



Hustle Life

Cultural insights from
the conversation on
Twitter.



Trend: Hustle Life

Hustle Life is a fast-evolving trend on Twitter.

Here's an in-depth look at one of the conversations shaping culture.

How we found this trend

From January 1, 2016 through December 31, 2019, billions of Tweets in the US were analyzed to uncover the most-used hashtags, then mapped to cluster themes of conversation.

Through both human coding and machine learning, commonplace topics like politics and sports were removed, and significant growth areas and contextual shifts in conversation identified.

With the help of cultural insights experts at CrowdDNA, 18 emerging trends were uncovered.

Create It Till You Make It

Conversation around new and creative ways to earn a living

New creator platforms continue to emerge, encouraging people to try to make a living off their craft.

Mentions of “side hustle”

At the same time, people are approaching the world of work in creative ways, balancing their side hustles with their main gigs.





Britty
@cantbritty



I wanna go thrifting and pretend I'm doing it because I'm cool and not because im painfully broke



Trend: Hustle Life | Key driver

Digital micropayments

+396%

The boom in alternative ways to earn money has inspired creators to take their craft to the next level. Positive and reinforcing, micropayments are all about the “grind,” gaining supporters, and receiving commissions.



Trend: Hustle Life | Key driver

Side hustle

+150%

People are discussing their hustles, from creative gigs to food, music, and fintech. They also share advice and strategies for managing multiple jobs.



Trend: Hustle Life | Key driver

Making creative pay

+107%

Creators of all types are voicing the importance of compensating artists for their work. They're connecting to each other to share good news when things go well in their creative hustles, and also for support when they're stressed.



Trend: Hustle Life | Key driver

Juggling work creatively

+75%

The conversation about working in new ways is polarized — on the one hand, people feel passion and pride about their efforts. But they're also vocal about the downside of balancing so much to try to make it.



Trend: Hustle Life | Key driver

#ResellerCommunity

+31%

Creative resellers are using their good taste to make money on vintage clothes, kitchen items, and art, with [#highfashion](#) being a particular focus. They also link out to popular seller sites.



Hashtags used in Hustle Life Tweets

#sidehustle

#affiliate

#NewPatron

#art

#anime

#cosplay

#drawing

#thrifting

#fanart

#fashion

#dnd

#sketch

#startup

#podcast

#SupportSmallStreamers

Community

While much of the conversation is tied to specific “hustles” like thrifting, podcasts, and art, even more conversation is around passionate subcommunities showing their love for #anime, #cosplay, #fanart, and #dnd to gain exposure and monetize their passions.

Crowdfunding

Creative hustlers discuss the various ways to finance their work, and celebrate with one another when they get a new patron.

Online streaming

Game streaming is a major content trend, and becoming an #affiliate is an important new way to get paid. Central to monetizing a side hustle is the need to gain followers, and streamers gather support with hashtags like #supportsmallstreamers.



Cian Tormey
@CianTormey



**Alright, finally finished studio space.
Let's give this "Full-time Comic
Artist" thing a try.**



Emoji used in Hustle Life Tweets

Sentiment & tone _____

Emoji used in the conversation around Hustle Life convey symbols of self-promotion, predominantly with the record button, and feelings of strength, love, laughter, humility, thoughtfulness, and pride.



How to use this trend in your next campaign

People living the “hustle life” need products and services to enable their passions. Empathize with their specific challenges, and consider how your brand can alleviate pain points and empower their journeys.