

 THE CONVERSATION

Twitter TRENDS

2022



Billions of Tweets reveal
tomorrow's big movements.

USA

We get it! The world feels pretty unpredictable. Despite the uncertainty, you can still find clear patterns — if you know where to look.

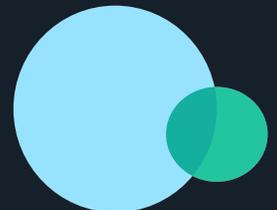
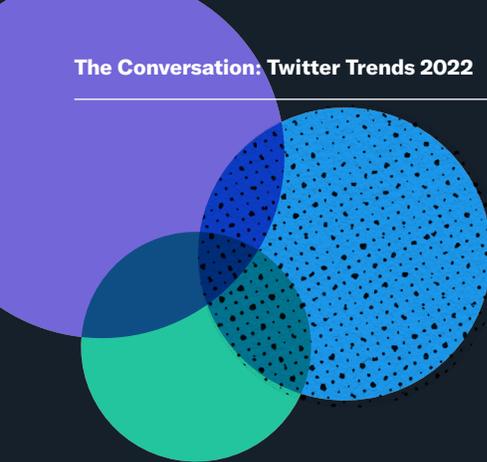


Billions of Tweets reveal tomorrow's big movements.

The biggest movements start quietly. An idea becomes conversation becomes a seismic cultural shift. And if you want in on what's next, listen to what people on Twitter are saying right now.

To help you out, we analyzed¹ billions of Tweets over a two-year period to find three must-know trends about to go big. From **The Great Restoration** to **Fan-Built Worlds** to **Finance Goes Social**, the talk on Twitter reveals the underlying shifts in power shaping where the world is going.

¹ All statistics and data points in this report are from Pulsar & Canvas8, commissioned by Twitter, The Conversation: Twitter Trends 2022, US, Data period 1/01/20 - 12/31/21. All year-over-year comparisons reflect changes from the 12 months ending 12/31/20 to the 12 months ending 12/31/21.



Three big trends. Heard on Twitter. Analyzed by cultural and data experts. And a sneak peek into the movements that will drive culture, no matter what business you're in.

TREND 1

The Great Restoration

Healing the planet by healing ourselves.

TREND 2

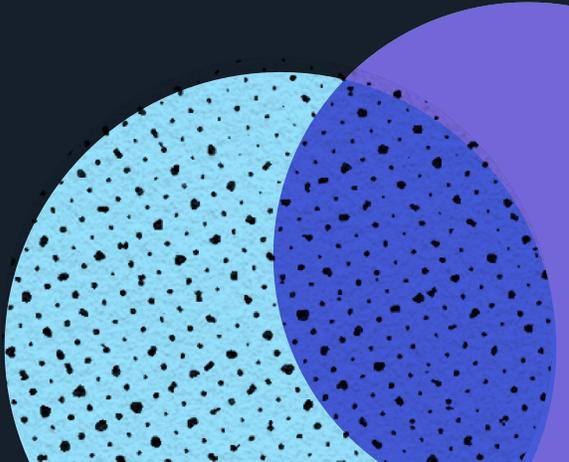
Fan-Built Worlds

Digital communities call the shots.

TREND 3

Finance Goes Social

Investing has entered the chat.



TREND 1

The Great Restoration

Healing the planet by healing ourselves.

Mass burnout has driven people to reprioritize wellness over corporate serfdom. Next up, sustainability. After decades of big business inaction, consumers are tired of carrying the load.

The conversations on Twitter show the pandemic shifting perspectives. People are focusing on themselves and expect corporations to take the lead against massive planetary challenges. So, while folks are still talking about veganism and recycling, they're also getting real about impact and accountability, too.

Personal and planetary health are intertwined, but a better balance of responsibility is needed.



64% year-over-year increase in terms like “restoring” or “rebalancing”

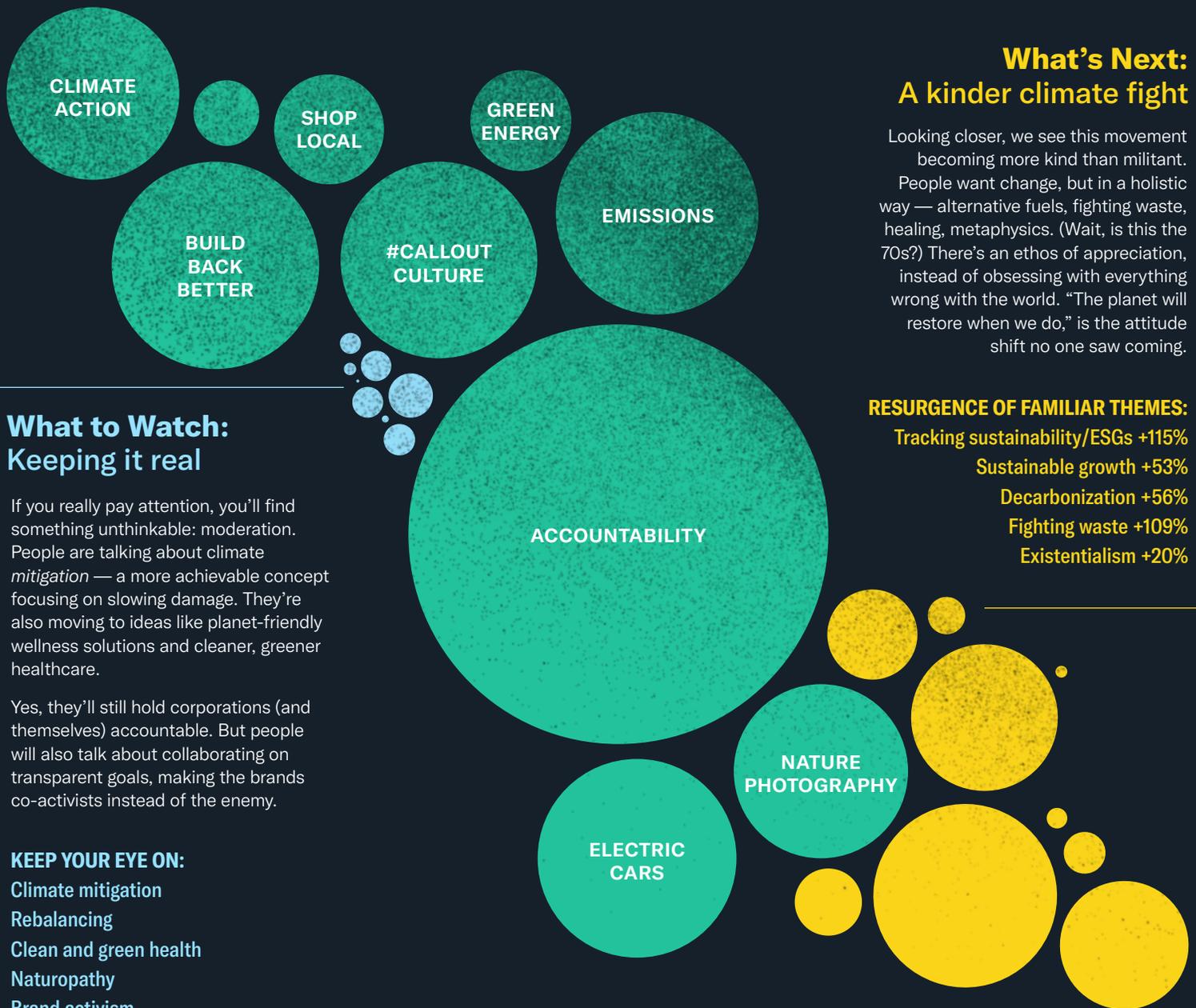
158% year-over-year mentions of “greenwashing”





The Great Restoration conversation

The climate conversation continues. But now, corporate call-out culture is in full swing. People on Twitter are talking about decarbonization, emissions, and other big issues that put pressure on companies. People are tired of being the only ones who care and an underlying “anti-trust” is bubbling over. They need brands to make some real impact.



What's Next: A kinder climate fight

Looking closer, we see this movement becoming more kind than militant. People want change, but in a holistic way — alternative fuels, fighting waste, healing, metaphysics. (Wait, is this the 70s?) There's an ethos of appreciation, instead of obsessing with everything wrong with the world. “The planet will restore when we do,” is the attitude shift no one saw coming.

What to Watch: Keeping it real

If you really pay attention, you'll find something unthinkable: moderation. People are talking about climate *mitigation* — a more achievable concept focusing on slowing damage. They're also moving to ideas like planet-friendly wellness solutions and cleaner, greener healthcare.

Yes, they'll still hold corporations (and themselves) accountable. But people will also talk about collaborating on transparent goals, making the brands co-activists instead of the enemy.

- KEEP YOUR EYE ON:**
- Climate mitigation
 - Rebalancing
 - Clean and green health
 - Naturopathy
 - Brand activism

- RESURGENCE OF FAMILIAR THEMES:**
- Tracking sustainability/ESGs +115%
 - Sustainable growth +53%
 - Decarbonization +56%
 - Fighting waste +109%
 - Existentialism +20%

What this means for you

As much as the Great Restoration is a reset button for society, it's also a chance for brands to better show up to connect wellness *and* sustainability.

Stop talking.

Lofty promises aren't enough. Get out there and do something that makes a difference — no matter how small. Publicly show transparency and traceability in your supply chain. Start helping customers repair old products to keep them useful. Embrace slow food and slow fashion, even if it costs you in the short-term.

Show 'em some love.

When was the last time you connected with your customer without selling them something? Focus on their wellness and find out what makes them feel whole ... then deliver.

Take the baton.

Your customers can't create systemic change, but you can. Find out what causes your fans care about — mental health, climate change, anything. Then work with them to use your corporate muscle to make a difference.

Build a team of rivals.

Collaborate with your biggest competitors to take on sustainability together. What immediate change can you make? Can you use blockchain tech to keep each other accountable and on track?



TREND 2

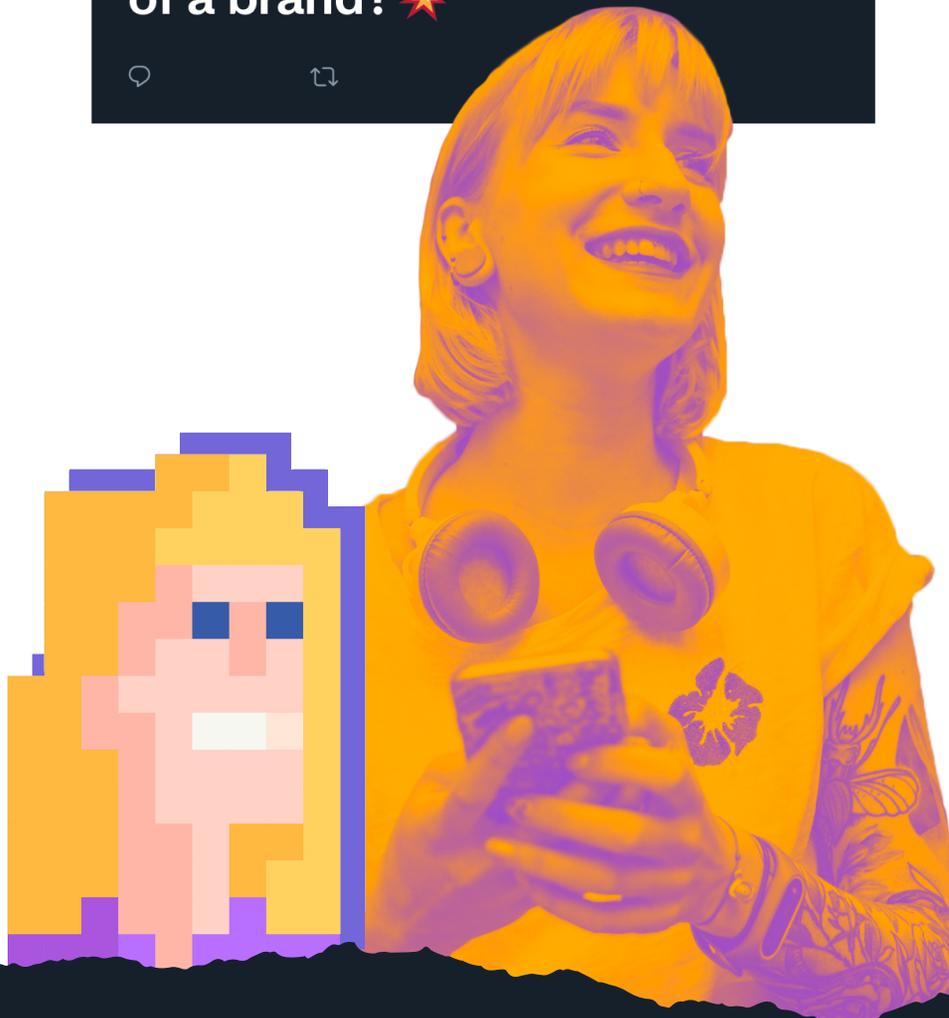
Fan-Built Worlds

Digital communities call the shots.

The tables have turned. Fans no longer just follow, they're calling the shots, while making the rules, and creating worlds they want to be part of.

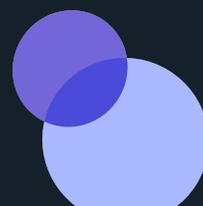
With a 51% decrease in the use of the term "stanning," this is an epic shift in power. In thousands of niche communities on Twitter, fans are building and creating — collaborating *with* artists and each other.

Even more game-changing? Shared ownership. Fans having a genuine stake in what they've made. And getting paid for it. Let's goooo!



994% year-over-year increase in mentions of "fan tokens"

2X Tweet replies in the fandom space YoY



The Fan-Built Worlds conversation

Fans come to Twitter to talk. And looking at the conversation shows these empowering fandoms are now more purposeful. They're tearing down the wall between idol and fan, for more immersive experiences — while creating art and ideas for themselves and their communities. People are talking about building complex worlds through cosplay, role-playing games, and virtual marketplaces ... leaving the superficial in search of real connection.



What to Watch: Welcome to my (virtual) world

The whispers point to even bigger shifts. And it won't start where you'd expect, but rather in new metaverse worlds like *Decentraland* and *The Sandbox*. Fans are looking to spend their time — and money — in niche virtual destinations with unique avatars, digital fashion drops, and endless expression.

Gaming was first in, music's coming in fast. But look out for "core" aesthetics — entire worlds designed around shared passions like flowers or steampunk. Our basic need for belonging has come full-circle.

TRACK THESE TOPICS:

- Opulous music platform
- Virtual gigs in virtual worlds
- Fan tokens
- Trading in virtual worlds

What's Next: Show me the money

Zooming in, you see fans using their power to create value for themselves and each other. It's still about the tribe, but they're talking about a new era of currency-driven membership, gamified marketplaces, and NFT collabs connecting across fandoms.

They're also lighting up the VR/AR conversation, staking claim in new metaverse communities. Taking their real-world swagger into the virtual.

+320% GROWTH IN TOPICS LIKE

- Passive income
- NFT collaborations
- Fashion & collectibles
- NFT avatars
- Crypto gaming

What this means for you

Whether you've got fans, followers, or customers, this trend of Fan-Built Worlds presents lots of opportunities.

Fans over brands.

Embrace the fact you no longer own your brand ... your fans do. And that's a good thing! Celebrate the people and communities who love you and find new ways to build them up and bring them close.

Support fan spaces.

Respect their spaces and the need to cultivate their culture. Help where you can. And if you see they don't have a place, create one with them. For example, *Friends with Benefits* and crypto marketplaces like ZORA are intersecting with art houses, luxury brands, and music labels, creating new social communities.

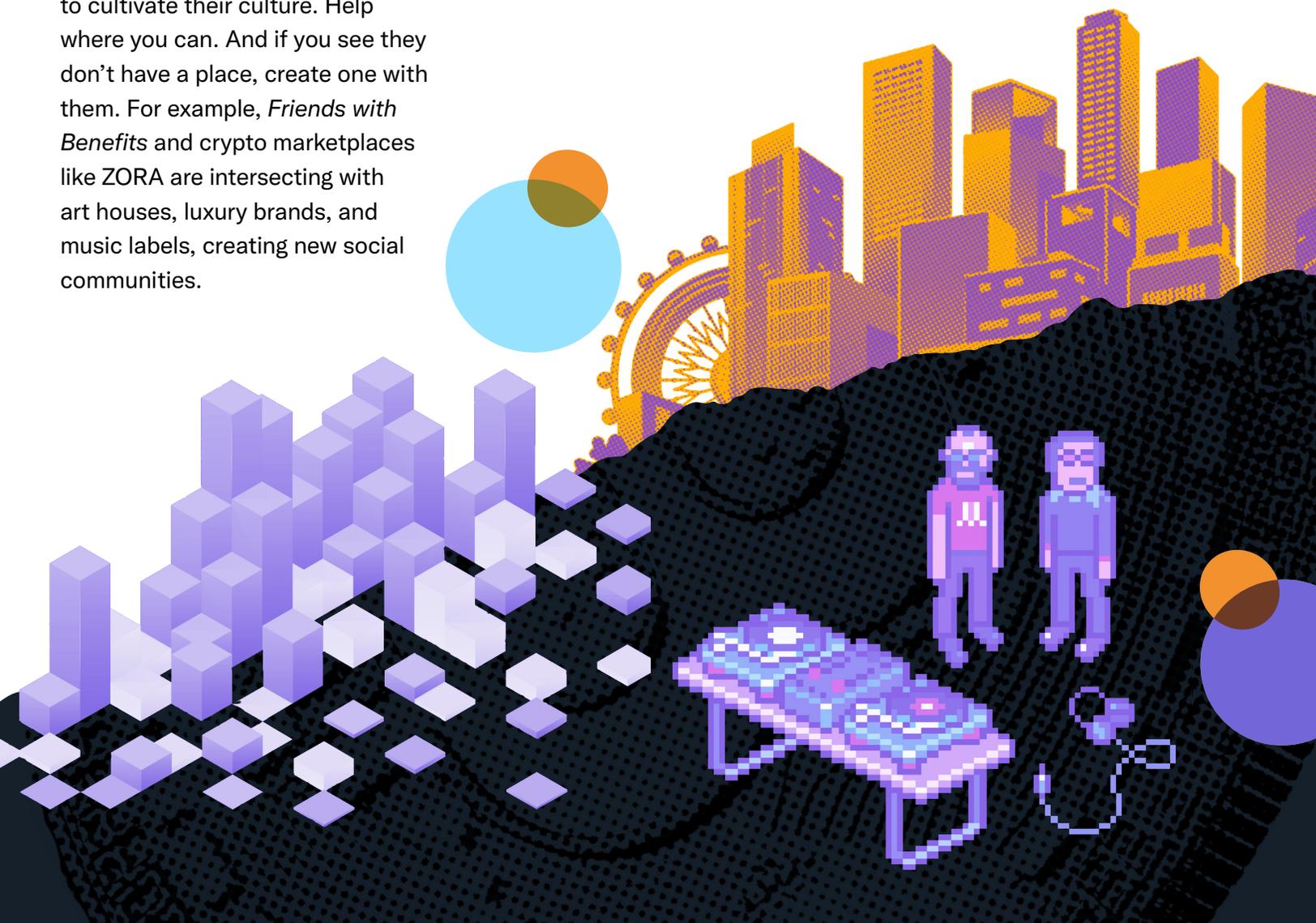
Reward with access in

physical and virtual worlds.

It's not a new idea to treat your best fans special. But now, you have more ways to do it. Learn what your fans love and find virtual ways to surprise and delight. What if you dropped your new product exclusively in their game, with a real-world follow up?

Reimagine your collaborations.

Creators from your own fandom always have more cred with your followers. So, support them with new projects — fan designs, virtual products, and more. If McDonalds can make a meal with the hottest musicians, what is the next big thing?



TREND 3

Finance Goes Social

Investing has entered the chat.

Money matters used to be closely held secrets of the few. But these days, a new crowd's getting in on the action — and having fun.

Communities of experts and everyday people are joining forces, freely sharing knowledge for all to see. With Tweets about finance among non-pro/non-enthusiasts up 78% YoY.

This trend is more than viral stock picks, though. The finance conversation has become part entertainment, part gaming, unapologetically social, and more open than ever before. With 75% growth, #FinTwit is driving a new cultural dialogue across Twitter.



Church
@JChurchill83



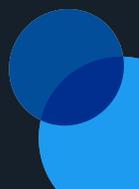
My Mom's crypto portfolio is in the profits this year 😎
My Dad on the other hand doesn't hold any crypto 😐



17X more Tweets about NFTs than WFH in 2021

492%

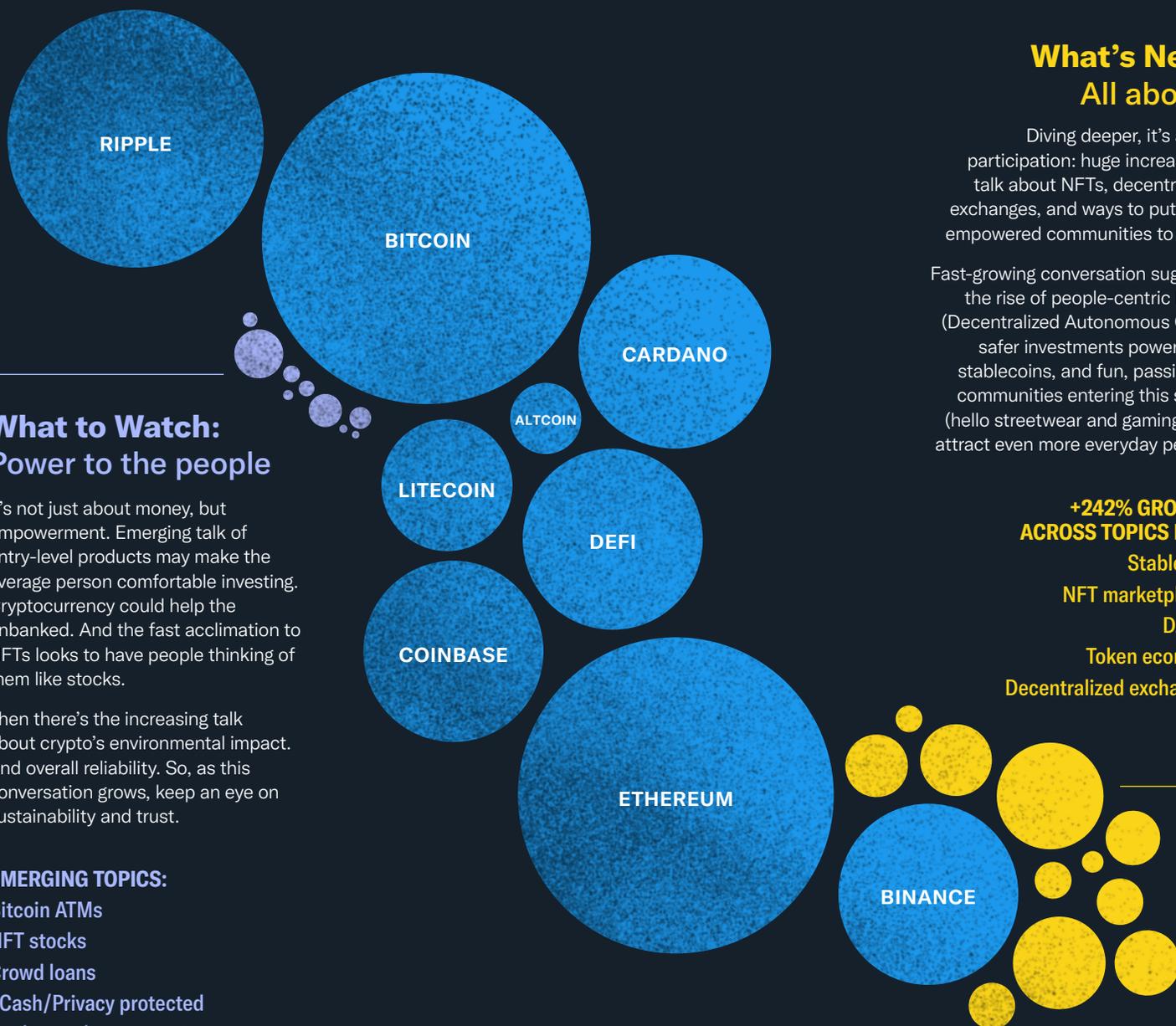
YoY increase in the use of emojis in financial conversations



The Finance Goes Social Conversation

It's no surprise the hottest financial conversation on Twitter is cryptocurrency. From learning the basics to championing Bitcoin and Ethereum, folks want to be part of this new frontier ... but this is just the start.

Talk of #DeFi — decentralized finance — tells us this is part of the larger power-shift away from institutions. And looking closer, we see the next trends already starting to form.



What to Watch: Power to the people

It's not just about money, but empowerment. Emerging talk of entry-level products may make the average person comfortable investing. Cryptocurrency could help the unbanked. And the fast acclimation to NFTs looks to have people thinking of them like stocks.

Then there's the increasing talk about crypto's environmental impact. And overall reliability. So, as this conversation grows, keep an eye on sustainability and trust.

EMERGING TOPICS:

- Bitcoin ATMs
- NFT stocks
- Crowd loans
- ZCash/Privacy protected
- Cypherpunk movement

What's Next: All aboard

Diving deeper, it's about participation: huge increases in talk about NFTs, decentralized exchanges, and ways to put user-empowered communities to work.

Fast-growing conversation suggests the rise of people-centric DAOs (Decentralized Autonomous Orgs), safer investments powered by stablecoins, and fun, passionate communities entering this space (hello streetwear and gaming!) will attract even more everyday people.

+242% GROWTH ACROSS TOPICS LIKE:

- Stablecoin
- NFT marketplaces
- DApps
- Token economy
- Decentralized exchanges

What this means for you

Finance Goes Social is a big shift with insights and behaviors applying to brands in any category.

Make it fun and accessible.

A historically closed-off, snooze-inducing topic like finance became fun, with the help of open-minded brands. What can you do to make your brand more entertaining, more exciting, and more inclusive than anything in your category?

Be part of your customers' world.

Don't blindly jump on the NFT bandwagon — create something that's meaningful to your community. For example, a sportswear brand didn't just drop a logo NFT, they put their gear on the hottest NFT avatars to connect two passions their fans care about.

Decentralize your launch.

When you're looking to launch something new, look for ways to redistribute power from brand to people. How can you give them ownership and value? Where can they control their experience?



So, how did we do this?

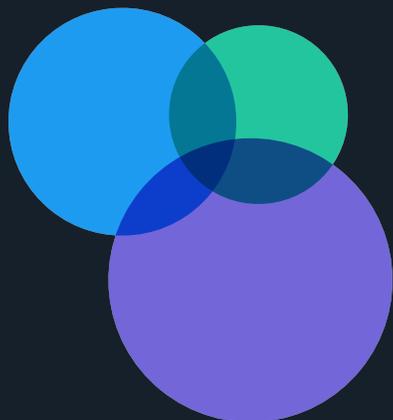
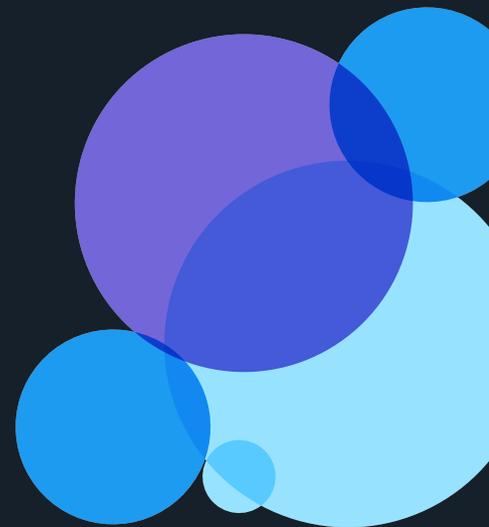
You can learn a lot from the talk on Twitter, but this isn't just about counting Tweets.

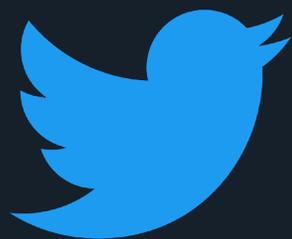
First, we discovered, exploring broadly across Twitter to let themes surface.

Then, we validated, filtering by long-term YoY growth, to find the specific topics going somewhere.

Finally, we forecasted, analyzing historical data patterns, recent growth and conversation stability/volatility to predict what will gain traction in the near future.

The result is more than just another trend report — it's what people are actually talking about, revealing the behaviors shaping what's coming. It's all crucial to understand, no matter what business you're in.





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