the **practice**
PUBLIC RELATIONS

Presents

SMILE

Social Media Influencers Listing Engine

2024

In partnership with

Reputation TODAY

Contents

Introduction

In the early days of social media, the holy grail of success was a hefty follower count and a steady stream of likes. Platforms like Facebook and Instagram gamified engagement, rewarding creators with a dopamine rush of validation for every click and heart. But for PR professionals, this surface-level popularity wasn't enough. We needed a deeper understanding - a way to measure the true impact of our social media efforts and identify the communicators who were genuinely moving the needle.

Thankfully, the metrics landscape has matured alongside social media itself. We've moved beyond vanity metrics to a more nuanced approach focusing on engagement. Likes and follower counts still hold some value, but they're just one piece of the puzzle. Today, PR professionals are looking at data that reveals how deeply audiences connect with content, how effectively it's sparking conversations, and ultimately, how it's influencing brand perception and driving business goals.

For instance, the Engagement-to-Reach ratio goes beyond simply counting likes and comments and tells us the percentage of people who saw our content and interacted with it in some way. Another valuable metric is Dwell Time, which measures the average amount of time users spend on a webpage reached through social media. Longer dwell times suggest the content is interesting, informative, and relevant to the audience's needs.
Social listening is another powerful tool in the new metrics landscape. By tracking brand mentions, sentiment analysis, and trending topics, we can gain valuable insights into how audiences perceive our clients and the industry as a whole. This allows us to tailor our messaging, identify emerging issues, and participate in truly meaningful conversations with the target audience.

Looking beyond individual posts, we can also measure the impact of social media campaigns on website traffic, lead generation, and even sales conversions. By integrating social media data with other marketing channels, we can paint a clearer picture of the ROI (Return on Investment) and demonstrate the tangible value that social media brings to the table.

This shift in focus from vanity metrics to meaningful engagement has significant implications for identifying and recognising successful social media communicators. The PRactice's annual Social Media Influencers Listing Engine (SMILE) report, which recognises those at the forefront of our industry, exemplifies this approach. The communicators haven't simply amassed a large following - they've carved out unique niches, shared valuable insights, and sparked meaningful conversations within their communities. They understand the power of social media not just to broadcast messages but to connect, inspire, and ultimately, drive positive change.

By recognising these active communicators, we celebrate the power of authentic engagement. We inspire future generations of PR professionals to embrace this new metrics landscape and harness social media's true potential to connect with audiences on a deeper level and make a lasting impact.

Disclaimer: This is a report and not a ranking.

Methodology

Identification of Influencers

From a pool of over 100 nominees, we identified 59 influential names. To make this selection, we focused on individuals who actively participate on social media (specifically Twitter and LinkedIn) and have a strong presence. This meant considering those with at least 800 followers on Twitter and 1000 connections on LinkedIn. Additionally, they must have consistently created and shared original content in the past six months.

It is important to note that this selection process is based on our proprietary Social Power Score formula. We have not factored in other social media platforms at this time.

Calculation and Standardization

To normalize the Impression Scores, they were multiplied by 2. Subsequently, the Follower, Impression, and Engagement Scores were added together, and the result was divided by 3 to obtain the Power Score.

Determining the Power Score

These calculations culminated in the Power Score ranging from 1 to 10 for Twitter and 2 to 9 for LinkedIn. We rounded the average score to 4, using it as the median Power Score within the four quadrants.

Mapping the Power Score

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

• Maestros   • Virtuosos   • Aficionados   • Pathfinders

Data is verified and accurate as of April 22nd, 2024

Scores

X (Twitter)

Followers

No. of Followers	Score
801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10,000	6
10,001-15,000	7
15,001-20,000	8
20,001-30,000	9
30,001+	10

Impressions

No. of Impressions	Score
0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Avg 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

LinkedIn

Followers

No. of Followers	Score
801-1500	1
1501-2000	2
2001-3000	3
3001-4500	4
4501-7500	5
7501-10,000	6
10,001-15,000	7
15,001-20,000	8
20,001-30,000	9
30,001+	10

Impressions

No. of Impressions	Score
0-10000	1
10001-20000	2
20001-30000	3
30001-40000	4
40001 +	5

Engagement

Avg interactions /month	Score
0-100	1
101-200	2
201-300	3
301-400	4
401-500	5
501-600	6
601-700	7
701-800	8
801-900	9
901+	10

Power Scores

X Power Score

(X Follower Score + X Impression Score + X Engagement Score) ÷ 3

LinkedIn Power Score

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

Maestros

Both LinkedIn & Twitter Power Scores > 4

Virtuosos

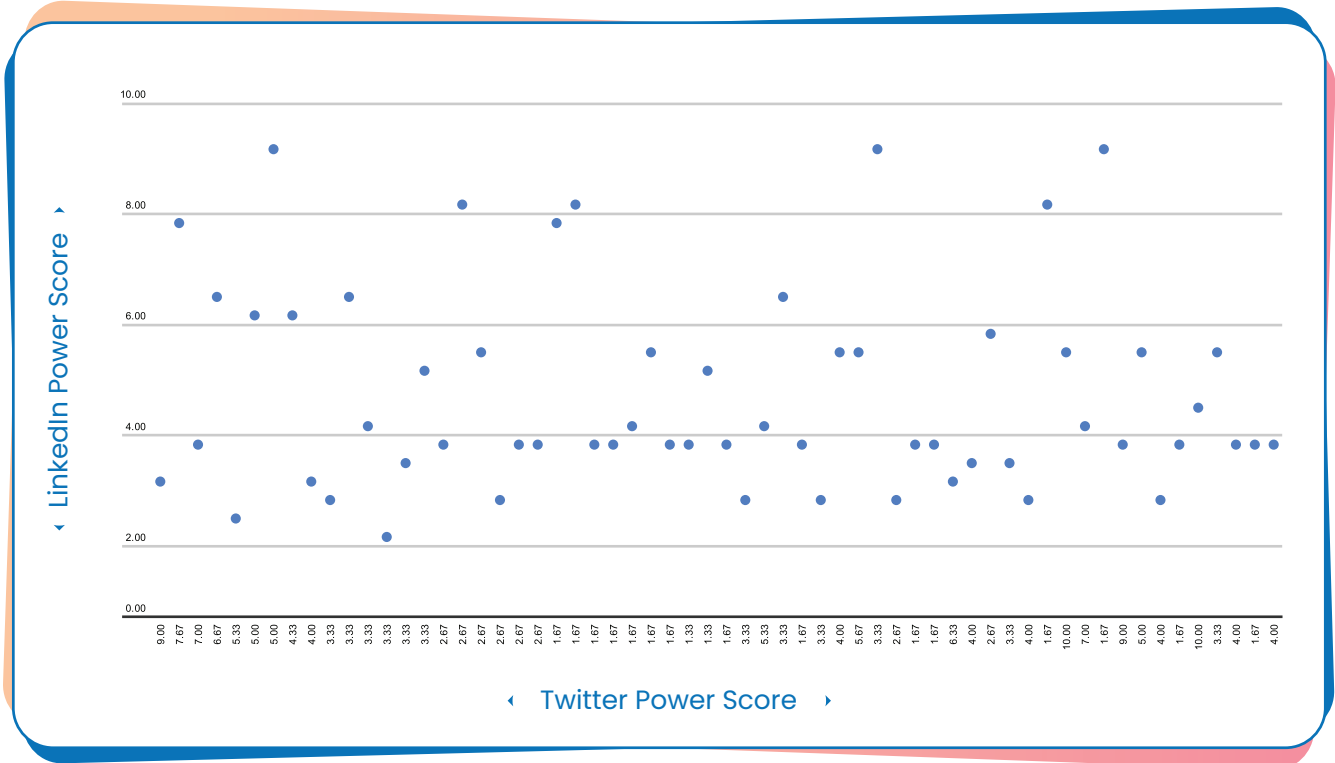LinkedIn Power Scores < 4 & Twitter Power Scores > 4

Aficionados

LinkedIn Power Scores > 4 & Twitter Power Scores < 4

Pathfinders

Both LinkedIn & Twitter Power Scores < 4

The Power Grid

SMILE 2024: Nominees

Akanksha Jain	Krithika Bollamma	Rishi Seth
Aman Dhall	Kumar Manish	Rohit Bansal
Anil Mascarenhas	Megha Chhabra	Ronit Baugh
Aniruddha Basu	Melissa Arulappan	Rozelle Laha
Anshul Sushil	Minari Shah	Ruchica Tomar
AR Hemant	Monica Miglani	Sadhna Arya
Aseem Sood	Mou Chakravorty	Seema Ahuja
Ashim Gupta	Nadhiya Mali	Senjam Raj Sekhar
Ashwani Singla	Neha Bahri	Shailesh Goyal
Bhaskar Majumdar	Nikhil Dey	Shekhar Das Chowdhury
Biswajit Dash	Nitin Mantri	Shubham Mukherjee
Carson Dalton	Partha Ghosh	Sourav Mishra
D N V Kumara Guru	Pooja Thakran	Sunaina Jairath
Dilip Cherian	Pooja Trehan	Tilak Chowdhury
Sarvesh Tiwari, PhD	Prasad Ramasubramanian	Tuhina Pandey
Suresh Gaur, PhD	Preeti Juneja	Udit Pathak
Girish Balachandran	Priya Patankar	Vikram Kharvi
Harshendra Verdhan	Priyadarshini SK	Vineet Handa
Kamlesh Sharma	Puneet Gupta	Xavier Prabhu
Kiran Veigas	Rakesh Thukral	

Data is verified and accurate as of April 22nd, 2024   • All names listed in alphabetical order

Anil Mascarenhas
360 ONE

in anilmascarenhas   **X** anmasc

	LinkedIn	X
Followers	16,894	4,894
Engagement	5	5
Power	6.33	4.67

Bhaskar Majumdar
Egis South Asia

in bhaskar-majumdar-8655aa4   **X** probasibangali

	LinkedIn	X
Followers	24,646	6669
Engagement	7	7
Power	8	5.33

Dilip Cherian
Perfect Relations.

in dilipcherian   **X** dilipthecherian

	LinkedIn	X
Followers	12,031	58,900
Engagement	4	10
Power	5.67	10

Sarvesh Tiwari
PR Professionals

in dr-sarvesh-tiwari-0a532522   **X** sarveshsays

	LinkedIn	X
Followers	10,796	11,300
Engagement	3	10
Power	4.67	7

Harshendra Verdhan
IFFCO

in harshendra   **X** iamharshendra

	LinkedIn	X
Followers	11,128	7,830
Engagement	3	8
Power	4.67	6

Nadhiya Mali
Agilus Diagnostics Ltd.

in nadhiyamali   **X** nadhiyamali

	LinkedIn	X
Followers	10,452	7536
Engagement	3	8
Power	4.67	6

Partha Ghosh
Air India

in
partha-ghosh-35887a9

𝕏
heyyparth

	LinkedIn	X
Followers	24,868	6,541
Engagement	7	7
Power	8	5.33

Rajneesh Kumar
Flipkart

in
rajneeshkumar

𝕏
rajneeeshkumar?lang=en

	LinkedIn	X
Followers	23,588	10,200
Engagement	6	10
Power	7.67	7

Rohit Bansal
Reliance Industries

in
therohitbansal

𝕏
theRohitBansal

	LinkedIn	X
Followers	28,339	27,500
Engagement	8	10
Power	8.33	9

Shubham Mukherjee
Samsung India

in
https:shubham-mukherjee-199b337

𝕏
Shubhm

	LinkedIn	X
Followers	12,234	4,074
Engagement	4	5
Power	5.67	4.33

Vikram Kharvi
Bloomingdale Public Relations

in
vikramkharvi

𝕏
vikramkharvi

	LinkedIn	X
Followers	27,081	12,900
Engagement	7	10
Power	8	7.67

Akanksha Jain
BharatPe

in
www.akankshajain2

X
akanksha_j20

	Followers	Followers
Followers	10680	2587
Engagement	534	51.74
Power	4.67	3.33

Aman Dhall
Comms Credible

amandhall

amandhall25

30,234	1,765
1511.7	35.3
8.67	2.67

Aniruddha Basu
L&T Technology Services

in
aniruddha-basu-2928b422

X
@bose_is_boss

Followers	8,613	1,415
Engagement	430.65	28.3
Power	4.33	1.67

Ashim Gupta
Salesforce India

in
ashim007

X
ashim_82

Followers	35,687	1008
Engagement	1784.35	20.16
Power	9.67	1.67

Ashwani Singla
Astrum

in
ashsingla

X
ashsingla

Followers	7,949	2,134
Engagement	397.45	42.68
Power	4	3.33

Biswajit Dash
Kotak Mahindra Bank

in
biswajitdash79

X
https:mobile.twitter.combiswajitdash79

Followers	8,764	1,733
Engagement	438.2	34.66
Power	4.33	2.67

Suresh Gaur
PR4U

in sureshgaur

Followers
21,293

Engagement
1064.65

Power
7

X sureshgaur56

Followers
1,477

Engagement
29.54

Power
1.67

Kiran Veigas
Happiest Minds

in kiranveigas

Followers
29,423

Engagement
1471.15

Power
8.33

X KiranVeigas

Followers
1,308

Engagement
26.16

Power
1.67

Megha Chhabra
CK Birla Group

in megha-chhabra-1700089

Followers
11,123

Engagement
556.15

Power
4.67

X megha7

Followers
967

Engagement
19.34

Power
1.33

Melissa Arulappan
Target India

in marulappan

Followers
8,275

Engagement
413.75

Power
4.33

X meltwith

Followers
1,199

Engagement
23.98

Power
1.67

Minari Shah
Amazon India

in minari-shah-2762394

Followers
13,676

Engagement
683.8

Power
5.67

X MinariShah

Followers
2,449

Engagement
48.98

Power
3.33

Neha Bahri
Bconnect Communications

in nehasawhney

Followers
8,159

Engagement
407.95

Power
4.33

X sawhneyneha

Followers
1,257

Engagement
25.14

Power
1.67

Nikhil Dey
Adfactors PR

in nikhildey

X deydreaming

	LinkedIn	X
Followers	11,104	2,768
Engagement	555.2	55.36
Power	4.67	3.33

Pooja Thakran
Wells Fargo India

in poojathakran

X poojathakran?lang=en

	LinkedIn	X
Followers	19,902	969
Engagement	995.1	19.38
Power	6.33	1.33

Priya Patankar
Phone Pe

in patankarpriya

X priyeah13?lang=en

	LinkedIn	X
Followers	12,144	971
Engagement	607.2	19.42
Power	5.67	1.33

Priyadarshini SK
Kaizzen

in priyadarshini-s-k-7ba4729

X PriyadarshiniSK

	LinkedIn	X
Followers	11,138	1,016
Engagement	556.9	20.32
Power	4.67	1.67

Rozelle Laha
HT Media Group

in rozellelaha

X rozelle_l

	LinkedIn	X
Followers	8034	2876
Engagement	401.7	57.52
Power	4.33	3.33

Shekhar Das Chowdhury
Mercedes Benz India

in shekhardaschowdhury

X shekhardc

	LinkedIn	X
Followers	7,859	1,384
Engagement	392.95	27.68
Power	4	1.67

Sunaina Jairath
Ashirvad by aliaxis

in
sunaina-jairath-4421b35

X
sunainajairath

Followers	Followers
8,635	1,266
Engagement	Engagement
431.75	25.32
Power	Power
4.33	1.67

Tilak Amitava Chowdhury
The Gooseberry Solutions

in
tilaktilak

X
tilaktilak

Followers	Followers
13297	1237
Engagement	Engagement
664.85	24.74
Power	Power
5.67	1.67

Tuhina Pandey
IBM India

in
tuhina-pandey-tp19

X
tuhinapandey?lang=en

Followers	Followers
10,198	1,336
Engagement	Engagement
509.9	26.72
Power	Power
4.67	1.67

Vineet Handa
Kaizzen

in
vineet-handa-250024a

X
vineetalways

Followers	Followers
19,926	1,176
Engagement	Engagement
996.3	23.52
Power	Power
6.33	1.67

Xavier Prabhu
PRHub

in
xavierprabhu

X
xavierprabhu?lang=en

Followers	Followers
30,920	1,178
Engagement	Engagement
1546	23.56
Power	Power
8.67	1.67

Aficionados

Girish Balachandran
On Purpose

in girish-balachandran-6935851

X Girisham1

	in	X
Followers	4,666	3,072
Engagement	233.3	61.44
Power	3.67	4

Kumar Manish
Communicate Karo

in kumarmanish9

X kumarmanish9

	in	X
Followers	6,945	30,300
Engagement	347.25	606
Power	3.67	9.33

Nitin Mantri
Avian WE

in nitinmantri

X nitinmantri

	in	X
Followers	4,859	3,986
Engagement	242.95	79.72
Power	3.67	4

Prasad Ramasubramanian
Veranda Learning Solutions

in prassad

X prassadrs

	in	X
Followers	1062	11400
Engagement	53.1	228
Power	1.33	7

Ruchica Tomar
Uber India

in ruchica-tomar-115a3328

X ruchicatomar

	in	X
Followers	1,646	14,300
Engagement	82.3	286
Power	2.33	7.67

Udit Pathak
Media Mantra

in uditpathak

X uditpathak06

	in	X
Followers	6,000	7,860
Engagement	300	157.2
Power	3.67	6

Anshul Sushil

Wizikey

in anshulsushil

𝕏 AnshulSushil

Followers
7,871

Followers
3,738

Engagement
393.55

Engagement
74.76

Power
4

Power
4

D N V Kumara Guru

Indian School of Business

in kumaraguru

𝕏 kumaraguru

Followers
10,813

Followers
3,295

Engagement
540.65

Engagement
65.9

Power
4.67

Power
4

Sourav Mishra

IIFL

in souravmishra

𝕏 souravmishra1

Followers
32,086

Followers
3,033

Engagement
1604.3

Engagement
60.66

Power
9.67

Power
4

Pathfinders

AR Hemant
Bankbazaar

in arhemant

X arhemant

Followers	Followers
4,528	1,368
Engagement	Engagement
226.4	27.36
Power	Power
3.67	1.67

Aseem Sood
Impact Research

in aseemsood

X aseemsood

Followers	Followers
2,375	1,898
Engagement	Engagement
118.75	37.96
Power	Power
2.67	2.67

Carson Dalton
Coca Cola India

in carsondalton

X carsondalton

Followers	Followers
4,184	1,293
Engagement	Engagement
209.2	25.86
Power	Power
3.33	1.67

Kamlesh Sharma
TVS Motor Company

in kamleshksharma

X kkschats?lang=en

Followers	Followers
4,774	1,487
Engagement	Engagement
238.7	29.74
Power	Power
3.67	1.67

Krithika Bollamma
OnePlus India

in krithika-bollamma-23938663

X keebo93

Followers	Followers
3,247	1,144
Engagement	Engagement
162.35	22.88
Power	Power
3	1.67

Monica Miglani
Kia India

in monica-miglani-67319633

X MonicaMiglani

Followers	Followers
3232	949
Engagement	Engagement
161.6	18.98
Power	Power
3	1.33

Mou Chakravorty
Deloitte India

in mouchakravorty

X mouchakravorty

	LinkedIn	X
Followers	6,876	1,231
Engagement	343.8	24.62
Power	3.67	1.67

Pooja Trehan
Jio World Centre

in poojatrehan

X poojabd

	LinkedIn	X
Followers	2227	2258
Engagement	111.35	45.16
Power	2.67	3.33

Preeti Juneja
Dreamweb

in preetimehrajuneja

X preetijuneja

	LinkedIn	X
Followers	4,702	1,986
Engagement	235.1	39.72
Power	3.67	2.67

Puneet Gupta
INOX India

in puneet48

X puneet48

	LinkedIn	X
Followers	3136	1484
Engagement	156.8	29.68
Power	3	1.67

Rakesh Thukral
Edelman India

in rakesh-thukral-a62744

X RakeshThukral

	LinkedIn	X
Followers	2,796	2,490
Engagement	139.8	49.8
Power	2.67	3.33

Rishi Seth
Evoc Communications Consulting

in rishiseth

X sethrishi

	LinkedIn	X
Followers	3,597	1,565
Engagement	179.85	31.3
Power	3	2.67

Ronit Baugh
Air India

in ronit-baugh

X ronitbaugh?lang=en

	LinkedIn	X
Followers	2,314	2,573
Engagement	115.7	51.46
Power	2.67	3.33

Sadhna Arya
Kaizzen

in aryasadhna

X aryasadhna

	LinkedIn	X
Followers	5,939	1347
Engagement	296.95	26.94
Power	3.67	1.67

Seema Ahuja
Biocon Biologics & Biocon Group

in seemaahuja66

X SeemaAhuja1

	LinkedIn	X
Followers	6,966	2,147
Engagement	348.3	42.94
Power	3.67	3.33

Senjam Raj Sekhar
Mobile Premier League

in senjam

X senjam

	LinkedIn	X
Followers	3,251	1,526
Engagement	162.55	30.52
Power	3	2.67

Shailesh Goyal
Simulations

in shailesh-goyal-a11ab610

X ShaileshGoyal

	LinkedIn	X
Followers	6,662	1,159
Engagement	333.1	23.18
Power	3.67	1.67

About The Panel

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

KARTHIK SRINIVASAN

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

Karthik's LinkedIn and X

SHREYA KRISHNAN

Shreya Krishnan serves as Managing Director for India at AnitaB.org. Previously, she held the role of EVP of Marketing and Communications at Aon, where she also served as the finance buyer lead for APAC and led marketing efforts in India. Shreya is recognized for her expertise in CSR and corporate grooming consulting. She sits on advisory boards for five organizations and four NGOs and holds certifications as an NLP Practitioner and Gestalt Master Therapist. Shreya is a strong advocate for inclusion and diversity and recently co-authored the book 'Words Matter: The Language that Girls Need to Speak', aimed at empowering readers with vocabulary that reshapes human interaction and treatment.

Shreya's LinkedIn and X

HEMANT GAULE

Hemant Gaule is the Dean of the School of Communications & Reputation, leading India's only Independent Institute of Public Relations (scoreindia.org). He is also responsible for creating the first community of PR and Communications professionals from South Asia. With diverse experience in corporate and brand communications and a focus on digital engagement, he has consulted for private sector entities, social, political and intellectual properties and government departments. In 2019, the ASEAN PR Network honored him as a Fellow Accredited Public Relations Practitioner.

Hemant's LinkedIn and X

KS NARAHARI

Narahari is a corporate communications professional with over four decades of experience in the field. He is currently a senior consultant at The PRactice. He has led several global communication initiatives in his career at organisations such as Wipro, IBM, Dell, and Texas Instruments. The Public Relations Council of India recognised 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 2017 PRAXIS Conference.

Narahari's LinkedIn and X

About
The PRactice

the **practice**
PUBLIC RELATIONS

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 and an outside-in approach helps them devise objective, out-of-the-box business-centric, result-oriented strategies. The PRactice has offices in Bengaluru, Mumbai and New Delhi.

www.the-practice.net

About
Reputation Today

Reputation
TODAY

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

www.reputationtoday.in

SMILE2024

Disclaimer:

The report attempts to showcase the relative social media influencing power held by PR and communication professionals. The data for this exercise has been taken from December 2023 to April 2024. Only LinkedIn and Twitter have been considered. The PRactice has developed the methodology and The Power Grid.