



The Conversation: Twitter Trends

Billions of Tweets. Limitless insight.



The world is changing. Fast. But how fast? And where is it all going? Discover how the talk on Twitter can give us a window into culture and show how brands can stay ahead of what's happening.



+73%

Correlation between cultural relevance and brand revenue*

**Billions of Tweets.
Limitless insight.**

People come to Twitter to talk about the things that matter to them. Entertainment, news, sports, fashion — it's all here. And by analyzing these honest conversations, we can get a fresh understanding of the evolving cultural trends and attitudes shaping our future. It's a big job. Crunching billions of Tweets over two years is not for the faint of heart. But read on and we think you'll agree, it was worth it.



6 trends to help brands stay ahead of what's happening

Wellbeing

Prioritizing self-care for ourselves and each other

Mind Matters
Whole-Body Health
Communities of Care



Creator Culture

More making in the hands of many

Career Creators
Aspiring Makers
Conversational Entertainment



Everyday Wonder

Fascination with our world and beyond

DIY Spirituality
Imaginative Escapism
Infinite Horizons



One Planet

Driving toward a sustainable future

Sustainable Self
Clean Corporations
Next to Nature



Tech Life

Inspiring a better-connected life

Smarter Living
Tech for Good
Tech Angst



My Identity

Empowering a true expression of self

Fan Power
Represent Me
Ethics in Action

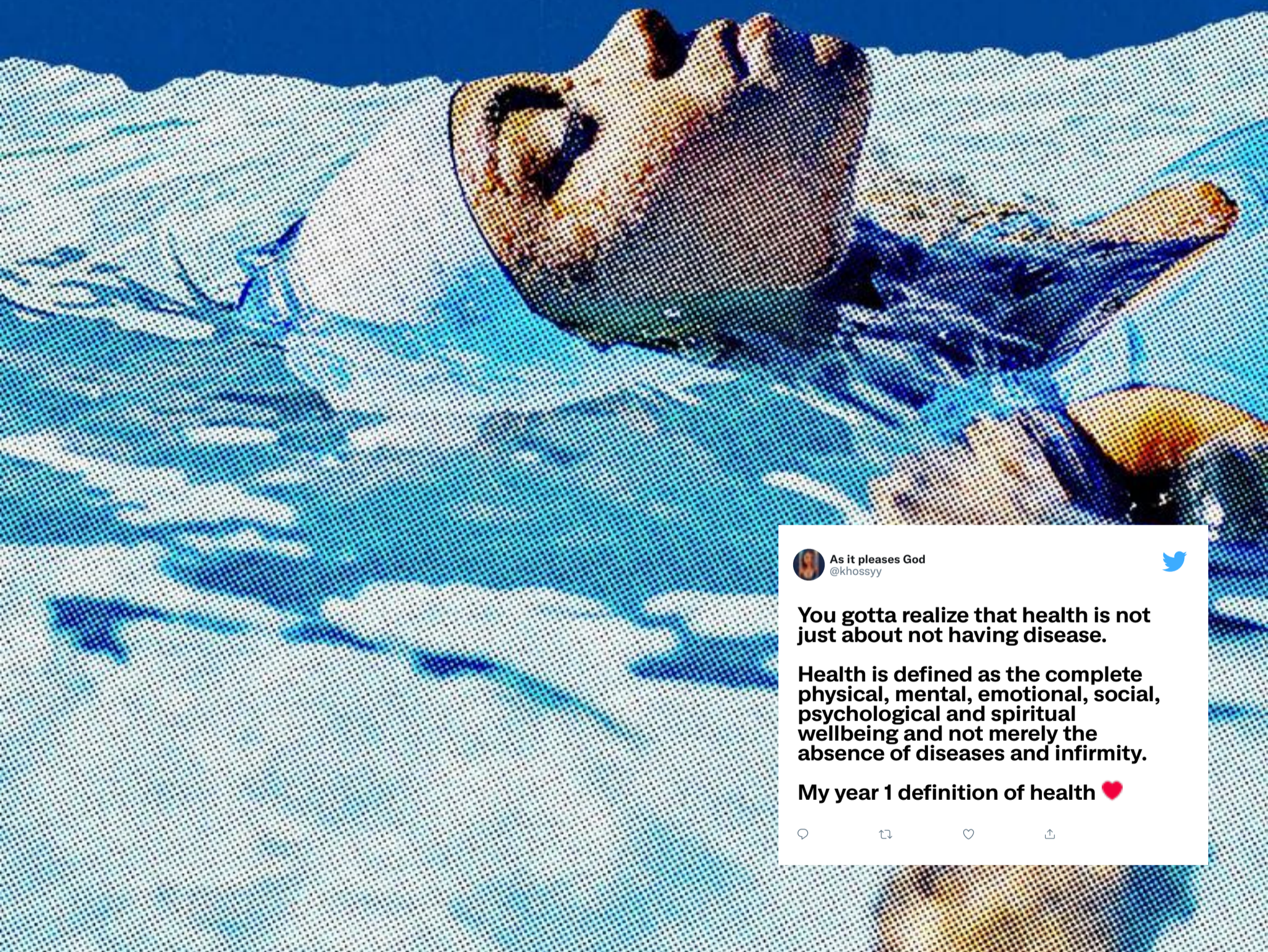




Wellbeing

Prioritizing self-care for ourselves and each other

Gone are the days of just getting by. Collectively, we've moved past the idea of "wellness" being a buzzword, instead digging deep into what personal health and wellbeing actually look like day to day.



 As it pleases God
@khossy



You gotta realize that health is not just about not having disease.

Health is defined as the complete physical, mental, emotional, social, psychological and spiritual wellbeing and not merely the absence of diseases and infirmity.

My year 1 definition of health ❤️



Evolving trends:

Mind Matters

Nurturing our mental health

Whole-Body Health

New paths to wellness

Communities of Care

Staying healthy, together



Mind Matters

Nurturing our mental health

The ongoing pursuit of happiness is inspiring more honest conversations. Recognizing the need to take care of one's mental health has opened up the dialogue around self-esteem and self-love — empowering people to have frank discussions about their everyday struggles.

+30%

Growth in conversation, mirroring the emotional rollercoaster of the pandemic



+74%

Mentions of mental health

+250%

Conversation around grief



simone
@simonemccabe



Taking a few days off of work to help my mental health is the best thing I've done.



Conversations shaping Mind Matters

1. Proactive mental health

Self-love is moving beyond the “treat yo’self” movement. Addressing and developing meaningful, actionable solutions to improve one’s wellbeing has taken center stage.

2. Grief

Opening up the dialogue surrounding suicide prevention, grief, and coping strategies is helping people to better navigate a more mindful path toward overall self-improvement.

3. Mindful moods

Finding peace and inner balance is shifting away from the individual toward a collective goal. Open, honest expression of emotions and heightened self-awareness is celebrated.

4. Kindness

Developing kindness for others is part of the journey of being kinder to yourself. Empathy underpins all conversations surrounding mental health. #BeKindToEachOther

5. Healthy digital diets

Adopting a healthy diet includes all forms of consumption — even digital. While it can seem impossible to disconnect, finding that balance is ultimately improving our relationships with technology, and therefore our mental health.

6. End the stigma

Do away with the taboo. Along with raising awareness, conversations about mental health are helping to shift perceptions, normalize everyday experiences, and reduce the stigma for many.



Whole-Body Health

New paths to wellness

Looking to become the best version of themselves, more people are opening up to new ideas. From psychedelics to kombucha to cannabis, prioritizing a healthier mind-body connection has created a community centered around discovery, sharing, and positivity.

+25%

Growth in conversation, accelerated as people think about their health and fitness in relation to COVID-19



2019

2020



+43%

Conversation around sleep as self-care

+61%

Conversation around psychedelics for health

Conversations shaping Whole-Body Health

1. Mind optimization

While the idea of “biohacking” once seemed dystopian, the rise of accessible memory- and cognitive-enhancing drugs has led to more open and curious dialogues around nootropics.

2. Cannabis culture

The line between “cannabis culture” and “culture” has thinned. Recognizing the plant has many therapeutic benefits to offer, people are creating diverse communities around both medical research and day-to-day uses.

3. Psychedelics

As the stigma surrounding drug use lessens, more people are open to exploring the potential emotional and physical benefits of psychoactive substances, like psilocybin, than ever before.

4. Targeted dieting

Moving beyond the idea of calorie counting, diets are becoming increasingly specialized. Understanding the role that gut health plays in overall wellness, communities are forming around sharing and exploring new approaches.

5. Data-driven bodies

Appreciating technology as a valuable tool in one’s personal health journey. It lends to an ever-growing interest around data and tracking products and apps designed to work with your body.

6. Body positivity

Strong from within. A wider dialogue around body positivity is opening the door for new ways to think about self-optimization (and self-love), with a focus on exercise for strength and wellness.



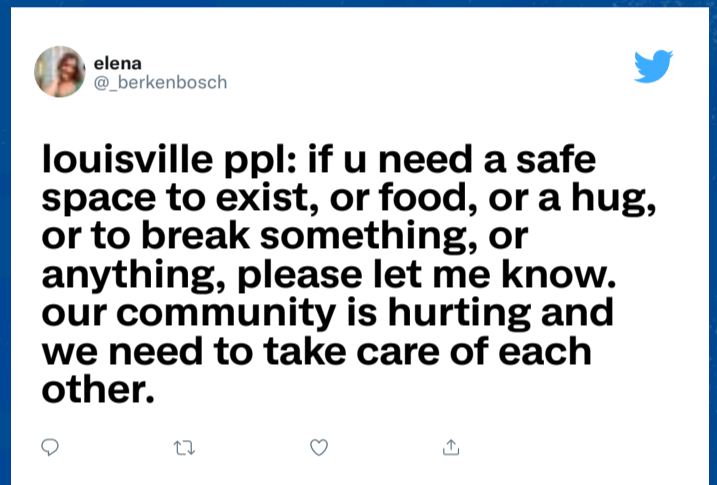
Communities of Care

Staying healthy, together

They say it takes a village — and the deeper into our own self-discovery we go, the more true it becomes. From better healthcare and more accessible technology, to simply lending an ear, the need for strong community support has inspired more people to speak up.

+68%

Growth in conversation, with the pandemic increasing prominence of care in our communities



+115%

Mentions of equal right to health campaigns

+30%

Conversation around family lineage and ancestry

Conversations shaping Communities of Care

1. Health tech

Biotech is opening up a new world of possibilities. Interest in robotics, AI, and mixed reality is rapidly expanding as we speculate about better healthcare solutions.

2. Telehealth

Increased healthcare demands are driving innovation. Telehealth has taken on an essential role in many people's lives, offering community support and inviting us to reimagine how we access services.

3. Health heroes

Rooted in a sense of appreciation and gratitude, the celebration of selflessness and sacrifice has spurred a greater conversation on the role of health workers.

4. Right to health

Laddering up to a larger conversation about democracy and human rights, questions about health equity, public health, and universal healthcare have inspired a dynamic ongoing dialogue.

5. Caring for one another

Alongside topics of improved public health and hygiene emerged a greater ask: consideration and care for others. In the midst of any uncertainties, we all want to feel supported and to trust others.

6. Family lineage

Understanding ourselves means understanding where we're from. Conversations around DNA profiling and genealogy have moved to mainstream interest, but have also brought a lack of known lineage to the surface for some, causing discomfort.



How brands can act on Wellbeing

Empower honest conversations, share critical resources, and always encourage improvement — no matter how small.

Launch

Build awareness and interest for something new

- Show up by listening first to identify what's ownable for your brand. Lend your voice during relevant moments.
- People believe brands have a role to play — hone in on the practical ways you can help people improve their daily lives.
- Tap into allies or specific communities to show how your brand offers a value exchange with new product/offering/initiatives. Partner with influential creator voices to bring an authentic, fresh perspective to life.

Connect

Build relevance by being part of the conversation

National Acts of Kindness Week
 Giving Tuesday
 World Mental Health Day
 World Suicide Prevention Day
 Earth Day
 Juneteenth
 Pride Month
 International Women's Day
 Fall Fashion Week

Reach out to your client partner for more insights and recommendations.

Hashtags

Start a conversation or join in

Mind Matters:

#MentalHealthMatters
 #SelfLove
 #Stress
 #Depression
 #KindnessMatters
 #WellnessWednesday
 #SelfcareSunday
 #Mindfulness
 #EndTheStigma
 #SuicidePrevention
 #JoyTrain
 #Mindset

Whole-Body Health:

#Inspiration
 #HealthyLifestyle
 #CBDLife
 #CannabisCulture
 #BeforeAndAfter
 #MondayMotivation
 #Keto
 #BodyPositivity
 #Hemp
 #Nutrition
 #Strength
 #Natural

Communities of Care:

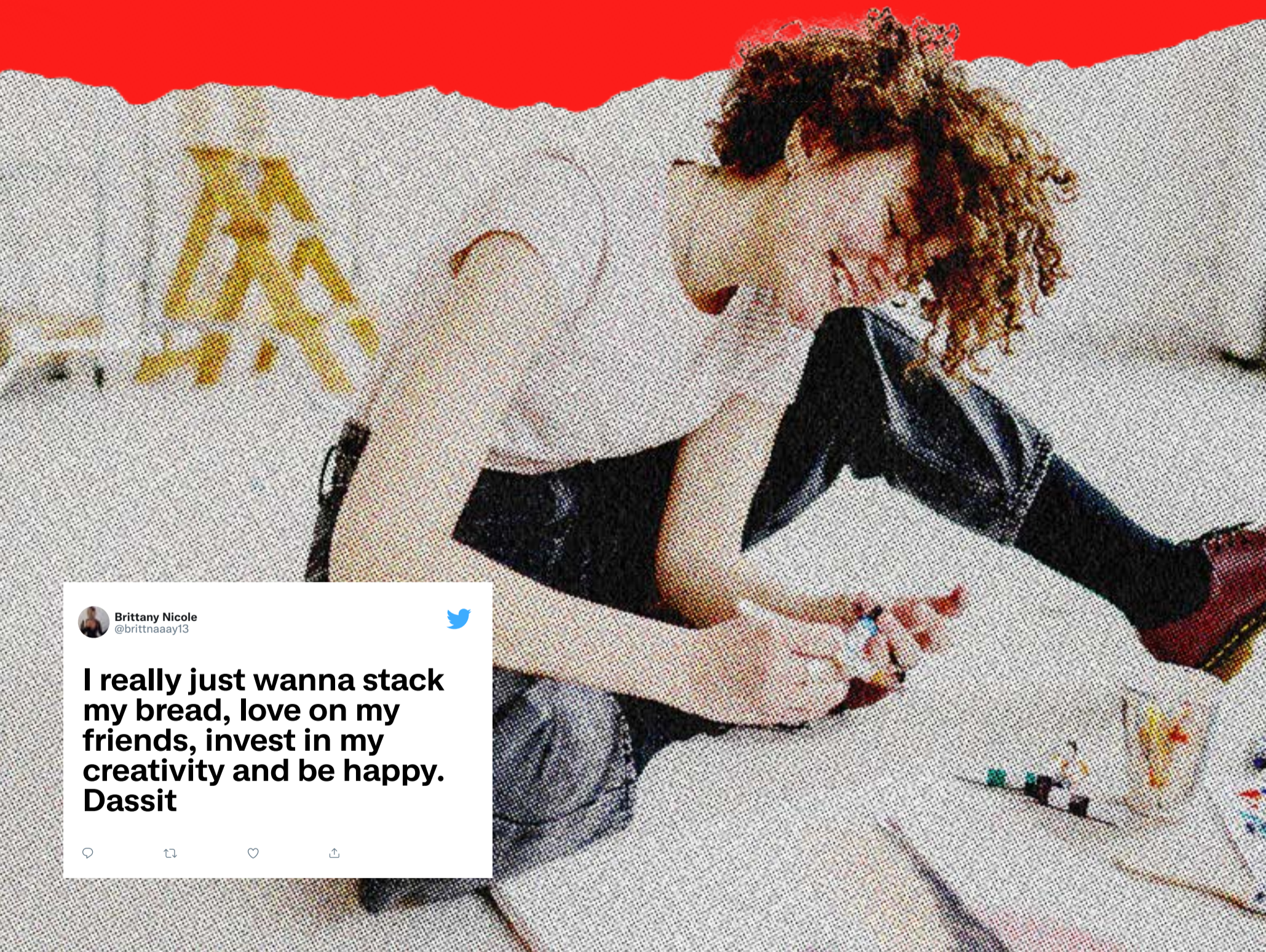
#CommunityFirst
 #PublicHealth
 #HealthTech
 #Nursing
 #Genealogy
 #DigitalHealth
 #Genomics
 #ProtectOurCare
 #Blockchain
 #MedicareForAll
 #HospitalJobs
 #Biotech



Creator Culture

More making in the hands of many

Self-taught. Self-made. Blurring the lines between work and play while daring to carve their own paths, a new generation of everyday entrepreneurs is emerging: the creator class.



 **Brittany Nicole**
@brittnaaay13



I really just wanna stack my bread, love on my friends, invest in my creativity and be happy. Dassit



Evolving trends:

Career Creators
Create it to make it

Aspiring Makers
Comfort in creation

Conversational Entertainment
Creation & shared experiences



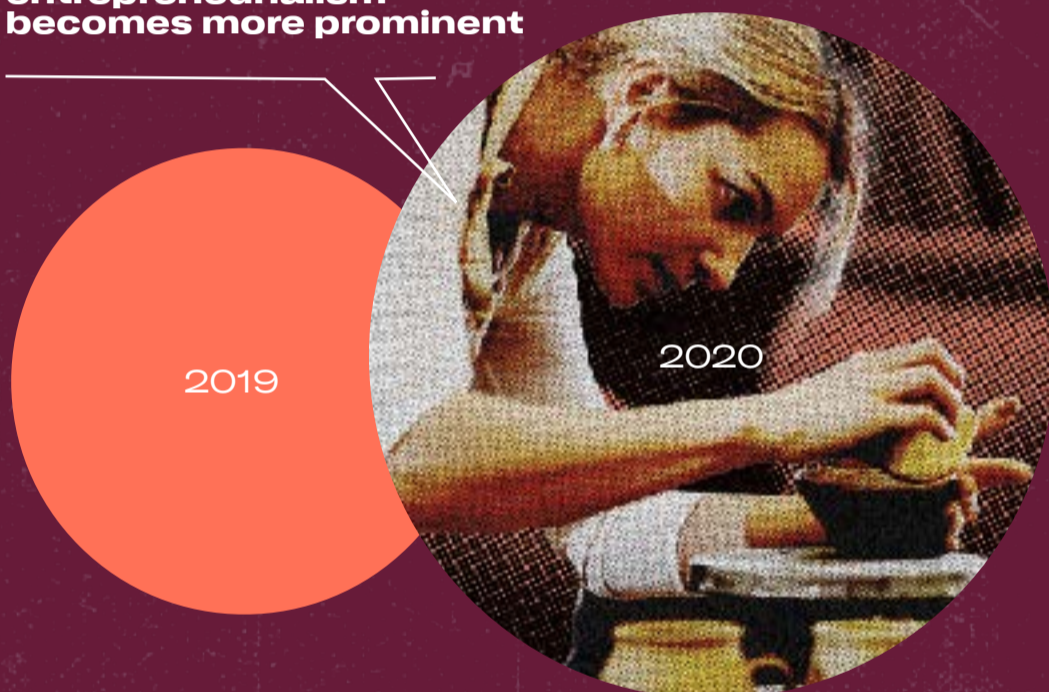
Career Creators

Create it to make it

Professional creators, and those wanting to be one, are driving conversation upward as entrepreneurialism becomes increasingly necessary and attainable.

+32%

Growth in conversation, as entrepreneurialism becomes more prominent



+121%
Mentions of
"side hustle"

+66%
Conversation around
distribution platforms

Conversations shaping Career Creators

1. Digital art & design

With broad flexibility to create and share, interest in digital art and graphic design is becoming increasingly popular as both a form of expression and a marketable skill.

2. AI in creativity

Leveraging technology as a powerful tool of creation, more artists are learning how artificial intelligence and automation can help fuel creative innovation and efficiency.

3. Income streams

Aiming to dispel the myth of the "starving artist," increasing conversations about platforms like Patreon and Podia are helping creators to promote, monetize, and evaluate their work.

4. The home as workplace

Time brings new perspectives. With more time spent at home, people are breathing new life into their dwellings, opting to design spaces in which they can live, create, and earn simultaneously.

5. Creative writing

Turning to an active community for support, encouragement, and networking opportunities, creative writers regularly share and discuss their work candidly, leading to an open, honest dialogue about their craft.

6. Creator communities

Platforms like DistroKid and ReverbNation are helping yet-to-be-discovered and independent artists reach wider audiences, while new collectives like #IndieDev and #SupportSmallStreamers are increasingly popping up on Twitter.



Aspiring Makers

Comfort in creation

Do what makes you feel good. Obvious yet powerful, this idea is driving more conversations around writing, cooking, and making, with a focus on the home as a creative hub.

+22%

Growth in conversation, with homebound lives driving creative outlets



+64%

Conversation around new creative hobbies

+66%

Conversation around nostalgic crafts



Conversations shaping Aspiring Makers

1. #CottageCore

Slow down. Get cozy. As more people strive to strike a perfect balance of comfort and simplicity, more conversations are centered around pastoral aesthetics and kitsch in their #homesweethomes.

2. At home

Feel good right where you are. Adjusting to more time spent at home, people are looking to embrace small, attainable joys to boost their moods and keep busy. From decorating to gardening to #girlsnightin, this is pleasure and downtime combined.

3. Literature love

Writing helps people to feel grounded, while reading can offer an escape. Increasingly, conversations about bullet, gratitude, and sleep journals are leading to more discussions about mindfulness and wellness.

4. Gourmet creativity

Food fuels the soul while offering a new creative outlet for many. More time at home, combined with a greater appreciation for one's health and wellbeing, has led to an increase in conversations surrounding baking, cooking, and homebrewing.

5. Craft culture

DIY craft culture is evolving. Pottery, knitting, and upcycled fashion are dominating conversations as appreciation for unique, handmade items grows.

6. Nostalgic play

Even as multiplayer gaming soars in popularity, more people are turning to board games, puzzles, and adult coloring books as a form of easy entertainment and relaxation.



Conversational Entertainment

Creation and shared experiences

As more people seek out authentic, real experiences within digital communities, there's an increasing interest in social connection centered around content. Live streaming, collaborative platforms, and multiplayer gaming invite mass participation while also fostering a sense of togetherness.

+24%

Growth in conversation, accelerated by the need to connect during the pandemic



2019

2020

+135%

Conversation around virtual experiences

+112%

Mentions of participatory content platforms

Conversations shaping Conversational Entertainment

1. Watching together

Connect from the comfort of your own home. Finding ways to stay social, more conversations are centered around streaming and #bingewatching, bringing people together over their shared entertainment passions.

2. Gaming ecosystems

Once limited to their respective platforms, online multiplayer games like Fortnite and Minecraft are increasingly crossing over into film, music, and social spheres, with emerging platforms like Cellufun and Discord driving deeper connections between audiences.

3. Live streaming

Live and unfiltered, the steady rise of streaming events on platforms like Twitch has entered day-to-day conversation. Increasingly, artists, celebrities, and everyday creators are turning to self-produced content to create authentic points of connection with their audiences.

4. Anime

No longer considered a fringe genre, interest in anime, manga, and kawaii aesthetics has grown steadily. It fosters passionate conversations and communities bonded over imaginative narratives and unique visuals.

5. Democratized content

With greater access to tools, resources, and like-minded community, the everyday content creator is born. Conversations are increasingly focused on platforms such as Tiktok, Patreon, and DistroKid as people seek out new ways to experiment, create, and consume together.

6. Immersive experiences

Virtual exhibitions and XR experiences are redefining "reality." More people are seeking out, and creating, unique experiences rooted in arts and entertainment, extending and sharing their experience through ongoing conversations.



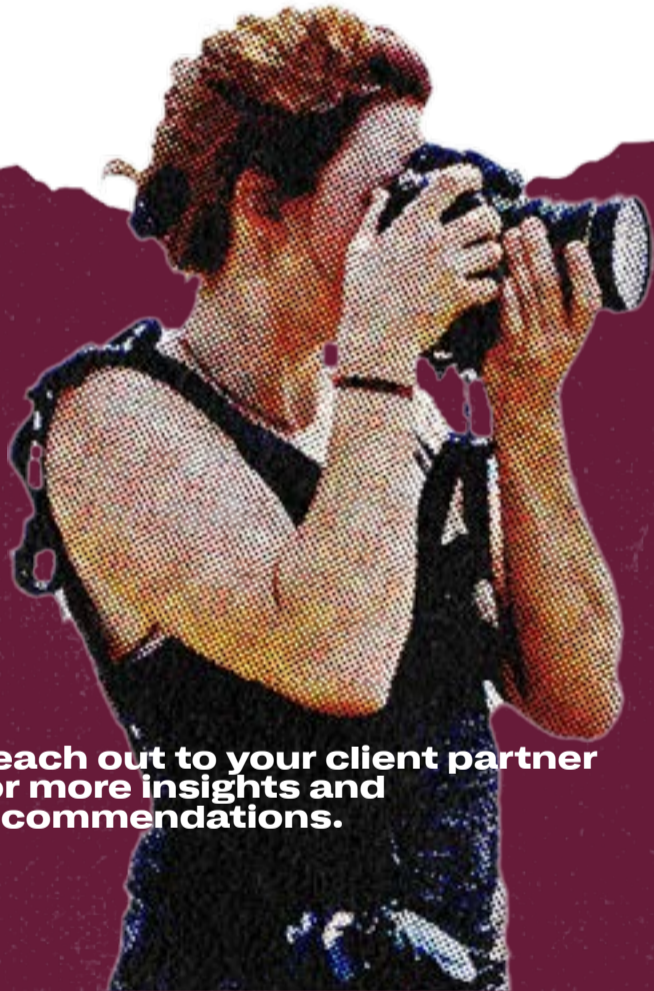
How brands can act on Creator Culture

Champion creativity and empower creators by amplifying their voices — and hiring them to be part of your campaigns.

Launch

Build awareness and interest for something new

- Partner with influential creator voices through Twitter ArtHouse to bring a fresh perspective to a campaign.
- Let creators play a major role in the creative strategy — whether you're hosting a virtual event, watch party, or Twitter profile takeover, their ability to generate conversation and excite an audience is unmatched.
- Strive to hire a diverse and representative mix of creators that reflect the audience you're looking to reach. Tap into the creators' unique voices and let their creative expression play out in your content.



Reach out to your client partner for more insights and recommendations.

Connect

Build relevance by being part of the conversation

Small Business Saturday
Record Store Day
Giving Tuesday
Back to School
SXSW
CES
Pride

The Game Awards
VidSummit
VidCon
SD Comic-Con
DigiMarCon
BlizzCon
PAX

Hashtags

Start a conversation or join in

Career Creators:

#Photography
#Illustration
#Poetry
#Drawing
#Pixelart
#indiedev
#ArtistOnTwitter
#SupportSmallStreamers
#AmWriting
#UnsignedArtist
#HomeDecor

Aspiring Makers:

#Shopmycloset
#iamwriting
#Gardening
#Homesweethome
#Handmade
#Crafting
#WritingCommunity
#Cooking
#Creative
#Learning
#cottagecore

Conversational Entertainment:

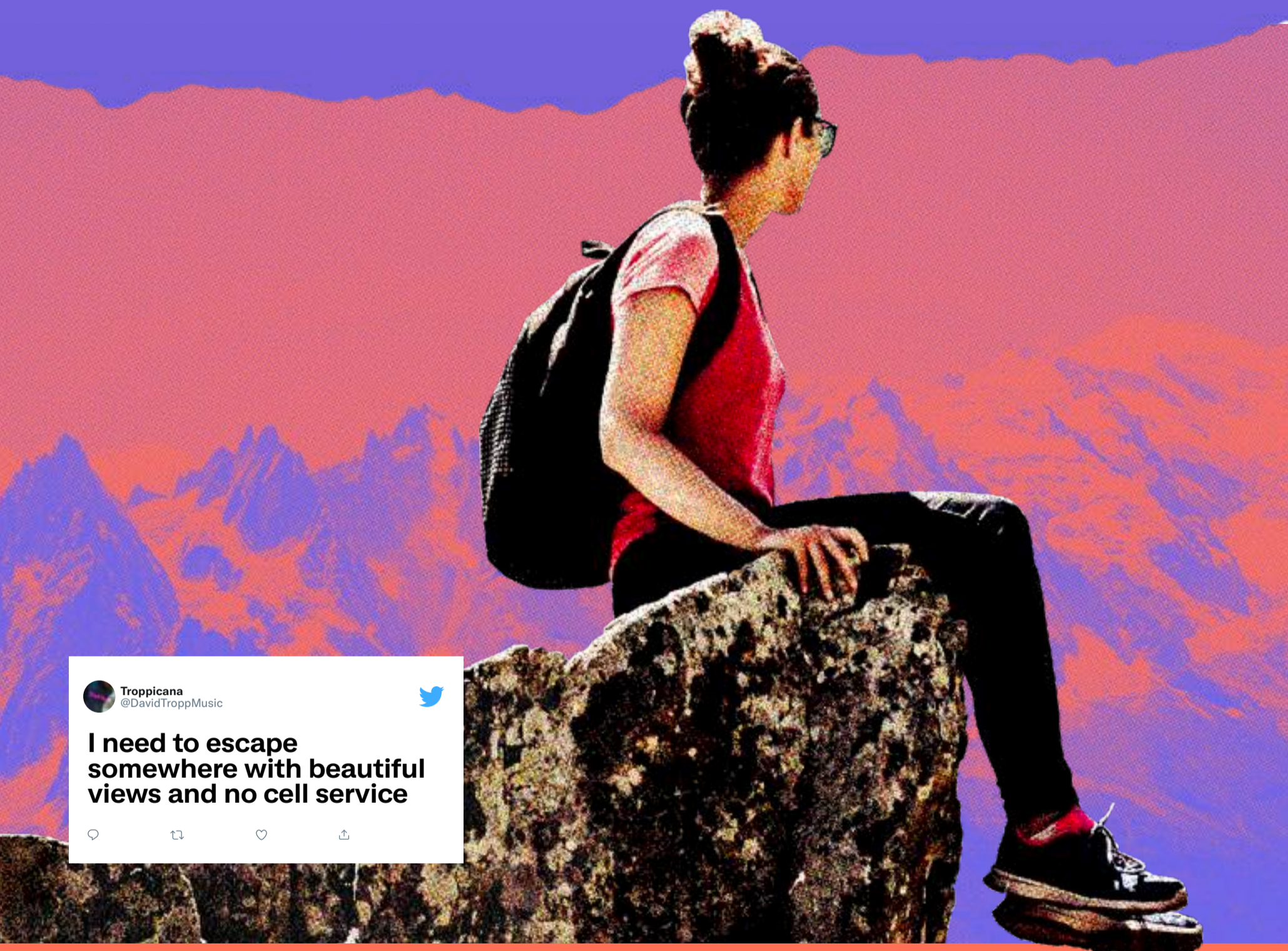
#Podcast
#Anime
#Streamer
#Livestream
#Esports
#BestFanArmy
#StanTwitter
#NowPlaying
#Fanart
#BestFanArmy
#SmallStreamersConnect



Everyday Wonder

Fascination with our world and beyond

Looking out, and up, helps us look within. From a greater appreciation of the cosmos, to everyday spiritualism, to imagining new terrain to explore, staying curious about the world around us helps us connect more deeply with one another — and with ourselves.



 **Troppicana**
@DavidTroppMusic 

**I need to escape
somewhere with beautiful
views and no cell service**

Evolving trends:

DIY Spirituality
Positive search for meaning

Imaginative Escapism
Immersive experiences in fantasy worlds

Infinite Horizons
In awe of earth and the cosmos



DIY Spirituality

Positive search for meaning

How we make sense of the world around us often begins with how we make sense of ourselves. On a quest for meaning and comfort, more people are exploring what spirituality looks like for them — while connecting with others over topics like positivity, good energy, solitude, and healing.

+43%

Growth in conversation, accelerated by the need for meaning at a time of uncertainty



2019

2020



+48%

Conversation around spiritual energy

+109%

Conversation around tarot & psychics

Conversations shaping DIY Spirituality

1. Positivity

Sometimes all we need is a kind word. More conversations are leaning toward the motivational and inspirational, building connections around positive thinking — and some solid quotes of the day.

2. Acting on astrology

Moving beyond daily horoscopes, diving into the nuances of star signs is helping people to understand and navigate their place in the universe. Discussions around specific signs and their traits help people feel closer to one another, and themselves.

3. Embracing solitude

As conversations around mental health grow, so has our appreciation of solitude. A desire for “me time,” quiet time, and peace of mind is increasing as people lean into self-centering as part of their spiritual pursuits.

4. Healing

Looking for ways to improve mind-body connection, collective interest in energy is increasing. Bridging the gap between self-help and spiritual, more people are discussing crystals, chakras, and energy medicine as proactive forms of self-care.

5. Future gazing

Find peace in the now — or some much-needed momentum to move forward on. Daring to imagine new realities and different futures, people’s interest in clairvoyance, tarot cards, palm readings, and tea leaf readings is increasing.

6. Paying it forward

Together, we’re thinking more about how our actions impact those around us. Discussions are increasingly focusing on spiritual payoff and living a balanced life, centered on topics like karma, positivity, and positive psychology.



Imaginative Escapism

Immersive experiences in fantasy worlds

Blurring the lines between fact and fantasy, there's a renewed wonder in imagined realities through immersive experiences. Role-playing, cosplay, sci-fi, and superhero culture are providing ways for people to lose — and find — themselves.

+52%

Growth in Conversation,
as people need an escape
from the real world



Maddy
@maddy_moiselle



Like thank god for escapism because if I didn't have stuff like cosplay, D&D, and Animal Crossing, life would be way too heavy.



+60%

Conversation around
"fantasy" in relation to TV

+41%

Conversation
around sci-fi

Conversations shaping Imaginative Escapism

1. Cosplay & role-playing

Despite the recent cancellation of events, interest in cosplay and live action role-playing (LARP) is as prevalent as ever. Much of the discussion is centered around character design and narrative building.

2. Superheroes

Superheroes and villains alike give people ways to examine and understand parts of their own identities. From Harley Quinn to Green Goblin, people relate to characters that have overcome adversity.

3. Mix of AR & IRL

Tech helps bring fantasy-fiction to life. Seeking out worldbuilding, immersive experiences has extended beyond gameplay or media to encompass both augmented reality and physical collectables, like Funko.

4. Nostalgic experiences

As people seek out comfort in the familiar, iconic, and often nostalgic, classic franchises like Pokemon, Teenage Mutant Ninja Turtles, Indiana Jones, and countless others have been delighting new and old fans alike.

5. Appreciation for creators

Deepening their connections with fantastical worlds and the characters that inhabit them, fan conversations are shifting to those creating the magic. From directors, artists, and writers to events like Comic-Con, appreciation for the craft and creativity is becoming more front and center.

6. Sci-fi

Sci-fi allows us to imagine what could be. As people are becoming more interested in the cosmos and spirituality, sci-fi offers a sense of wonder and escape. From TV to movies to books, interest is on the rise.



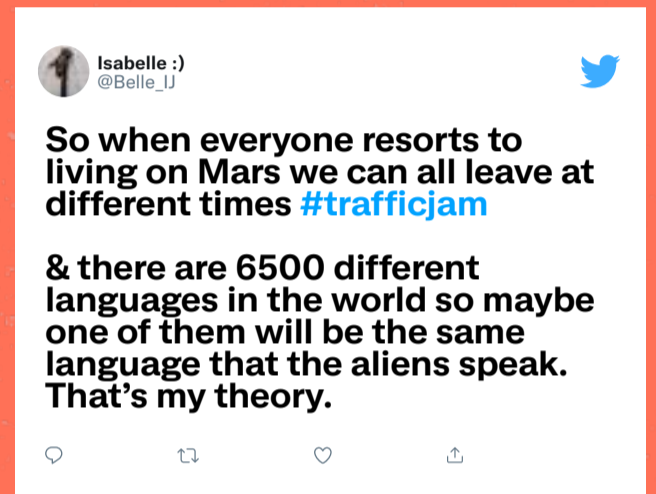
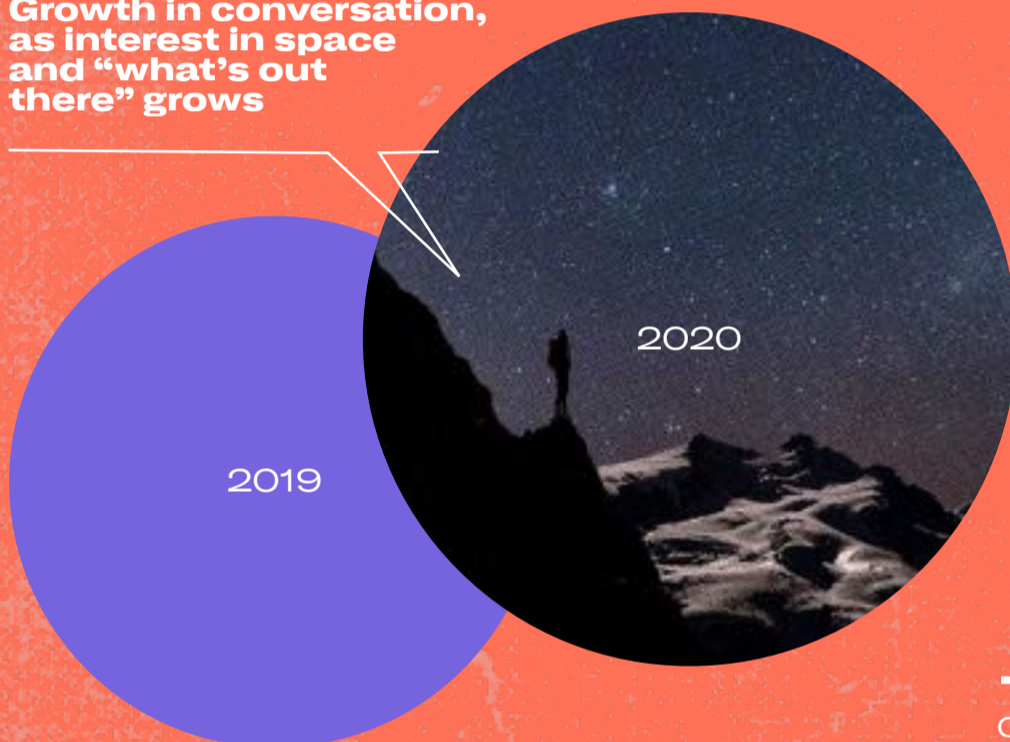
Infinite Horizons

In awe of earth and the cosmos

The more we learn about our planet, the greater our curiosity becomes about what else is out there. Increased access to information is driving more conversations around extreme weather, astronomy, and space travel — tempting us to #ExploreMore.

+23%

Growth in conversation, as interest in space and “what’s out there” grows



+161%

Conversation around living in space

+41%

Conversation around astronomy and the stars

Conversations shaping Infinite Horizons

1. Meaning in the moon

Forever fascinated by our place in the universe, people are investing more time looking to the night sky. From eclipses to harvest moons to blood moons, conversations around tracking and understanding the moon’s cycles are on the rise.

2. Explore more

Curiosity and creation often go hand in hand. #ExploreMore and #GetOutMore are driven by a desire to experience all that the world has to offer — while #ExploreToCreate offers a glimpse into just how much our home planet inspires us.

3. #AwesomeEarth

Modern technology grants us greater access to previously out-of-reach areas. Awe-inspiring photos shot from space are encouraging people to develop a deeper appreciation for our #AwesomeEarth — and to dabble in their own #LandscapePhotography.

4. Tracking the universe

Fascination in our cosmic interconnectedness is growing. Taking cues from our day-to-day weather patterns, focus is shifting to tracking space weather, meteor showers, asteroids, the aurora, the Goldilocks Zone, and life on Mars.

5. Space travel

As space travel is reinvigorated by modern companies like Blue Origin, Virgin Galactic, and SpaceX, discussions about trips to the moon, missions to Mars, and consumer travel all fall within the realm of possibility.

6. Education

People want to learn. Conversation around STEM is growing, particularly in the context of improving gender representation in these fields. More specialized subjects like astronomy, astrophysics, and astrobiology are also increasingly entering the education conversation.



How brands can act on Everyday Wonder

Be the escape we all need by bringing a dose of joy and wonder to conversations.

Launch

Build awareness and interest for something new

- Understand your audience's passion in this space. From cosmos and fantasy to positive search for meaning, find a sweet spot for your brand to be relevant in new ways.
- Dial up the ways that your new offering or product can bring small moments of joy and positivity in people's daily lives.
- Explore how you can bring IRL experiences to life on Twitter in meaningful ways. For example: hosting a Q&A with an expert, or a live event bringing learning and amazement to your audience.

Connect

Build relevance by being part of the conversation

Space Exploration Day
National Bird Day
National Mountain Climbing Day
Spring Equinox
Winter/Summer Solstice
Moon Day
Earth Day

Halloween
Comic-Con
The Game Awards
BlizzCon
PAX
E3

Reach out to your client partner for more insights and recommendations.

Hashtags

Start a conversation or join in

DIY Spirituality:

#AstrologyFacts
#Inspirational
#Metime
#Peaceofmind
#Psychicmedium
#Quoteoftheday
#Gratitude
#Zodiacfacts
#Inspirational
#Healing
#MentalHealth

Imaginative Escapism:

#Fanart
#Superhero
#Roleplay
#Paranormal
#Larp
#ComicBooks
#Scifi
#Cosplay
#Anime
#ComicCon
#Fantasy

Infinite Horizons:

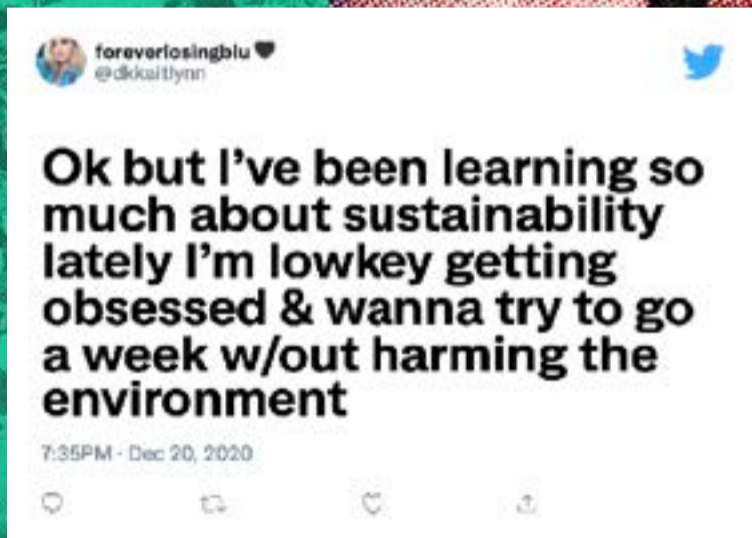
#AwesomeEarth
#NaturePhotography
#ExploreMore
#GetOutMore
#Nasa
#TravelTuesday
#Wanderlust
#Astronomy
#InternationalSpaceStation
#SpaceWeather
#LandscapePhotography



One Planet

Driving toward a sustainable future

Action begins with accountability. More and more, people are holding themselves, their communities, and corporations to higher environmental standards for the sake of the planet — and our own wellbeing.



Evolving trends:

Sustainable Self
Eco-conscious consumption

Clean Corporations
Holding businesses accountable

Next to Nature
Renewed focus on local surroundings



Sustainable Self

Eco-conscious consumption

Who we are is reflected in what we do. Increasingly, conversations about sustainability are centering on ideas of reusable, “clean” lifestyles across food, beauty, and home. Working toward a greener future, more people are exploring eco-homes and electric cars, while re-examining more traditional ways of living.

+10%

Growth in conversation, with a shift in context as people considered their consumption habits when the pandemic hit



+87%

Conversation around reusables

+51%

Conversation around plant-based food & packaging



Conversations shaping Sustainable Self

1. Green beauty

Seeking out ethical, eco-friendly health and beauty products, more people are focused on #NaturalSkincare and #EthicalBeauty. Support for Black-owned natural beauty brands is also steadily growing, alongside #StopAnimalTesting.

2. Sustainable transport

The desire for greener methods of local transportation has shifted into high gear. More people are talking about bicycles, scooters, and electric cars in an effort to reduce their personal emissions.

3. Animal-free

Flexitarian, plant-based, and #dairyfree living is on the rise. While not identifying as strictly vegetarian or vegan, people are opening up to and talking about different options for dining in and out.

4. Shopping local

Small businesses have felt the biggest impacts of the pandemic. Conversations around #ShopSmall and #ShopLocal are encouraging people to think consciously about who and where they buy from — while simultaneously strengthening local community ties.

5. Eco-tech at home

With more time spent at home, people are reimagining their living spaces. They're talking about smart devices like sensors and thermostats, as well as long-term solutions like solar panels.

6. Secondhand

The zero-waste movement continues to grow. People are talking about upcycling goods and buying vintage/secondhand, inspired to reduce their own personal waste wherever possible and save money too.



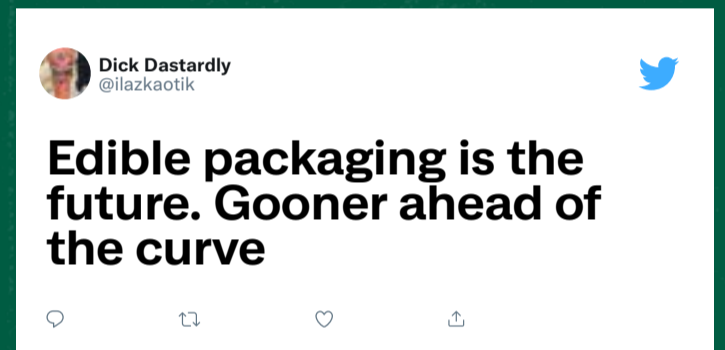
Clean Corporations

Holding businesses accountable

People are demanding more from those with power. As conversations surrounding plastic, zero-waste, energy, pollution, and food production increase, businesses are being called to hold accountability when it comes to their environmental impacts.

+53%

Growth in conversation, as people feel increasingly empowered to demand more from businesses



+120%

Conversation around buying local

+29%

Conversation around irresponsible packaging

Conversations shaping Clean Corporations

1. Sustainable packaging

Reducing landfill waste. There's growing consumer interest and support for brands that use sustainable, eco-friendly packaging materials — think edible or biodegradable paper.

2. Green design

Sustainable building practices. From smart cities to energy-efficient buildings, people are talking about forms of construction and design that are “green” in essence.

3. Plastic pledging

Divert more plastics from our waters by going straight to the source. People are increasingly applying pressure on businesses to seek out greener alternatives for single-use plastics, while offering vocal support to advancements of microplastics, BPA, and bioplastic.

4. Youth activism

The next generation is fighting for the future they need. Movements calling out unethical business practice, like #SchoolStrike4Climate and #ActOnClimate, are gaining more attention as younger people are taking to the streets and social media in forms of protest.

5. Green farming

As awareness surrounding the environmental impacts of food production grows, people are talking about more transparent sustainable practices, like supporting local produce and farm-to-table initiatives.

6. #GreenNewDeal

Demands for policy change at a government level aren't new, but COVID-19 has reinvigorated the discussion as we begin to imagine our postpandemic world.



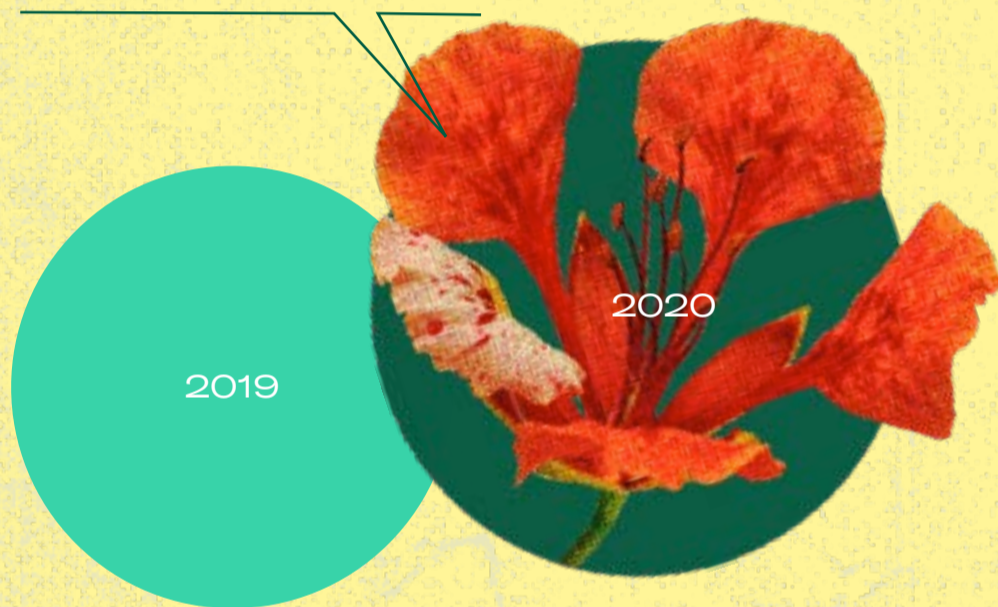
Next to Nature

Renewed focus on local surroundings

Increasingly homebound, parks and plant life have become more sacred. From national and city parks to our beloved potted succulents, the desire to protect, nurture, and improve our immediate surroundings is growing.

+22%

Growth in conversation, driven by people forced at home and traveling less



+127%

Conversation around exploring, #exploremore

+61%

Conversation around biodiversity

Conversations shaping Next to Nature

1. Nature in our homes

Our homes are becoming living, breathing sanctuaries — something to grow and care for. From impressive houseplant collections to at-home composting, we're all looking to bring more nature indoors.

2. Extreme weather

Conversations about the weather are dramatic. #ShareYourWeather is prompting the exchange of information surrounding severe weather patterns like earthquakes, storms, and floods — adding to a wider cultural conversation about where it's safe to live in the US.

3. Local pollution

The lasting impacts of poor air quality is a daily reality in many urban areas. Seeking to improve their quality of life and find greener, healthier places to live, more people are talking about local pollution.

4. The land around us

Local green spaces are more important than ever. Whether it's supporting rewilding projects, buying produce from nearby farms, or spending more time in the closest park, people are placing higher value on access to nature and the outdoors.

5. Immersing in nature

Interacting with the natural world deepens our appreciation of it. Community gardens, allotments, bird-watching, and swimming in natural waters encourage us to #getoutmore. People are sharing their experiences through hashtags like #birdphotography and #naturephotography.

6. Domestic adventures

People are realizing that we don't have to travel far to experience nature's vast wonders. Wanderlusts are finding beauty closer to home — in national parks, mountainous regions, and coastlines — all accessible without the need to book a flight.



How brands can act on One Planet

Lead the fight for a brighter future and host an open dialogue on how you're making a difference.

Launch

Build awareness and interest for something new

- Identify ways to lead — from eco-conscious innovation and corporate accountability to renewed focus on nature. Articulate the changes and impact of your brand with visual storytelling.
- Empower change by offering digestible tips — make it easy for people to join and be part of your progress.
- Embrace dialogue and demonstrate transparency, such as sharing inspiration behind your pledge or behind-the-scene stories on your progress.



Reach out to your client partner for more insights and recommendations.

Connect

Build relevance by being part of the conversation

World Economic Forum
 Earth Day
 National Clean Beauty Day
 Clean Air Day
 Daylight Saving Time
 Houseplant Appreciation Day

Hashtags

Start a conversation or join in

Sustainable Self:

#Vegan
 #ShopsSmall
 #Recycle
 #Plantbased
 #GoGreen
 #NaturalSkincare
 #Ecofriendly
 #Eatlocal
 #MADEinUSA
 #Shopmycloset
 #Smallbiz
 #Buyhandmade

Clean Corporations:

#GreenNewDeal
 #ClimateChange
 #ClimateAction
 #CFC
 #FridaysForFuture
 #RenewableEnergy
 #Packaging
 #ClimateActionNow
 #Biodiversity
 #ZeroWaste
 #CircularEconomy
 #AI

Next to Nature:

#Nature
 #ShareYourWeather
 #NaturalBeauty
 #ClimateStrike
 #HurricaneSeason
 #ExtremeWeather
 #NaturePhotography
 #Stormhour
 #Staycation
 #SchoolStrikeForClimate
 #Outdoors
 #EarthDay



Tech Life

Inspiring a better-connected life

Widespread adoption and integration of tech into our everyday lives continues to inspire a new dialogue about the way we live, work, and create. While we remain optimistic about new possibilities, there is an underlying concern about the nature of our relationships with tech.



Pamela Delgado
@heypamd



I've been splurging on tech vs fashion these days. Quite fascinated by the automation + efficiency!



Evolving trends:

Smarter Living

Empowering efficient ways of life

Tech for Good

Improving society through tech

Tech Angst

Concerns about implications of tech



Smarter Living

Empowering efficient ways of life

As COVID-19 continues to drive more homebound living, we're all searching for ways to improve our day to day. Conversations around tech in the home are growing, with people focused on smart products, sensor tech, and virtual experiences.



Conversations shaping Smarter Living

1. Always-connected

The rise of WFH culture is prompting more conversations about work-life balance and the future of work as we know it. From discussions about telecommuting to wearable tech, more people are coming together to navigate what it means to be “always on.”

2. Tech for social needs

Tech has become a social staple — a tool for emotional connection. From book club meetings to playdates to visits with grandparents, more people are talking about finding digitally focused ways to get together while staying apart.

3. Smart homes

The home as a hub for ... well, everything. Seeking comfort and convenience as our offices, schools, and social settings move increasingly homebound, conversations are increasing about using tech to help our homes function more efficiently.

4. New ways to pay

With increased concerns of hygiene and personal safety, people are beginning to imagine what a cashless, contactless society could look like. Curiosity around cryptocurrency and bitcoin is growing.

5. Shopping differently

People are seeking out and discussing new, tech-focused ways to browse and shop from home. From everyday purchases to extended reality shopping, retailers and consumers alike are curious about how the (digital) future of retail will unfold.

6. Connected entertainment

Easy access to content. People are talking about their streaming platforms, connected devices, and content apps as they look to create the best in-home entertainment experiences at the touch of a button.



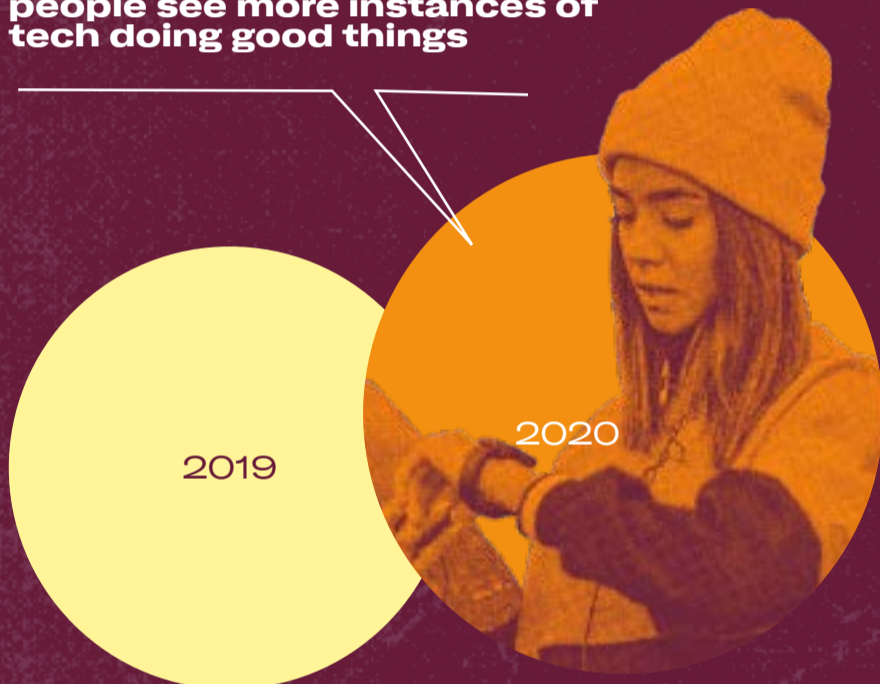
Tech for Good

Improving society through tech

With an expanding sense of shared responsibility for our planet and one another, tech is taking on more of a meaningful role in our communities. From remote healthcare to eliminating food waste to building smart cities, there's a growing conversation around the betterment of society through tech.

+17%

Growth in conversation, as people see more instances of tech doing good things



+94%

Conversation around tech & positive social impact

+275%

Conversation around tech in healthcare

Conversations shaping Tech for Good

1. Medical tech

With COVID-19 driving conversations about personal and collective health, interest in medical tech is on the rise. Curiosity about how tech can help improve our quality of living is prompting more discussion about AR in hospitals and telemedicine.

2. Ed tech

As more classes move online, conversation about tech in the education space is growing. From virtual reality schools to simulation-based lessons, more people are exploring new paths to learning.

3. Virtual arts

Art is essential to the human experience. Seeking new ways to share work publicly, artists are turning to AI and virtual experiences, with conversations focused on accessibility and innovation.

4. Helping others

Realizing the growing needs of their communities, people are turning to tech to offer help and support. Conversations about volunteer-run programs through services like RestShare and VolunteerMatch are on the rise.

5. Better social media

People love to talk about social media ... on social media. More aware of data, privacy, and algorithms, there is growing conversation about what companies are doing (or should be doing) to create healthy online environments.

6. Physical tracking

Pushed to find new ways to exercise and stay active, we've been inspired by wearable tech. Conversations often focus on our collective mental health and wellbeing, with #TheOtherEpidemic at the forefront.



Tech Angst

Concern about implications of tech

Growing awareness of the role of tech in our lives is prompting more people to think critically. From data privacy and screen time to existential concerns about the future of work, enthusiasm about new tech is balanced by more cautious observation.

+36%

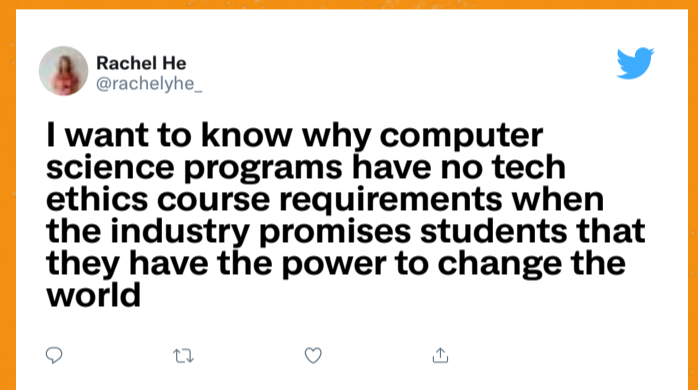
Growth in conversation, which dipped after the pandemic hit but is now increasing again with heightened concern around data security



2019



2020



+35%

Conversation around digital crime

+219%

Conversation around tech bias

Conversations shaping Tech Angst

1. Screen time vs. screenless time

With more of our daily activities moving online, people are increasingly aware of their screen time. Conversations about the need to disconnect and find a better balance accelerated following the start of COVID-19.

2. Us vs. robots

Advances in automation technology are raising concerns about job security. More people are discussing the ethics surrounding robots and AI as they wonder what the future holds.

3. Data security

#BigData is viewed as both a risk as well as an opportunity. As we rely on technology across more areas of our lives, there is growing conversation around cyber security, data security, and privacy as a whole.

4. Battling misinformation

Fearing the influence of misinformation, the concept of hacktivism is popping up in conversations about security, power, and democracy.

5. Computer threats

New innovations pose the potential for new risks. Increasingly aware of phishing scams, viruses, and the threat of identity theft, conversations around everyday personal protection are growing.

6. Tech ethics

As tech defines more areas of our life, there is growing concern about ethics fueling it. Conversations are increasingly focused on ethical practices in AI, algorithms, and responsible tech.



How brands can act on Tech Life

Join the conversation around technology in all its glory — and watchouts.

Launch

Build awareness and interest for something new

- Assess where your brand sits in the relationship people have with tech — both good and bad.
- Help people envision and adapt to the future by showing how your new products/services make lives easier with a human-centric focus.
- Keep in mind the importance of security and safety. Balance your messaging with the right degree of reassurance that their data will be protected and used for good.

Reach out to your client partner for more insights and recommendations.

Connect

Build relevance by being part of the conversation

The Game Awards
Cyber Week
World Emoji Day
CES
E3

Black Friday
Smart Home Day
PAX
SD Comic-Con
GamesCon

Hashtags

Start a conversation or join in

Smarter Living:

#SmartTech
#Videochat
#EmergingTech
#Cashless
#Futureofwork
#Industry40
#Cryptocurrency
#Blockchain
#Robotics
#IoT
#Bitcoin

Tech for Good:

#Techforgood
#Telehealth
#Telemedicine
#Digitalhealth
#HealthTech
#Edtech
#AIArts
#Wearables
#Myfitnesspal
#Stem
#HealthTracking

Tech Angst:

#ResponsibleTech
#ScreenTime
#CyberSecurity
#Phishing
#DataBreach
#IoT
#DataPrivacy
#ResponsibleAI
#Hackers
#TechSupport
#BigData





My Identity





Empowering a true expression of self

People are feeling more supported — and celebrated — to live out loud. As our concepts of identity continue to broaden, we're coming together around shared values and purpose to define and express deeper senses of self while uplifting others.



 **Науфаль**
@indontrash 

I've always been the minority minority in this country: mixed-blood, atheist, bisexual, and what else? Being an outsider is my identity.

Evolving trends:

Fan Power
Collective values in fandoms

Represent Me
Empowered demand for equality

Ethics in Action
Stand for something



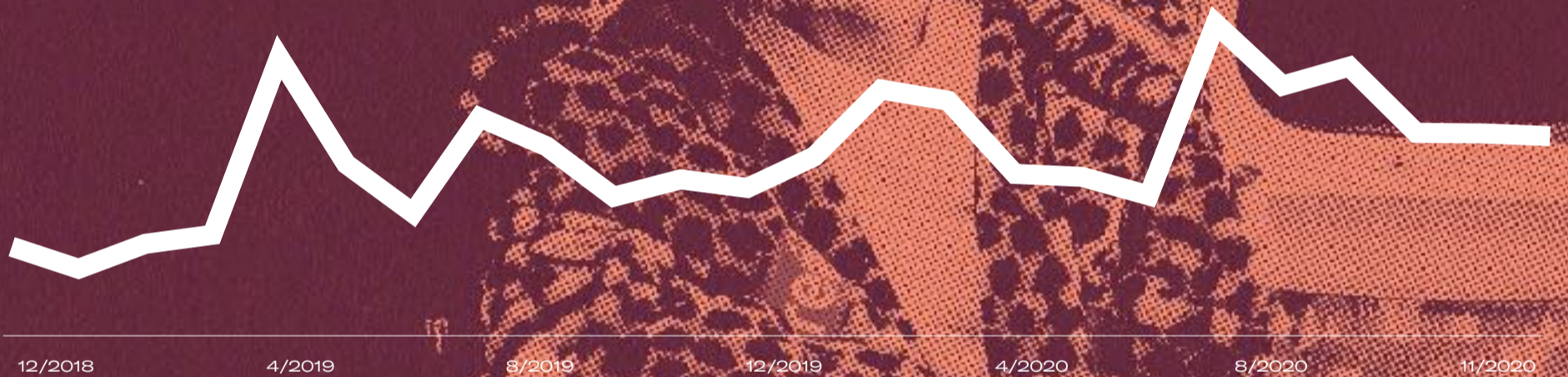
Fan Power

Collective values in fandoms

Who you stan says a lot about what you stan. Fandom is evolving into a more active and engaged space, with more people connecting with their idols over shared values. Rallying around social and political causes, fan armies deliver strength in numbers.

+30%

Growth in conversation, as people increasingly connect within fandoms



+121%

Mentions of “fan art”

+75%

Conversation around LARPing

Conversations shaping Fan Power

1. K-pop power

K-pop bands like BTS are a growing force for change. Challenging societal norms, their fans are inspired to work toward a greater good. Growing conversations surrounding #BLM and identity politics have also propelled K-pop fans to the frontlines of the fight for equality.

2. Fan armies

While it’s tough to identify the #bestfanarmy, fandoms are coming together in small but mighty communities to drive real-world impact — for example, challenging #QAnon and #whitelivesmatter movements.

3. Fan fiction & art

People are continuing to draw inspiration through their fan communities. Fan-made memes, art, and creative writing allow for the fantasy to continue — even without the official premiere of “Dune” or “Black Widow.”

4. Cancel culture

Calling out, and calling in. Increasingly, people are coming to realize the power that communities have to hold people accountable. Conversations are now shifting to raise awareness around the dangers of cancel culture while working to build more inclusive solutions.

5. #StanTwitter

With cultlike devotion to their respective idols, Stan Twitter is made up of passionate, diverse communities of like-minded individuals. From holding people accountable to promoting kindness and tolerance to rallying around social causes, Stan Twitter is a place where people fiercely defend their values.

6. Everyday idols

Fandoms are increasingly developing around small, niche areas of interest. There’s a shared sense of exclusivity and camaraderie connected to discovering “the next big thing” together. Traditional celebrities are replaced with everyday idols — real people who share in their passions and values.



Represent Me

Empowered demand for equality

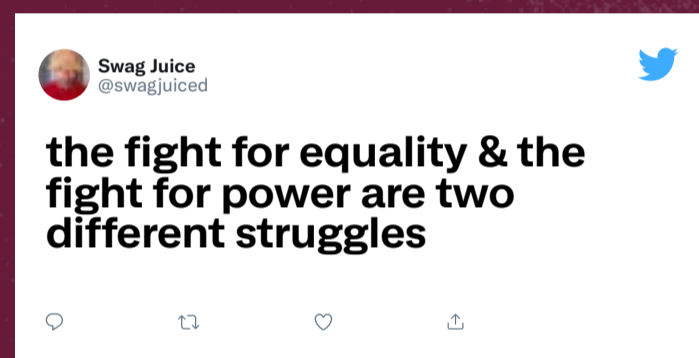
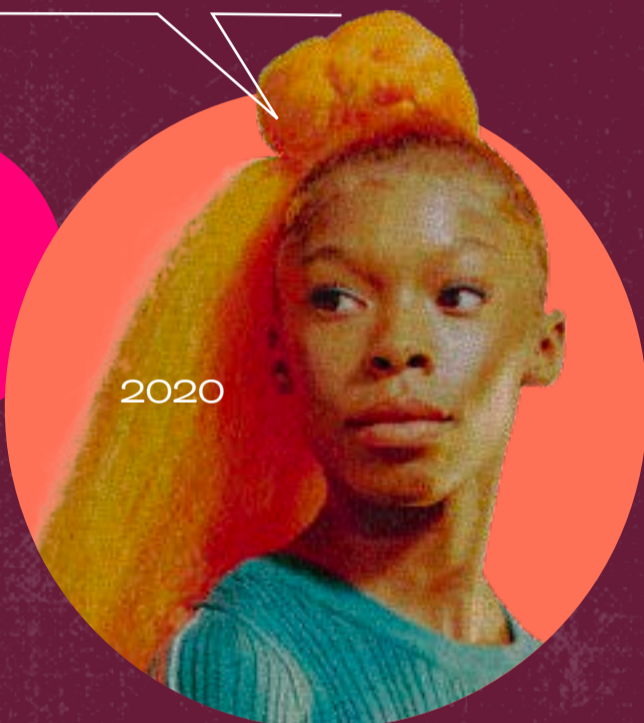
The fight for civil and political rights is moving to the forefront of our daily conversations. With a sense of empowerment and strengthened allyship, marginalized groups are demanding better representation and real equality.

+115%

Growth in conversation, driven by #BLM empowerment

2019

2020



+32%

Conversation around personal representation

+273%

Conversation around Black rights

Conversations shaping Represent Me

1. BIPOC Twitter

BIPOC individuals are finding their communities — and their voices — on Twitter. They're connecting within communities using hashtags like #BlackTwitter and #AsianAmerican, rallying around hashtags like #RacialJustice, #RepresentationMatters, and #BlackLivesMatter.

2. Body positivity

People want to see bodies that look like theirs. Conversations about body positivity are centered around authentic representation, calling for more diversity in the way we talk and think about shape, size, ability, and age.

3. Racism & discrimination

As awareness around the issues that POC face grows, #BlackLivesMatter has become an always-on topic of conversation. Discrimination and police brutality are being called out more openly, driving further conversation around dismantling systemic racism.

4. Women at work

Spaces to support women in the arts, tech, and business are flourishing. Women are being championed and celebrated as founders, creators, and developers, creating lasting effects on equity in the workplace, and striving to close the gender pay gap.

5. LGBTQIA+

The fight for acceptance and representation of all identities continues to grow and drive dialogue. People are coming together to raise awareness, drive change, and celebrate all sexual orientations and gender identities along the way.

6. Gender redefined

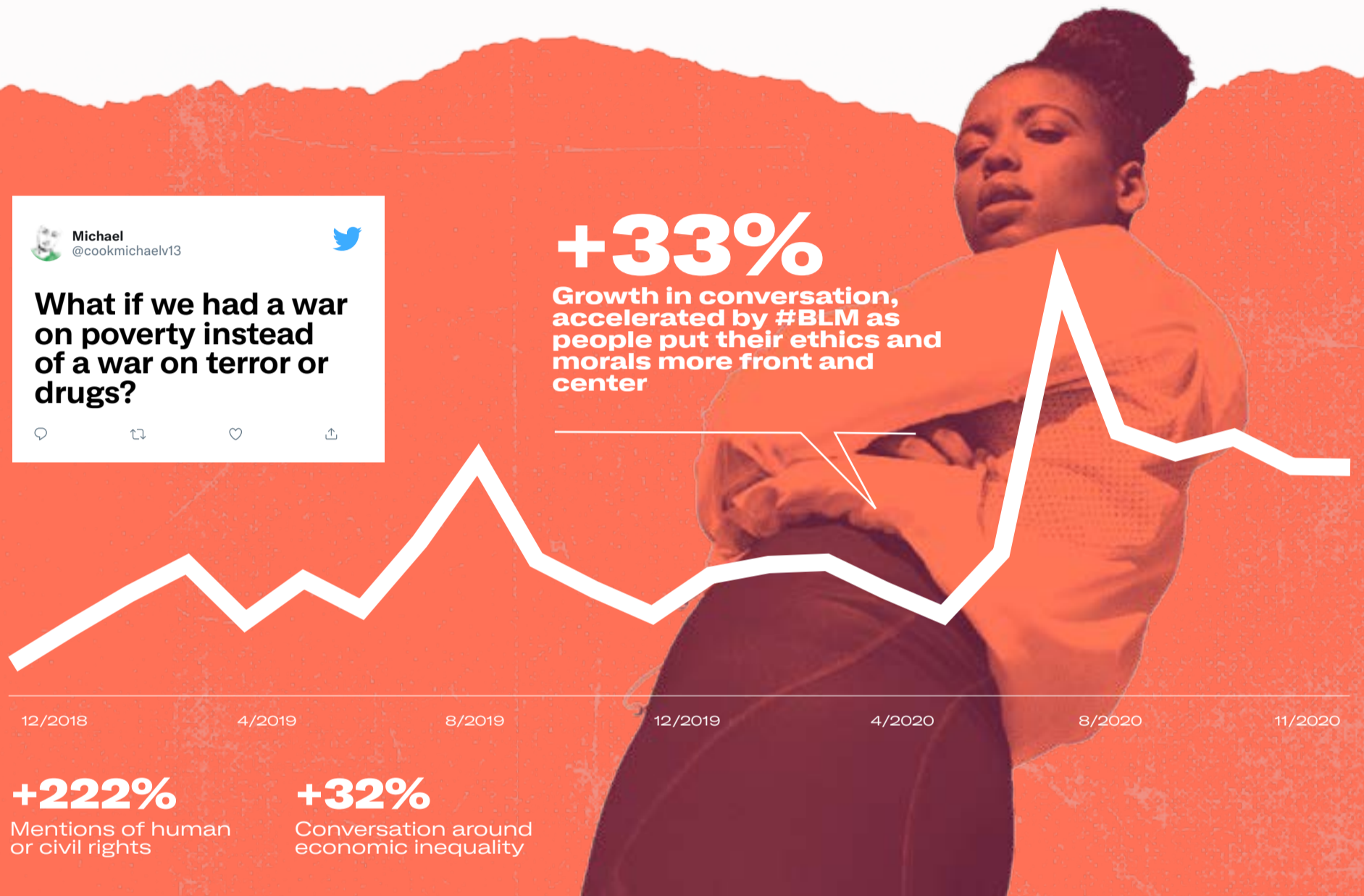
Conversations about gender equality and trans rights continue to build as we work toward a culture of openness and acceptance. Hashtags like #transgenderisnotscary and #transisbeautiful are helping to reduce the stigma and power the fight for better representation of those living beyond the binary.



Ethics in Action

Stand for something

With a growing sense of self-awareness comes a sense of duty. As we continue to learn and define who we are in the world, what we believe in and how we stand up for it is becoming increasingly important in our daily lives.



Conversations shaping Ethics in Action

1. Our social responsibility

Change is in our own hands. From environmental concerns to championing LGBTQIA+ rights, more people are understanding their responsibility — actively petitioning, protesting, and taking a stand for what they believe in.

2. US American identity

The concept of who we are as Americans is increasingly bound up with (political) issues and causes. The things we care about, and the people we align with, represent who we are at our core. Nationalism is a subject of polarity.

3. Living by values

More than a lifestyle choice, the ways we choose to live more ethically or sustainably speak to how we think about ourselves. Veganism, ethical living, feminism, and climate action are at the forefront of these moral conversations.

4. Economic equality

There's a growing awareness of the 1% vs. the rest of America. Conversations are passionate and action-oriented, demanding that we all do more to help end the #WarOnPoverty and offer better solutions for all.

5. New allyship

Collectively, we're becoming more attuned to concepts of intersectionality and privilege. There's growing conversation around education, sharing resources, accountability, and support for marginalized individuals and communities.

6. Our rights

Constitutional, civil, and human rights are increasingly moving to the forefront of our conversations. From freedom of speech to reproductive health to marriage equality, it's motivated activism across Twitter.



How brands can act on My Identity

Find meaningful ways to nurture and inspire different perspectives, putting peoples' values at the center of all that you do.

Launch

Build awareness and interest for something new

- Use your platform to share and elevate human stories by getting behind social causes that align with your brand values.
- Dig deeper into the identities and lived experiences of your audience — identify how your new message/service/product can benefit their communities and passions to build deeper relationships.
- Design content for representation and accessibility. Tap into Twitter ArtHouse's best practices and use diverse creators to speak more authentically to the diverse audiences that use Twitter.

Connect

Build relevance by being part of the conversation

Grammys
Fall Fashion Week
International Women's Day
Juneteenth

BBMAs
VMAs
Pride Month
Black History Month

Reach out to your client partner for more insights and recommendations.

Hashtags

Start a conversation or join in

Fan Power:

#FanArmy
#Fandom
#StanTwitter
#FanArt
#FanFiction
#BestFanArmy
#FanArtFriday
#CriticalRole
#BlackLivesMatter
#FandomOfTheYear
#HumanRights
#Bodypositive

Represent Me:

#BlackLivesMatter
#LGBTQ
#GenderEquality
#Diversity
#Inclusion
#TransIsBeautiful
#WomenInSTEM
#Pride
#MeToo
#WomenInBiz
#NoJusticeNoPeace
#UntilWeAllBelong

Ethics in Action:

#Democracy
#BLM
#EqualityAct
#Freedom
#Homeless
#Equality
#LGBTQ
#Healthcare
#MADEinUSA
#ShopLocal
#MedicareForAll
#Poverty