Making the World a Better Place with Twitter Mindshare Accelerator Huddle
60% of people admit doing other things while on conference calls… That’s okay get your phones out
Since March 1st...

1.7B

Global Mentions of COVID-19

5%

of all Tweets globally mention COVID-19

COVID conversation is slowing down

I miss hugging people

I keep wanting to publicly mourn sports, but I know some folks will take it the wrong way. But like... I miss them. I really, really miss them.

I miss museums
We are optimistic

+23% increase in global Tweet volume around optimism in March & April

Source: Twitter Internal Data
Global Tweets related to “what people are looking forward to”
Timeframe: Jan 2020 - April 2020
Languages: English, Spanish, Portuguese, French, Japanese
Independent of your country’s situation

Deviation from Monthly Average
(January 2020 to April 2020)

January  | February  | March  | April

United States: +29%
New Zealand: +26%
Canada: +23%
Japan: +20%
United Kingdom: +18%

Singapore: -3%
Mexico: -7%
Brazil: -18%

Source: Twitter Internal Data.
Global Tweets related to "what people are looking forward to"
Languages: English, Spanish, Portuguese, French, Japanese
In February.....

78% of Chinese people were feeling optimistic about the coming recovery

6 weeks on.....

57% of people across APAC (exc. China) are somewhat to very optimistic
So what’s going to change?
In 2019 we conducted an in-depth analysis of conversation data looking over 4 years to detect fundamental shifts in culture.
“We believe that trends which were rising, or declining, before the Outbreak phase will be most likely to be accelerated over the longterm”

Bain & Company

‘China’s Consumer Industry Prepares for the Coronavirus Legacy, Feb 2020’
In the past two weeks we replicated the analysis on 2020 to see which trends have accelerated.
I promise I’ll keep these up! Not sure if anyone is reading but it helps my mentality. @5tAndrews what are you grateful for? #HealthAndWellbeing #positivity

Three things I was grateful for yesterday:
1. Getting back into a routine
2. Coffee breaks with neighbours at a safe distance
3. Laughter
Conversation on well-being and self-care has never been higher. Where physical connections have been halted or reduced, community spirit on Twitter has grown as people seek to connect with others.
Being Well Together

The trend towards mental wellbeing and away from physical fitness is accelerating.

Trend insight

The differential between the mind and the body has accelerated in 2020 over the period of the pandemic.
People have discovered exercise and fitness in many new ways, with a greater appreciation of the effect of exercise on mental health. Exercise/fitness conversation is growing when it’s paired with concepts around mental health or wider wellbeing.
Being Well Together

Original drivers of the trend and their relevance in a lockdown world

Goodwill communities
Kindfulness
Mental health movements
Inspiration & development
#SelfcareSunday

+37% During lockdown vs. pre-pandemic
+33% During lockdown vs. pre-pandemic
+25% During lockdown vs. pre-pandemic
+4% During lockdown vs. pre-pandemic
+59% During lockdown vs. pre-pandemic
**Being Well Together**

*Emerging drivers* that have become relevant to the trend during lockdown

- **+202%** Sharable approaches to self-care
- **+89%** Digital health
- **+719%** The ‘other’ epidemic
- **+71%** Stress
Being Well Together

Hashtags that have become relevant to the trend during lockdown

Explicit connection to #COVID

#EveryMindMatters

#Kindness and #Happiness

#BlueMonday

#3ForFree

#GivingTuesday

#60SecondSupport

#YoureNotAlone
#EarthDay2020 and for once there are changes to the planet. Maybe the silver lining to #COVID-10 because we should always find a silver lining in things, is that maybe the Earth has had a chance to reclaim its life back.
Conversation around sustainability is still very significant in terms of volume and relatively consistent but has dropped a little during lockdown.

But new drivers have emerged in this theme.
Ethical Self

A strong sense of **local** and **community** driving a more personal sense of ethical living

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**Trend insight**

People are more aware than ever of the connection between our consumption and the environment. From veganism and beauty and household products, everyday lifestyle choices are increasingly eco-conscious.

This trend **was** in step with conversation on pollution but things have changed…
Ethical Self

Original drivers of the trend and their relevance in a lockdown world

- Environmental veganism: -33%
- Dairy alternatives: -21%
- Organic food and ethics: -9%
- Chemical-free: —%
- Cruelty-free: +33%

During lockdown vs. pre-pandemic
Ethical Self

Emerging drivers that have become relevant to the trend during lockdown

+111%
Shop local

+56%
Buy national

+146%
Community-minded consumption

+271%
Cleaner living
Ethical Self

Emerging hashtags that have become relevant to the trend during lockdown

#Community

#ShopLocal

#Ethical -> #Secure

#FoodSecurity

#EarthDay

#Selfcare

#SupportLocal

#SmallBusiness
RT @GrandadAO_: Entrepreneurs when they see someone hasn't started a side hustle/business while in self isolation
Hustle Life

This is the time for pursuing side hustles and making creativity pay

Trend insight

#Sidehustle has seen a significant increase in mentions since the pandemic hit, as people perhaps have the time and/or financial need to pursue their hustles more than ever.
Hustle Life

Original drivers of the trend and their relevance in a lockdown world

- Side hustle: +27%
- Juggling work creatively: -%
- Digital micro payments: +25%
- Making creative pay: +8%
- Reseller community: +16%

During lockdown vs. pre-pandemic
Hustle Life

Emerging drivers that have become relevant to the trend during lockdown

- +106% Upskilling
- +103% Premium influencer content
- +292% Virtual game masters
- +16% Thrifty culture
Hustle Life

Emerging hashtags that have become relevant to the trend during lockdown

<table>
<thead>
<tr>
<th>#SupportSmallStreamers</th>
<th>#ChooseUsed</th>
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<tr>
<td>#SupportSmallBusinesses</td>
<td>#Motivation</td>
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<tr>
<td>#Crowdfunding</td>
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<tr>
<td>#Hustle</td>
<td>#SupportArtists</td>
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</tbody>
</table>
Hustle Life

Our users are telling us about their experiences

“Having more time to work on creating online content for my yet to debut Vlogs”

“How more time to invest in personal development and my own business”

Source: Twitter Insiders, UK only, April 9th, n=388
There are some prominent human-centric themes coming through...
Overall insights on accelerated trends

Human behaviours, attitudes and mindsets that are emerging or accelerating as a result of the pandemic

Community & local ties
- #ShopLocal
- #BuyNational

My own wellbeing
- #Selfcare
- #TechForGood

My impact on others
- #ConsumeConsciously
- #OrganicBeauty

Resourcefulness
- #SupportSmallBusiness
- #Hustle

Optimising myself
- #ChooseUsed
- #Kindness
- #SharingCopingStrategies
- #AcceptanceOfOthers
Thank you for listening....

....and if you need some positivity here are some feel-good Tweets from us to you, enjoy....