

Top Social Media Influencers in the U.S. LGBTQ Community



Who They Are & How to Reach Them

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The Top LGBTQ Social Media Influencers

- Influencer campaigns are incredibly powerful for word of mouth
- These 10 LGBTQ social media influencers collectively reach well over 100 M people
- The LGBTQ community is a tremendous influence on the mainstream community when it comes to trends, technology, beauty, fashion, arts & entertainment, etc.
- These influencers are followed by media, other influencers, celebrities, etc.
- Influencer campaigns have to work within the constructs of each influencer's "brand" and must be pitched, customized and often compensated

Connor Franta



- Best-selling author
- Lifestyle guru
- Has professional representation at CAA
- Huge following online (@connorfranta):
 - 7.88 M – Twitter
 - 5.5 M – Instagram
 - 5.6 M – YouTube
 - 1.96 M - Facebook

Troye Sivan



- Singer
- Vlogger
- Has professional representation at CAA
- Huge following online (@troyesivan):
 - 6.35 M – Twitter
 - 7.5 M – Instagram
 - 4.4 M – YouTube
 - 2.6 M - Facebook

Tyler Oakley



- Best-selling author
- Social activist
- Pop culture phenomenon
- Huge following online (@tyleroakley):
 - 6.06 M – Twitter
 - 6.8 M – Instagram
 - 7.9 M – YouTube
 - 2.8 M - Facebook

Shane Dawson



- Author
- Vlogger
- Singer/Actor/Director
- Huge following online (@shanedawson):
 - 4.1 M – Twitter
 - 6.8 M – Instagram
 - 8.1 M – YouTube
 - 3.7 M - Facebook

Kian Lawley



- Vlogger
- Host/Performer/Social Media Personality
- Huge following online (@kianlawley):
 - 5.06 M - Twitter
 - 4.4 M – Instagram
 - 3.35 M – YouTube
 - 121 K - Facebook

Eva Gutowski



- Author/Vlogger
- Specializes in Fashion, Lifestyle
- Huge following online (@lifeaseva):
 - 4.09 M - Twitter
 - 5.5 M – Instagram
 - 8.2 M – YouTube
 - 125 K - Facebook

Ricky Dillon



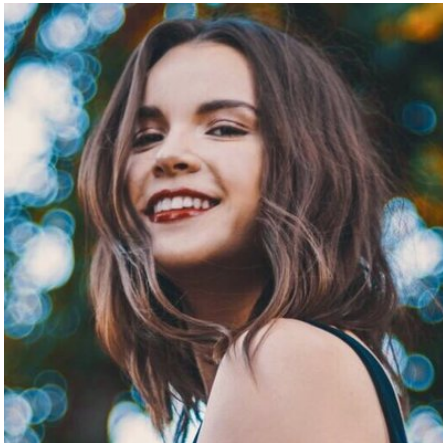
- Vlogger
- Host/Performer/Social Media Personality
- Huge following online (@rickypdillon):
 - 3.6 M - Twitter
 - 2.6 M - Instagram
 - 3.2 M - YouTube
 - 219 K - Facebook

Gigi Gorgeous



- Trans activist
- Focused on beauty, fitness, lifestyle
- Big following online (@thegigigorgeous):
 - 314 K- Twitter
 - 2.3 M – Instagram
 - 2.7 M – YouTube
 - 2.1 M - Facebook

Ingrid Nilsen



- Vlogger/Social media influencer
- Top influencer in Beauty, Fashion, Lifestyle
- Large following online (@ingridnilsen):
 - 1.22 M - Twitter
 - 1.7 M - Instagram
 - 3.9 M - YouTube
 - 742 K - Facebook

Frankie Grande



- Singer
- Host/Performer/TV Personality
- Ariana's brother
- Big following online (@frankiejgrande):
 - 1.2 M - Twitter
 - 1.7 M - Instagram
 - 427 K - YouTube
 - 321 K - Facebook

For More Information...

➤ If you are interested in an LGBTQ Influencer campaign, please contact us to learn more:

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