

The "1-9-90" rule is like the ultimate squad breakdown for understanding how people roll in online communities or social media. Let's break it down,

1. **The 1% Trailblazers (Creators):** These are the cool cats who bring the heat. They're the ones creating most of the content that lights up the community. Think of them as the trendsetters, always starting the party with fresh posts, videos, or whatever they're into.

2. **The 9% Collaborators (Contributors):** These are your ride-or-die crew members. They're not necessarily dropping content like the creators, but they're always down to join the conversation. They'll comment, share, and add their vibes to the mix. They're all about building on the hype.

3. **The 90% Spectators (Lurkers):** These are the silent observers, the chill spectators hanging in the background. They're taking in the content, soaking up the vibes, and maybe learning a thing or two. They're the audience, soaking up the show.

So how you work this out

- **Celebrate Your Trailblazers:** Shower your creators with love and props. They're the ones making your community pop, so give them the spotlight and shoutouts.

- **Get the Collaborators Involved:** Encourage your contributors to step up their game. Make it easy for them to join the conversation and be a part of the action. They'll love being part of the crew.

- **Lurkers Are VIPs Too:** Even if they're not front and center, keep your lurkers in mind. Make sure your content is on point, so they keep coming back for more. Who knows, they might just slide into the other groups over time.

The 1-9-90 rule is your key to understanding your online tribe and making sure everyone's got their place in the party. 🎉👏