

» SOCIAL ROLE AND IMPACT OF KEY ONLINE PLAYERS

Online participants in policy discussions are not monolithic. Rather, social media users perform different social functions, each with their own set of behavioral patterns and contribution types. By understanding the role of each player, organizations can more tactfully engage influential voices and to the extent possible, influence the tone and direction of conversations taking place.

PROFILE	COMMUNITY FUNCTION	PATTERNS OF BEHAVIOR
Issue-Maker 	Issue Framer	<ul style="list-style-type: none">» Rarely originates ideas, builds on content generated by others» Contextualizes others' ideas in ways palatable to broad audiences» Widely-followed by influentials, especially decision-makers
Subject Expert 	Idea Originator	<ul style="list-style-type: none">» Offers new ideas, exhibits expertise on niche issue(s)» High number of the “right” followers within narrow terrain» Content source for Issue-Makers
Issue-Passionate 	Action Taker	<ul style="list-style-type: none">» Offers new ideas, exhibits expertise on niche issue(s)» High number of the “right” followers within narrow terrain» Content source for Issue-Makers
Accelerator 	Issue Marketer	<ul style="list-style-type: none">» Highly-connected across multiple networks» Shares topical content in high volumes» Rarely originates own ideas / content with network
Online Observer 	Lurker	<ul style="list-style-type: none">» Listens to conversations, absorbs content» No (visible) online activity» Selective in listening choices, regularly culls lists