

## Penguin Random House Influencer FAQ Page

### 1. **How does Random House Children's Books work with influencers?**

There are several ways influencers can work with Random House Children's Books.

#### **Paid Campaigns**

Random House Children's Books offers monetary compensation for some campaigns. In this instance, influencers are chosen for a paid campaign on a case-by-case basis, determined by a number of factors including but not limited to follower count, engagement rate, and the influencer's preferred genres.

#### **Storygram Tours**

Random House Children's Books works with the @storygramtours network on select titles. We work with Storygram Tours on books with major national media campaigns to elevate awareness of a book at or around its publication. For more information on how to be involved in Storygram Tours, head to [storygramtours.com](http://storygramtours.com).

#### **Hear Our Voices**

Random House Children's Books works with the @hearourvoicestours book tours on select titles. We work with Hear Our Voices on books with major national media campaigns to elevate awareness of a book at or around its publication. For more information on how to be involved in Hear Our Voices Book Tours, head to [hearourvoicesbooktours.com](http://hearourvoicesbooktours.com).

#### **Random House Children's Books Influencer Program**

Random House Children's Books has just launched a new influencer program, and we'd love to consider you to be a part of it. To qualify, you'll need:

- 5K followers on Instagram, Twitter, YouTube, Goodreads, or another social channel
- A record of being consistently active on social media channels (i.e., you have posted on your social channels within the last month)
- A record of showing interest and commitment to reading (i.e., sharing books that you're reading on social media, posting roundups of your reading list, hosting a book club, etc.)

To apply to join, please email [rhcbinfluencerprogram@penguinrandomhouse.com](mailto:rhcbinfluencerprogram@penguinrandomhouse.com) with links to your social channels and a short description of yourself. We'll be in touch.

### 2. **Am I able to work with more than one Penguin Random House imprint?**

Yes. Unless you have signed a contract that states otherwise, you are eligible to work with more than one Penguin Random House imprint at a time.

### 3. **Do you only work with influencers in the book space (bookstagrammers), or are you open to working with influencers in other interest areas?**

We are open to working with influencers across categories. As long as you have a genuine interest in books and reading, we'd love to consider working with you.

### 4. **Can I work with Random House Children's Books if I reside outside of the United States?**

At this time, Random House Children's Books is only able to work with influencers within the United States. However, we are a global company with offices around the world, and

we recommend getting in touch with the Penguin Random House office in the country where you reside.