

»» HOW ISSUE-MAKERS SHAPE ONLINE CONVERSATIONS

The most influential voices in social media debates rarely originate content themselves. Instead, they derive influence from their ability to magnify, interpret and contextualize the contributions of others in a way that resonates with decision-makers. Top organizations identify these “issue-makers” - monitoring their contributions and forging working relationships with them when possible.

UPSTREAM INFLUENCERS

Subject-Matter Experts
or Passionate Issue Drivers



Think Tank Fellow



Citizen Blogger



Economics Professor

“ISSUE-MAKERS”

Individuals Who Magnify,
Interpret, and Contextualize Issues



*Issue-Maker gathers and builds
on content generated by
upstream voices...*

*... and shares content with
downstream voices in new
and meaningful way*

DOWNSTREAM RECIPIENTS

Individuals Adopting Language
or Arguments of Issue-Makers



Congressional Staffer



Op-Ed Editor



Administration Official