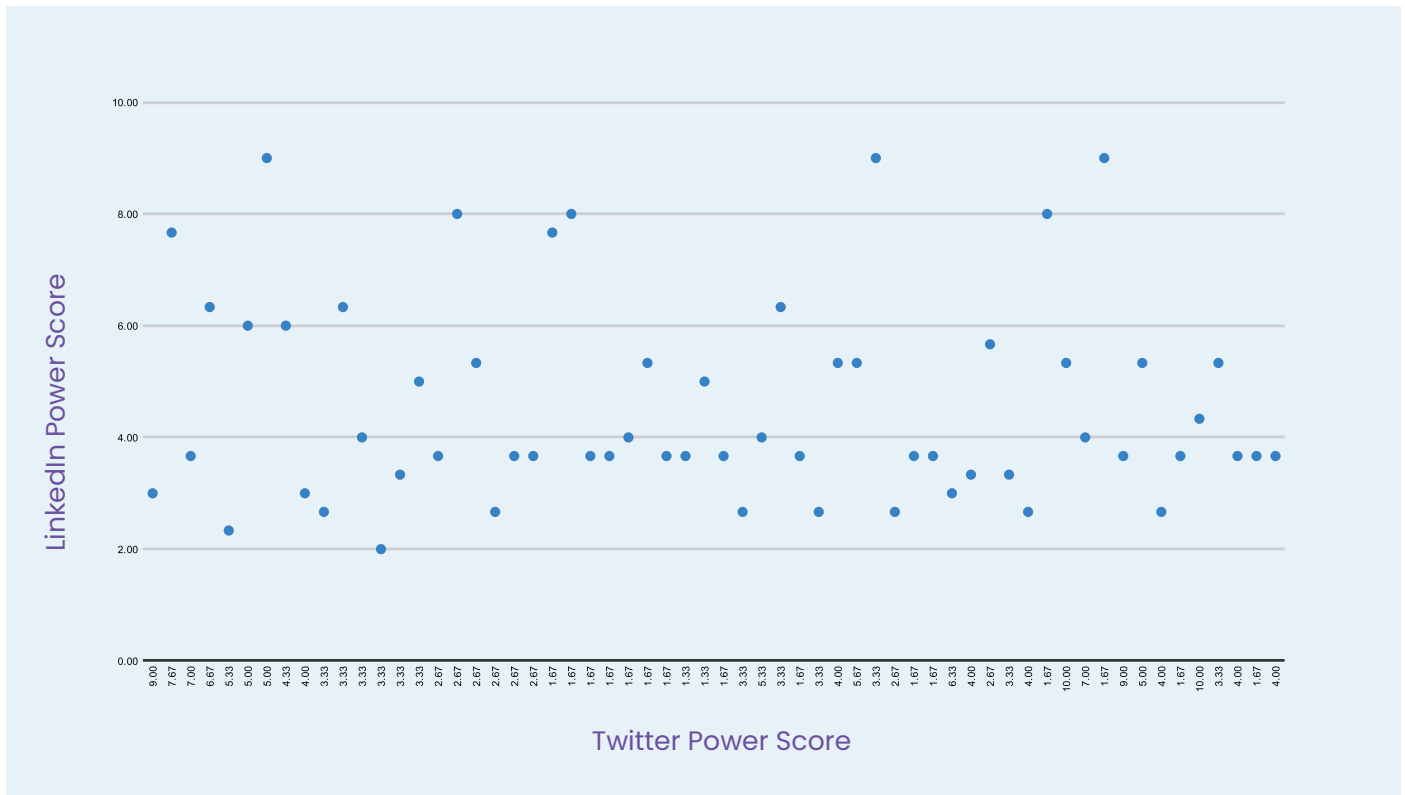
Aficionados

LinkedIn Power Scores < 4
& Twitter Power Scores > 4

Pathfinders

Both LinkedIn & Twitter
Power Scores < 4

The Power Grid



SMILE 2022: Nominees

Abhilasha Padhy

Aman Dhall

Amit Misra

Anand Subramanian

Anil Mascarenhas

Anshul Sushil

Bhaskar Majumdar

Biswajit Dash

Chetan Mahajan

Deepa Dey

Dilip Cherian

Girish Balachandran

Harjiv Singh

Harshendra Verdhan

Himanshu Raj

Karan Bhujbal

Kiran Veigas

Kulwinder Singh

Kumar Manish

Kunal Kishore Sinha

Megha Chhabra

Melissa Arulappan

Minari Shah

Mithun Roy

Neeraj Jha

Neha Bahri

Nikhil Dey

Nitin Mantri

Partha Ghosh

Payal Banerjee

Pooja Trehan

Preeti Juneja

Prema Sagar

Rakesh Thukral

Rohan Vyavaharkar

Rohit Bansal

Roma Balwani

Ruchika Mehta

Samir Kapur

Sanjay Gora

Sarvesh Tiwari

Seema Ahuja

Shailesh Goyal

Shekhar Das Chowdhury

Shreya Krishnan

Shubham Mukherjee

Sonia Huria

Sourav Mishra

Stuti Singh

Sujit Patil

Sunaina Jairath

Suresh Gaur

Tinu Cherian

Tuhina Pandey

Udit Pathak

Valerie Pinto

Varghese M Thomas

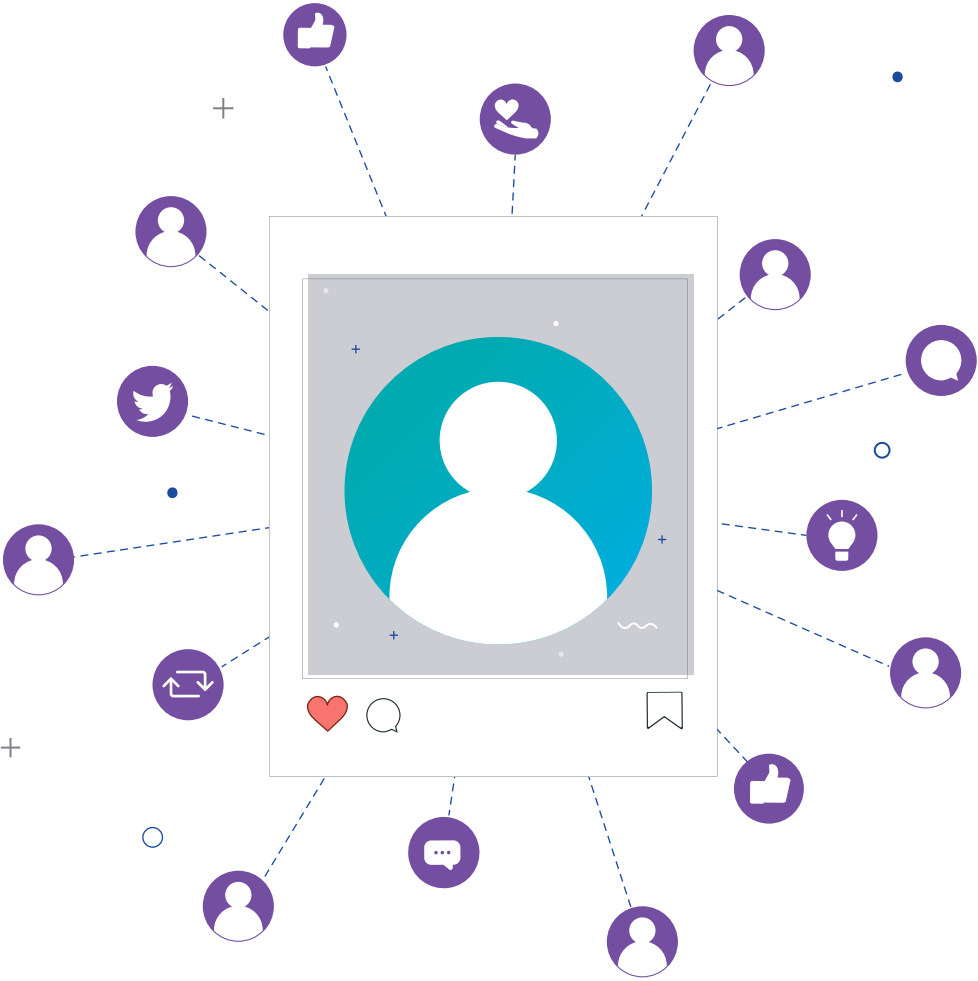
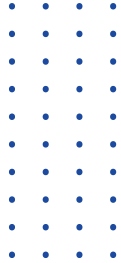
Vignesh Nair

Vikram Kharvi

Xavier Prabhu

- Data collected & verified till 6th May 2022
- Names in bold indicate new entrants to this year's list
- All names listed in alphabetical order.

Maestros





ANIL MASCARENHAS

IIFL Wealth & Asset Management



anilmascarenhas



anmasc

Followers

15901

Followers

4323

Engagement

795.05

Engagement

86.46

Power

6

Power

4.33



BHASKAR MAJUMDAR

Egis India



bhaskar-majumdar-8655aa4



probasibangali

Followers

15418

Followers

5614

Engagement

770.9

Engagement

112.28

Power

6

Power

5



DILIP CHERIAN

Perfect Relations



dilipcherian



dilipthecherian

Followers

10321

Followers

55500

Engagement

516.05

Engagement

1110

Power

5.33

Power

10



HARSHENDRA VERDHAN

IFFCO



harshendra



iamharshendra

Followers

10380

Followers

7301

Engagement

519

Engagement

146.02

Power

5.33

Power

5.67



KULWINDER SINGH

SG Analytics



kulwindersingh



kulwindersing

Followers

29821

Followers

5432

Engagement

1491.05

Engagement

108.64

Power

9

Power

5



PARTHA GHOSH

Samsung



partha-ghosh-35887a9



heyyparth

Followers

11785

Followers

5995

Engagement

589.25

Engagement

119.9

Power

5.33

Power

5



SAMIR KAPUR

Adfactors PR



samirkapur



samir_kapur

Followers

16747

Engagement

837.35

Power

6.33

Followers

7731

Engagement

154.62

Power

6.67



TINU CHERIAN

UST Global



tinucherian



tinucherian

Followers

8013

Engagement

400.65

Power

4.33

Followers

376800

Engagement

7536

Power

10



VIKRAM KHARVI

Adfactors PR



vikramkharvi



vikramkharvi

Followers

23923

Engagement

1196.15

Power

7.67

Followers

13000

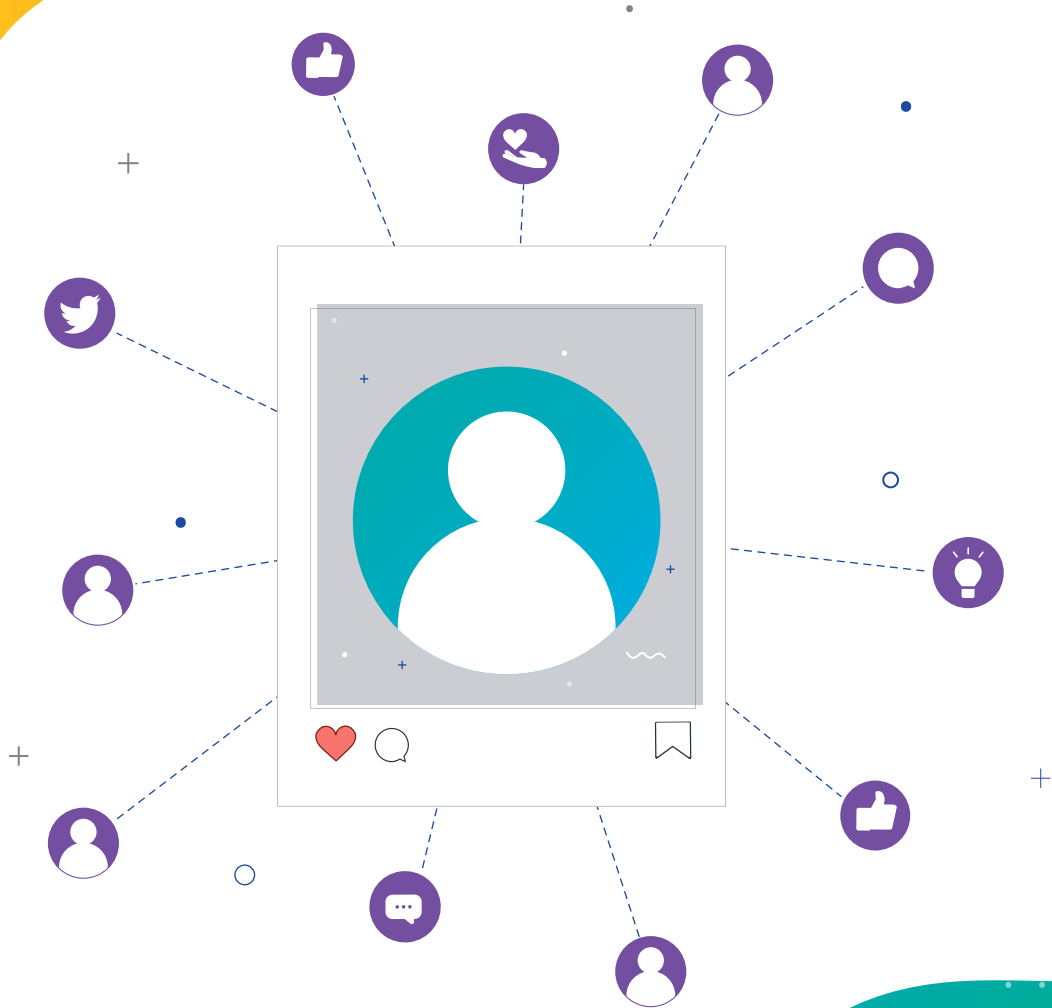
Engagement

260

Power

7.67

Virtuosos





AMAN DHALL

Comms Credible



amandhall



amandhall25

Followers

26975

Engagement

1348.75

Power

8

Followers

1796

Engagement

35.92

Power

2.67



AMIT MISRA

MSL



amit-misra-59a7094



misrapolis

Followers

12666

Engagement

633.3

Power

5.67

Followers

1961

Engagement

39.22

Power

2.67



KIRAN VEIGAS

Happiest Minds



kiranveigas



KiranVeigas

Followers

27624

Engagement

1381.2

Power

8

Followers

1320

Engagement

26.4

Power

1.67



KUNAL KISHORE SINHA

Value 360 Communications



kunal-kishore-a6a0852



KunalKishore24

Followers

10582

Engagement

529.1

Power

5.33

Followers

2459

Engagement

49.18

Power

3.33



MEGHA CHHABRA

Radico Khaitan



megha-chhabra-1700089



megha7

Followers

9439

Engagement

471.95

Power

5

Followers

882

Engagement

17.64

Power

1.33



MINARI SHAH

Amazon



minari-shah-2762394



MinariShah

Followers

9732

Engagement

486.6

Power

5

Followers

2182

Engagement

43.64

Power

3.33



MITHUN ROY

JSW



mithun-roy-35a34316

Followers
10201

Engagement
510.05

Power
5.33



mithun1500

Followers
1787

Engagement
35.74

Power
2.67



RUCHIKA MEHTA

Park Hotels



ruchika-mehta

Followers
26631

Engagement
1331.55

Power
8



ruchikamehta_

Followers
1332

Engagement
26.64

Power
1.67



SHREYA KRISHNAN

Aon



shreya-krishnan-she-her-hers-3190098

Followers
17039

Engagement
851.95

Power
6.33



shreyakrishnan_

Followers
2924

Engagement
58.48

Power
3.33



SHUBHAM MUKHERJEE

ICICI Prudential Life



shubham-mukherjee-199b337

Followers
10310

Engagement
515.5

Power
5.33



Shubhm

Followers
3972

Engagement
79.44

Power
4



SOURAV MISHRA

IIFL



souravmishra

Followers
29768

Engagement
1488.4

Power
9



souravmishra1

Followers
2757

Engagement
55.14

Power
3.33



STUTI SINGH

Adfactors PR



singhstuti

Followers
10705

Engagement
535.25

Power
5.33



stuti1234

Followers
1034

Engagement
20.68

Power
1.67



SUJIT PATIL

Godrej Industries



sujitpatilabc



SujitPatil

Followers

16579

Engagement

828.95

Power

6.33

Followers

2051

Engagement

41.02

Power

3.33



SURESH GAUR

PR4U



sureshgaur



sureshgaur56

Followers

20238

Engagement

1011.9

Power

7.67

Followers

1402

Engagement

28.04

Power

1.67



XAVIER PRABHU

PRHUB



xavierprabhu



xavierprabhu

Followers

29956

Engagement

1497.8

Power

9

Followers

1135

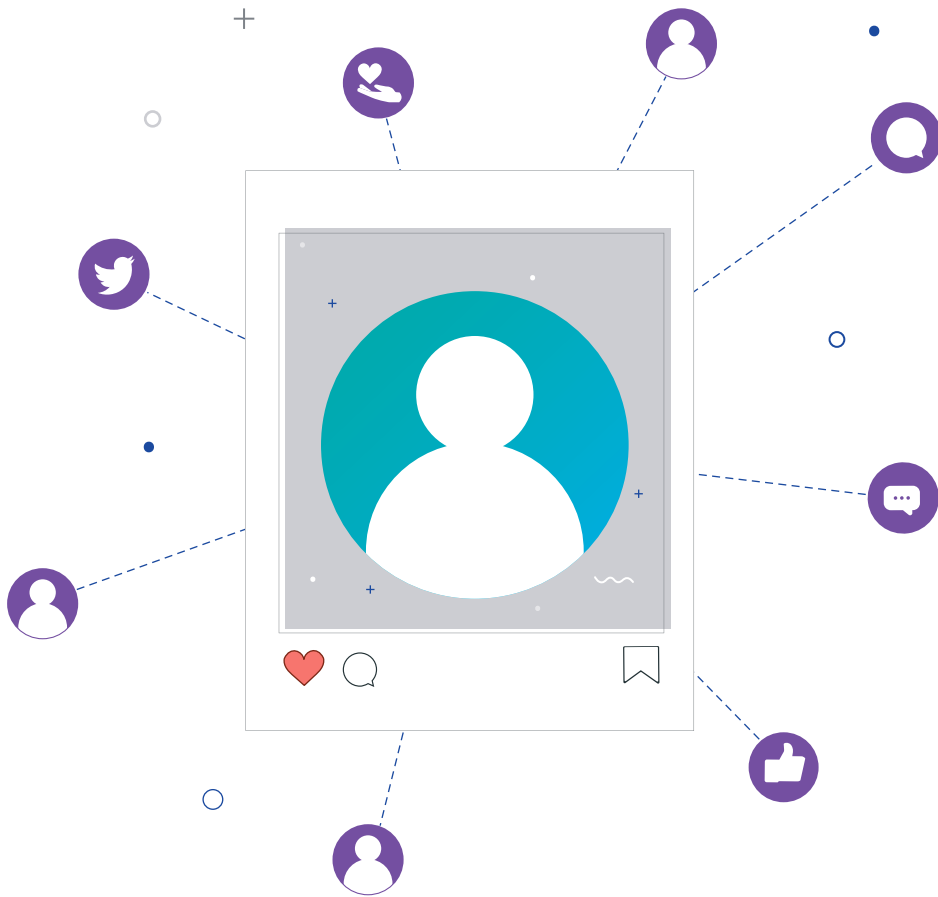
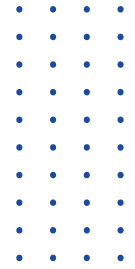
Engagement

22.7

Power

1.67

Aficionados





KUMAR MANISH

Communicate Karo



kumarmanish9



kumarmanish9

Followers

3178

Engagement

158.9

Power

3

Followers

24300

Engagement

486

Power

9



PREMA SAGAR

BCW India



sagar-prema



psagarindia

Followers

7679

Engagement

383.95

Power

4

Followers

6289

Engagement

125.78

Power

5.33



ROHIT BANSAL

Reliance Industries



therohitbansal



theRohitBansal

Followers

5299

Engagement

264.95

Power

3.67

Followers

27600

Engagement

552

Power

9



SANJAY GORA

SAIL



sanjay-gora-4252444



TheSanjayGora

Followers

4645

Engagement

232.25

Power

3.67

Followers

10400

Engagement

208

Power

7



SARVESH TIWARI

PR Professionals



sarvesh-tiwari-0a532522



sarveshsays

Followers

7877

Engagement

393.85

Power

4

Followers

11300

Engagement

226

Power

7



SONIA HURIA

Amazon Prime Video



sonia-huria-44610287



Soniahuria

Followers

1622

Engagement

81.1

Power

2.33

Followers

6136

Engagement

122.72

Power

5.33



UDIT PATHAK

Media Mantra

 **in**
uditpathak

Followers
3676

Engagement
183.8

Power
3

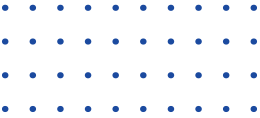
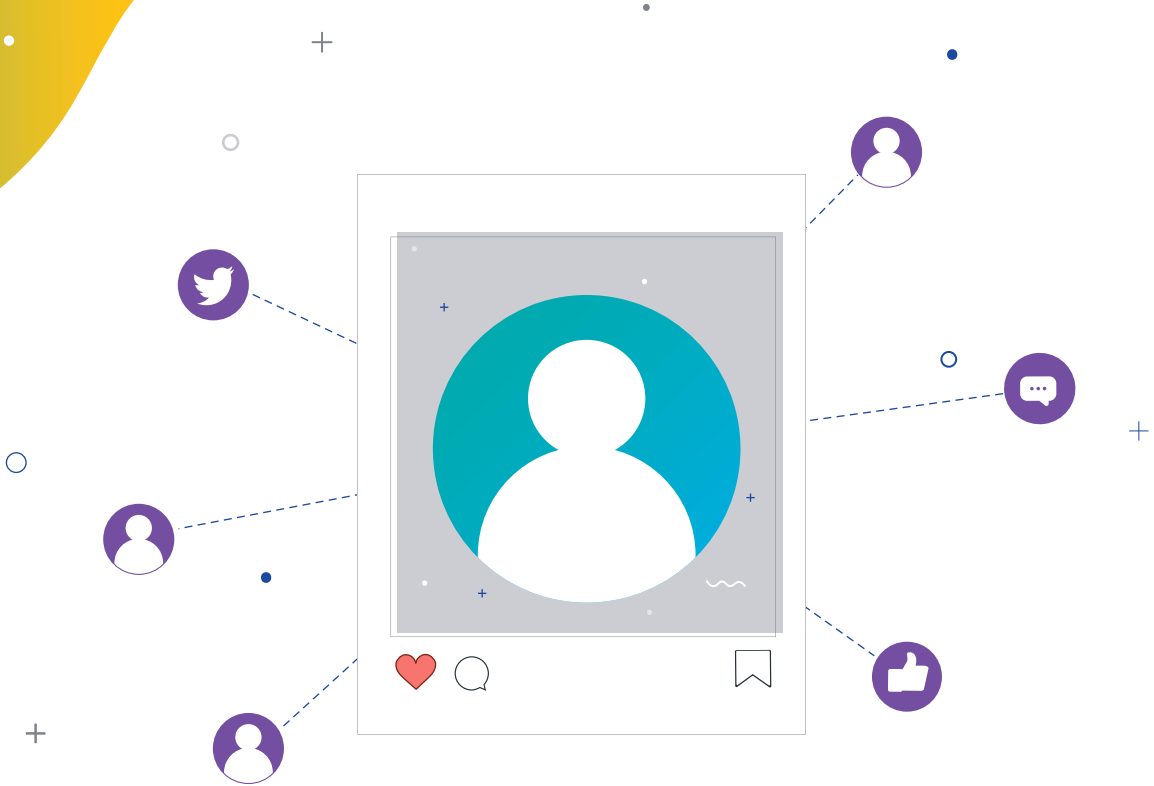
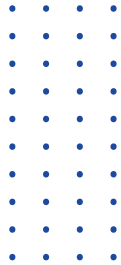
 **tw**
uditpathak06

Followers
8597

Engagement
171.94

Power
6.33

Pathfinders





ABHILASHA PADHY

80 dB Communications



abhilasha-padhy-6504863

Followers

2310

Engagement

115.5

Power

2.67



abhilashapadhy

Followers

2906

Engagement

58.12

Power

3.33



ANAND SUBRAMANIAN

Apple



anandish

Followers

4794

Engagement

239.7

Power

3.67



anandish

Followers

1579

Engagement

31.58

Power

2.67



ANSHUL SUSHIL

Wizikey



anshulsushil

Followers

6032

Engagement

301.6

Power

3.67



AnshulSushil

Followers

3783

Engagement

75.66

Power

4



BISWAJIT DASH

Kotak Mahindra Bank



biswajitdash79

Followers

6863

Engagement

343.15

Power

3.67



biswajitdash79

Followers

1750

Engagement

35

Power

2.67



CHE TAN MAHAJAN

The Mavericks



cmahajan

Followers

4632

Engagement

231.6

Power

3.67



ChetanMahajan

Followers

1453

Engagement

29.06

Power

1.67



DEE PA DEY

Hindustan Unilever



deepa-dey-14a1b34

Followers

2097

Engagement

104.85

Power

2.67



ddey67

Followers

2085

Engagement

41.7

Power

3.33



GIRISH BALACHANDRAN

On Purpose



girish-balachandran-6935851



Girisham1

Followers

2948

Followers

3051

Engagement

147.4

Engagement

61.02

Power

2.67

Power

4



HARJIV SINGH

Gutenberg



harjivsingh



harjivsingh

Followers

5020

Followers

1227

Engagement

251

Engagement

24.54

Power

3.67

Power

1.67



HIMANSHU RAJ

Pristyn Care



himanshuraj



Lordchewbarka

Followers

4057

Followers

3384

Engagement

202.85

Engagement

67.68

Power

3.33

Power

4



KARAN BHUJBAL

Instagram



karanbhujbal



kb_ideabaker

Followers

2823

Followers

1742

Engagement

141.15

Engagement

34.84

Power

2.67

Power

2.67



MELISSA ARULAPPAN

IQVIA



marulappan



meltwith

Followers

5485

Followers

1048

Engagement

274.25

Engagement

20.96

Power

3.67

Power

1.67



NEERAJ JHA

Bajaj Group



jhaneeraj



Neer2605

Followers

7748

Followers

1091

Engagement

387.4

Engagement

21.82

Power

4

Power

1.67



NEHA BAHRI

Bconnect Communications



nehasawhney



sawhneyneha

Followers

6276

Followers

1286

Engagement

313.8

Engagement

25.72

Power

3.67

Power

1.67



NIKHIL DEY

Adfactors PR



nikhildey



deydreaming

Followers

7750

Followers

2449

Engagement

387.5

Engagement

48.98

Power

4

Power

3.33



NITIN MANTRI

Avian WE



nitinmantri



nitinmantri

Followers

3952

Followers

3560

Engagement

197.6

Engagement

71.2

Power

3

Power

4



PAYAL BANERJEE

Sequoia Capital



payalee



payalee

Followers

2575

Followers

3016

Engagement

128.75

Engagement

60.32

Power

2.67

Power

4



POOJA TREHAN

Sugarbox Networks



poojatrehan



poojabd

Followers

1418

Followers

2227

Engagement

70.9

Engagement

44.54

Power

2

Power

3.33



PREETI JUNEJA

Dreamweb



preetimehrajuneja



preetijuneja

Followers

4018

Followers

2149

Engagement

200.9

Engagement

42.98

Power

3.33

Power

3.33



RAKESH THUKRAL

Edelman



rakesh-thukral-a62744



RakeshThukral

Followers

2370

Followers

2448

Engagement

118.5

Engagement

48.96

Power

2.67

Power

3.33



ROHAN VYAVAHARKAR

Omidyar Network



rohanvyavaharkar



vyavaharkar

Followers

4392

Followers

2016

Engagement

219.6

Engagement

40.32

Power

3.33

Power

3.33



ROMA BALWANI

Vedanta



roma-balwani-31b1b6



rbalwani

Followers

4677

Followers

3632

Engagement

233.85

Engagement

72.64

Power

3.67

Power

4



SEEMA AHUJA

Biocon



seemaahuja66



SeemaAhuja1

Followers

5057

Followers

1978

Engagement

252.85

Engagement

39.56

Power

3.67

Power

2.67



SHAILESH GOYAL

Simulations



shailesh-goyal-a11ab610



ShaileshGoyal

Followers

5525

Followers

1003

Engagement

276.25

Engagement

20.06

Power

3.67

Power

1.67



SHEKHAR DAS CHOWDHURY

MercedesBenz



shekhardaschowdhury



shekhardc

Followers

5739

Followers

1188

Engagement

286.95

Engagement

23.76

Power

3.67

Power

1.67



SUNAINA JAIRATH

CRED



sunaina-jairath-4421b35



sunainajairath

Followers

6053

Followers

1245

Engagement

302.65

Engagement

24.9

Power

3.67

Power

1.67



TUHINA PANDEY

IBM



tuhina-pandey-tp19



tuhinapandey

Followers

5145

Followers

1022

Engagement

257.25

Engagement

20.44

Power

3.67

Power

1.67



VALERIE PINTO

Weber Shandwick



valerie-pinto-10b05452



maskachaska

Followers

5806

Followers

1044

Engagement

290.3

Engagement

20.88

Power

3.67

Power

1.67



VARGHESE M THOMAS

TVS Motor Company



varghese-m-thomas-3568034



vmthomas2071

Followers

5707

Followers

837

Engagement

285.35

Engagement

16.74

Power

3.67

Power

1.33



VIGNESH NAIR

LOreal India



vigneshnair4789



vigim4789

Followers

2992

Followers

1753

Engagement

149.6

Engagement

35.06

Power

2.67

Power

2.67

About The Panel

A panel of experts reviewed the methodology and the influencers' list and ratified them.



Ritu Bararia

Ritu is a Senior Director at SCoRe. With an experience of over 20 years, Ritu is an expert in the travel, hospitality and aviation industries. She is a published author and her book "The Little Joys of Communication" discusses traditional PR and communications practices for several brands and corporate houses. Ritu also sits on the prestigious Indian Women Network (IWN) forum of CII and maintains that every experience throughout her progressive career has taught her a valuable lesson.

You can reach Ritu at [LinkedIn](#) and [Twitter](#)



Karthik Srinivasan

Karthik is a social media and digital marketing expert with experience of over 16 years across social media/digital communications, corporate communications and public relations. He is a well-known thought leader in the social media/ social business space in India. He is also a communications consultant and has worked with organizations/NGOs/non-profits/start-ups to help plan their communications strategies across industries like technology, finance and consumer goods. Karthik is also a published author. In his book, "Be Social: Building Brand YOU Online", he talks about what it takes to build one's personal brand on social media.

You can reach Karthik at [LinkedIn](#) and [Twitter](#)



Shravani Dang

A senior communication and CSR leader with over two decades of quantifiable achievements, Shravani's expertise lies in communications, stakeholder management, brand positioning and change management strategies to transform organizations and positively influence the conversations and perceptions about them. Her experience base spans multinational companies across technology, financial, not-for-profit and industrial sectors. Shravani received the Fulcrum Lifetime Achievement Award at the annual PRAXIS Conference in 2020.

You can reach Shravani at [LinkedIn](#) and [Twitter](#)



KS Narahari

Narahari is a corporate communications professional with over four decades in the field. He is currently a senior consultant at The PRactice. In his long career, he has led several global communication initiatives at organizations such as HMT, Wipro, IBM, Dell and Texas Instruments. The Public Relations Council of India recognized his contribution to the profession by inducting him into its Hall of Fame in 2011. He also received the Fulcrum Lifetime Achievement Award at the PRAXIS conference in 2017.

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About



The PRactice is a leading Public Relations firm with a domain focus on the Technology and Social Innovation space. The PRactice has consistently built a reputation around sound strategy, operational excellence, effective execution and the philosophy of growth through retention. The PRactice's understanding of their focus domains, coupled with an outside-in approach, helps them devise objective and out-of-the-box strategies that are business-centric and result-oriented. The PRactice has offices in Bengaluru, Mumbai and New Delhi.

www.the-practice.net

About

Reputation TODAY

Reputation Today is a quarterly print magazine that features the latest trends, exclusive interviews of public relations stalwarts, corporate communication leaders and top media professionals. The magazine also features discussions on noteworthy case studies, PR tips and lessons, book reviews and special posts by experts, among other things.

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Disclaimer

The report attempts to showcase the relative social media influencing power held by PR and communication professionals. The Data has been collected and verified till 6th May, 2022.. Only LinkedIn and Twitter have been considered. The methodology and The Power Grid have been developed by The PRactice.