






Key Players in Shaping Conversations on Social

Conversations on social media are dynamic and organic, making it difficult to know who best to engage directly or indirectly. There are 5 key players in social conversations that play an outsized role in shaping (and being shaped by) conversations. Use this table to identify who plays what role in conversations, and to more tactfully engage these influential voices.

Profile	Role	Patterns of Behavior
Expert 	Share New Ideas	<ul style="list-style-type: none"> • Offers new ideas, exhibits expertise on niche issue • High number of followers within narrow terrain • Content source for Framers
Framer 	Re-Frame Issues	<ul style="list-style-type: none"> • Rarely originates ideas, builds on content generated by others • Contextualizes others' ideas in ways palatable to broad audience • Widely-followed by influential individuals and decision-makers
Issue-Passionate 	Motivate Others	<ul style="list-style-type: none"> • Often contributes personal stories, emotional narrative, crafted content, issue-specific commentary • Mobilizes support for ideas and fires-up base supporters • Influences Framers
Accelerator 	Spread Ideas	<ul style="list-style-type: none"> • Highly-connected across multiple networks • Shares topical content in high volumes • Rarely originates own ideas / content with network
Lurker 	Learn, Be Informed	<ul style="list-style-type: none"> • Listens to conversations, absorbs content • No (visible) online activity • Selective in listening choices, regularly culls lists

Framers disproportionately shape the ideas that gain traction with other key online players.