At-home trends report

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Introduction

Twitter is what's happening and as the world changes, people take to Twitter to voice their concerns, ideas, and beliefs – but most recently, their pastimes. As daily routines were turned upside down and outdoor activities limited, people adapted and found new ways to connect and spend time.

People on Twitter are 15% more likely to inform friends and family about new products and services than non-Twitter users[1]. So we asked Twitter Official Partners to weigh in on 2020 trends and share what people are up to, how brands are staying top of mind, and best practices for thoughtful engagement. In particular, we asked them to dive in the world of food delivery services, self-care, and gaming.

Self-care:
An opportunity for unexpected connections
by Sprout Social

As we adapt to the new normal of working from and staying at home, balance and self-care have become increasingly important. Conversations about these topics are thriving on Twitter as people discuss their latest self-care ideas and share their challenges: In the last 30 days, there have been more than 257,000 unique Tweets about self-care, generating more than 2.7B potential impressions.

And marketers are listening. While wellness companies naturally fit into these conversations, brands across industries are delivering creative campaigns and meaningful content that offers guidance, encouragement and community. Here's what marketers can learn from four top brands that are showing there's more to self-care than a face mask.

Find meaningful ways to collaborate and educate

Meditation is a top trend within the self-care conversation, with average daily mentions increasing 91% since January. While InStyle and Sesame Street might seem like an odd couple, the two brands teamed up to speak to this trend in a meaningful way and engage their shared audience: parents.

Sesame Workshop, the nonprofit behind Sesame Street, launched their Caring for Each Other initiative, which offers free videos, activities and more to help people of all ages navigate their "for-now" normal. With Grover as the face, the cute campaign delivers a dose of positivity and offers self-care resources for InStyle and Sesame Street's shared audience to enjoy.
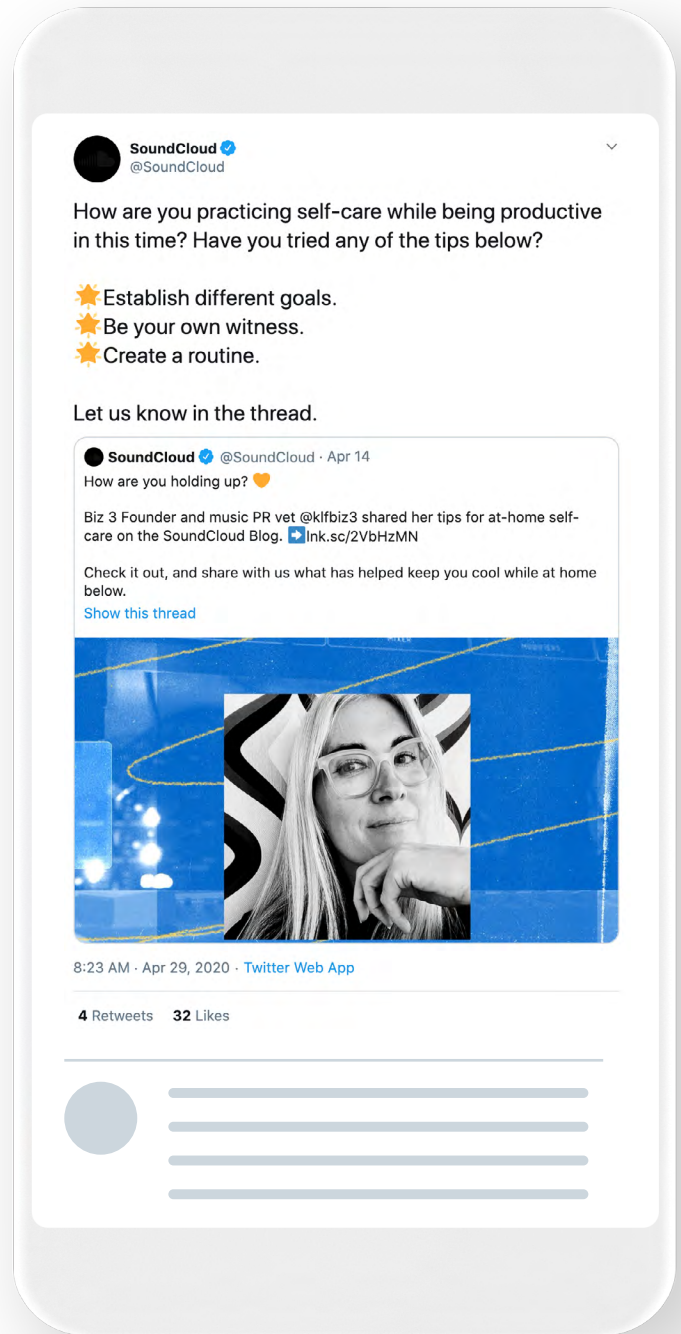

Sesame Street ✔
@sesamestreet

Sesame Street's self-care expert @Grover is here with his top five tips for staying healthy! From exercise to meditation, he's walking us through the best ways to check in with ourselves during these uncertain times. Watch now on @InStyle!

Why Does Grover From Sesame Street Have a Better Self-Care Routine T...
Sesame Street is offering tips for kids and adults alike to navigate the "for now normal" — and Grover's definitely got it down.
🔗 instyle.com

12:05 PM · Apr 30, 2020 · Twitter Web App

Elevate real people's stories to spark authentic connections

People love getting a behind-the-scenes look at someone else's daily routine, and self-care is no different. Mentions of self-care routines and practices have nearly doubled since January.

SoundCloud partnered with Biz 3 founder and CEO Kathryn Frazier to join that conversation. This partnership also kicked off the music platform's "Expert Advice" column, which amplifies advice from music industry experts.

Frazier runs one of the most prominent music PR firms in the United States, works with A-list artists and knows firsthand that fame does not always equal fulfillment. Her experience coaching artists to achieve their best gives SoundCloud's massive community of creators a reason to trust her advice and gives a human face to a valuable discussion.

SoundCloud ✔
@SoundCloud

How are you practicing self-care while being productive in this time? Have you tried any of the tips below?

🌟 Establish different goals.
🌟 Be your own witness.
🌟 Create a routine.

Let us know in the thread.

SoundCloud ✔ @SoundCloud · Apr 14
How are you holding up? 🧡

Biz 3 Founder and music PR vet @klfbiz3 shared her tips for at-home self-care on the SoundCloud Blog. ➡️lnk.sc/2VbHzMN

Check it out, and share with us what has helped keep you cool while at home below.

Show this thread

8:23 AM · Apr 29, 2020 · Twitter Web App

4 Retweets   32 Likes
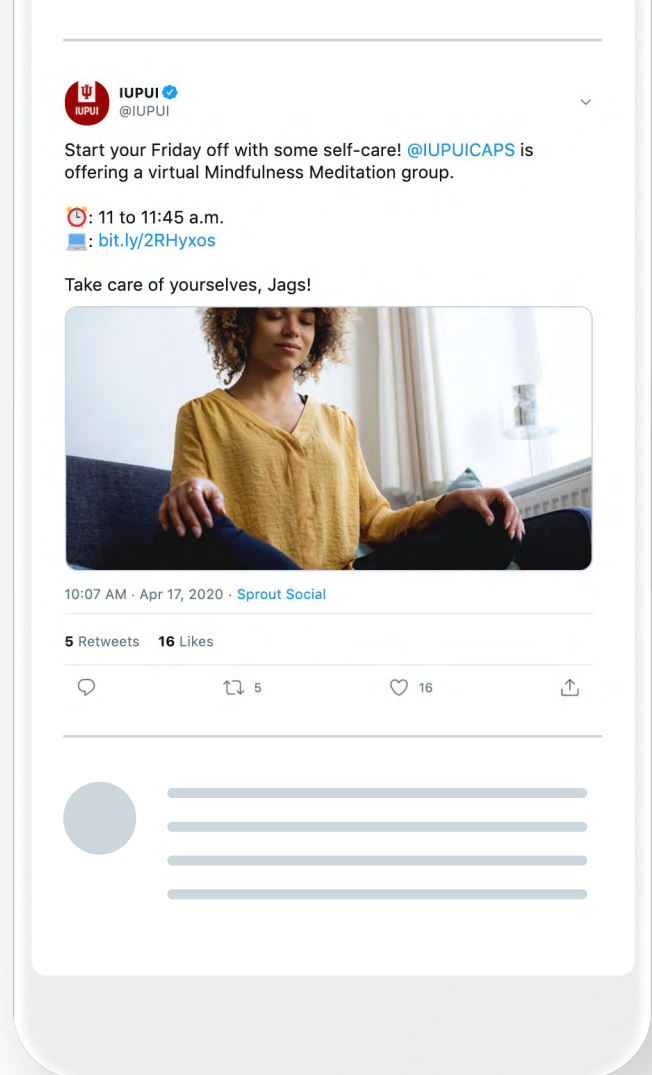
Support your community in digital spaces

Indiana University-Purdue University Indianapolis (IUPUI) consistently embraces its student community on Twitter, Retweeting student-generated content, recognizing accomplishments and celebrating special moments. Once students headed home for the school year, IU tapped into the rising interest in self-care and mindfulness—average daily mentions of which have increased 81% this year—to prioritize student well-being and bring people together.

IU took a page from many yoga studios and health clubs and hosted live, virtual wellness events like a Mindfulness Meditation group. The initiative not only created a space to relax and recharge, it further highlighted the university's ongoing commitment to their students' physical and mental health.

Embrace your audience with empathy and humanity

Although they operate in different industries, InStyle, Sesame Street, SoundCloud, and Indiana University have something in common. They each understand their audience's challenges and interests and found their brand's unique opportunity to serve. They've found creative, authentic ways to show their communities, "We're here. We care. We'll help."

Ask yourself, what do your customers need right now? How can you demonstrate you understand what they're going through? And most importantly, what can you offer that will make their lives easier? Not every brand needs to join the self-care conversation, but this trend provides marketers an opportunity to create moments of empathy and humanity when their community needs it most.

Tapping into food delivery and cooking trends on Twitter
by Sprinklr

As dining in becomes the new normal, the conversation around food delivery and cooking on Twitter is increasing around the world. Twitter Official Partner Sprinklr analyzed the conversation around food delivery services and cooking on Twitter from January 1st through April 30th, 2020 to discover the biggest trends, delicious developments in this space, and how brands are staying top of mind.
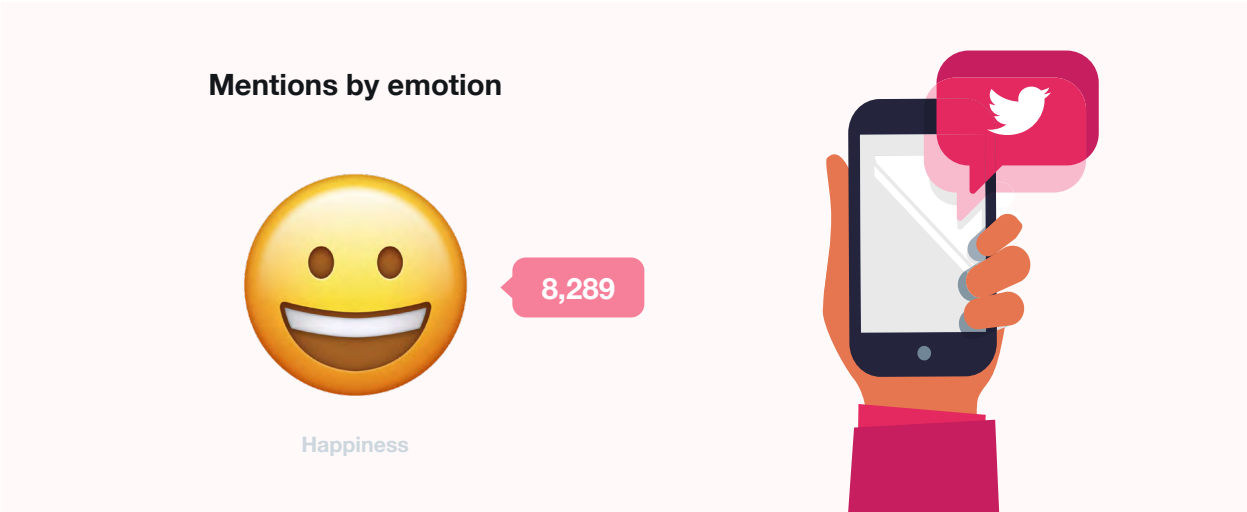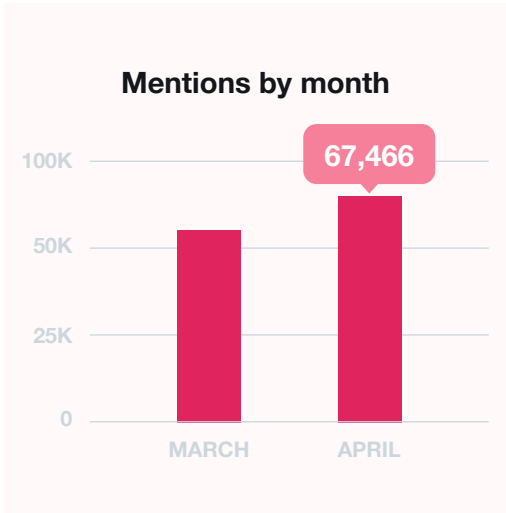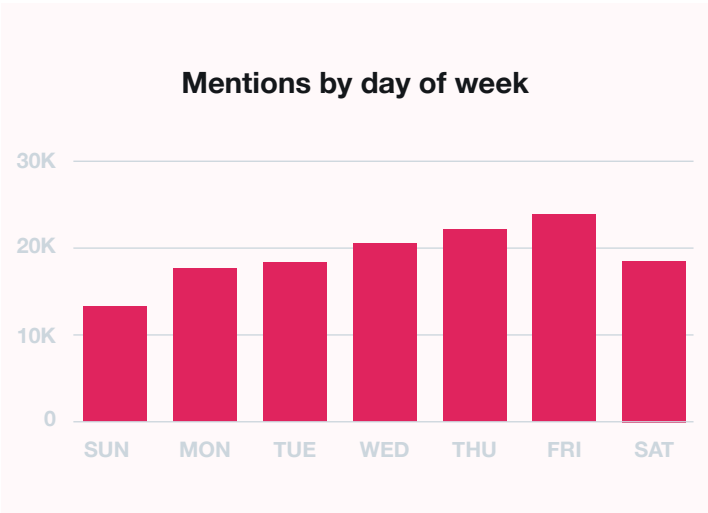
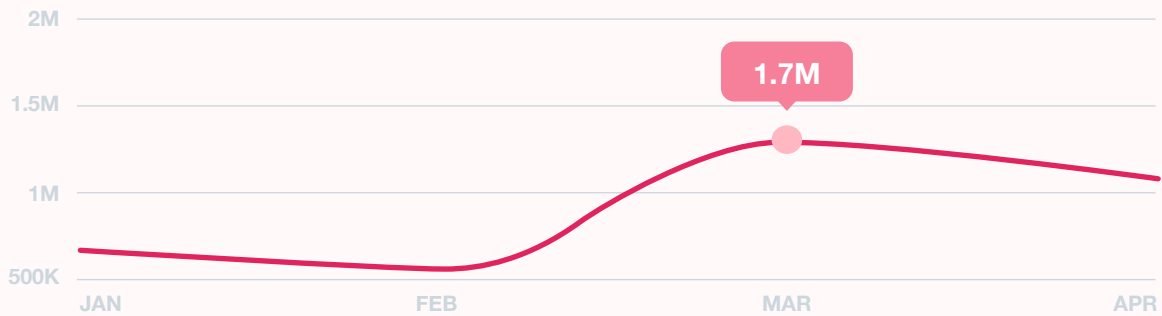# Food delivery: Beer, burgers and bingo

Restaurant owners are cooking up generous portions of creativity to drive business, developing new experiences such as delivery cocktail kits and virtual bingo. Sprinklr found that the conversation about delivery cocktails boomed in April and early May on Twitter, with cities around the world – from London to San Francisco to Chicago – discussing beer, wine and cocktails to go.

For example, many brands are now offering wine delivery services or beer delivery in order to maintain sales. Conversation around alcohol delivery spiked in April, with more than 67,000 mentions on Twitter. Throughout the week in March and April, mentions of alcohol delivery increased with most happening on Thursday and Friday.

Mentions by day of week

Mentions by month

67,466

Mentions by emotion

8,289

Happiness

Many restaurants are offering taco and cocktail kits to go – taco-bout convenient! The most popular emotion expressed when discussing food delivery services and apps from April 5th to May 4th 2020 was happiness.
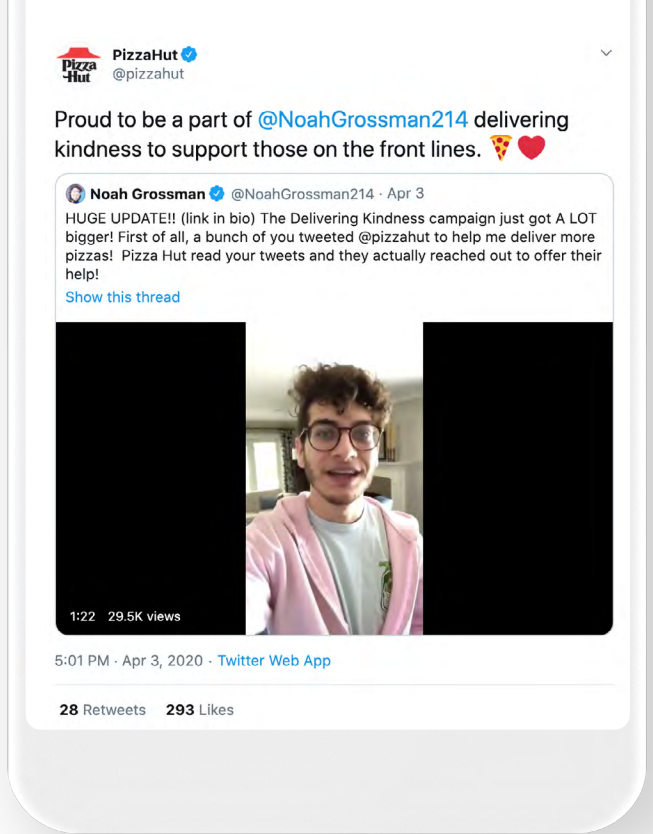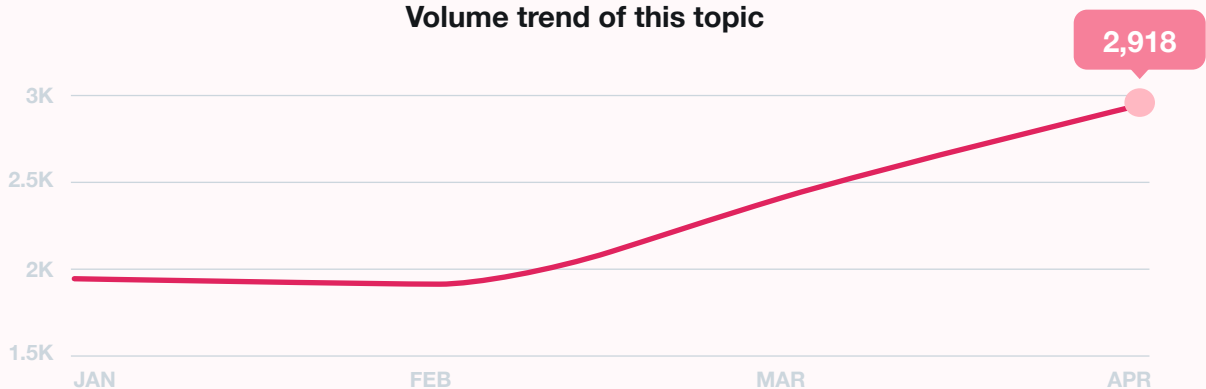
Volume trend of this topic

Businesses pivoted from physical events to digital content and live online experiences. Some of the activities that made people happy were supporting local businesses through activities like bingo. For example, in Atlanta, an online bingo game offers a chance to win prizes when people order takeout and delivery from five area restaurants. Mentions of bingo on Twitter spiked from 644,000 mentions in February to 1.7 million mentions in March!

Eater Atlanta ✔
@EaterAtlanta

A new online bingo game challenges Atlantans to order takeout and delivery from five area restaurants for a chance to win prizes atlanta.eater.com/2020/3/30/2119
...

ATLANTA FOOD BINGO
CARD 3

BUFORD HIGHWAY & CHAMBLEE   @ATLFODOBINGO
MARCH 30TH - APRIL 13TH

DON QUIXOTE	SWEET HUT	SUSHI HAYAKAWA	MAN CHUN HONG	HAVANA SANDWICH SHOP
MONTERREY	GU'S KITCHEN	DISH KOREAN	WHITE WINDMILL	HAE WOON DAE
MANGO MANGO	MING'S BBQ	SWIPE RIGHT FOR RULES	SOKONGDONG	YOKOHAMA SUSHI
SNACKBOXE BISTRO	NORTHERN CHINA EATERY	SUPERMERCADO CHICAGO	MAMAK VEGAN	TAQUERIA DEL SOL
LEE'S BAKERY	CHONG QING HOT POT	HAN IL KWAN	BBQ CORNER 2	FOOD TERMINAL

8:14 AM · Mar 30, 2020 · Vox Media

4 Retweets   10 Likes

People around the world on Twitter were talking about delivery services for a range of different foods, but Sprinklr's analysis found that one of the most used emojis in Tweets was the burger, ahead of pizza and tacos. However, "pizza" and #pizza mentions for delivery services increased dramatically – from 1,919 mentions in January to 2,918 mentions in April. Brands who stay in tune with customers will find appropriate moments to engage. Pizza Hut responded to outreach on Twitter asking for support of a pizza match program to help raise more money. All of the proceeds go to delivering pizzas to the homeless and front line workers.

Volume trend of this topic

2,918

Cooking at home: Bread, chicken and dalgona coffee

Baking and at-home cooking conversations on Twitter over the past few months have highlighted trends around bread making, dinner recipes and whipped coffee. In only 30 days – from April 4th through May 4th – Sprinklr discovered more than 580,000 mentions of cooking from home-related discussions on Twitter.

Bread, cake and pie were the three most popular trending terms in the "baking" theme. Mentions of "baking bread" or #breadmaking or "homemade bread" on Twitter are on the rise (pun intended) and went from 8,645 mentions in January to a whopping 92,996 mentions in April. What was the most popular form of bread? Sourdough by far – apparently people can't stop talking about their sourdough starter. There even was a shortage in yeast as a result of the high volume of breadmaking.

Volume trend of this topic

Many brands are joining in on the at-home cooking trend surrounding celebrations and holidays like #TacoTuesday and #CincoDeMayo. People are increasingly turning to Twitter for information, inspiration and levity.

Eight in ten Twitter users agree brands should use their position to effect positive change in society and should be communicating through purpose-led campaigns[2].

For dinner, Sprinklr found that people are keeping it simple when cooking from home – chicken is the most discussed food, followed by spaghetti, tacos and pizza. Surprisingly, the most common emoji to describe a home cooked dinner on Twitter was none of the most popular foods – it was fire .

And of course, no food analysis on Twitter is complete without a mention of dalgona coffee – the whipped coffee, sugar and milk drink that is going viral. The drink originated in South Korea and is named after a sweet street candy. Sprinklr found more than 1 million mentions of "dalgona coffee" or #DalgonaCoffee from January through April, with mentions going from only 21 in February to 572,000 in April! Brands are connecting with Twitter's influential audience to connect with what's happening and maintain relevance in brand safe ways.
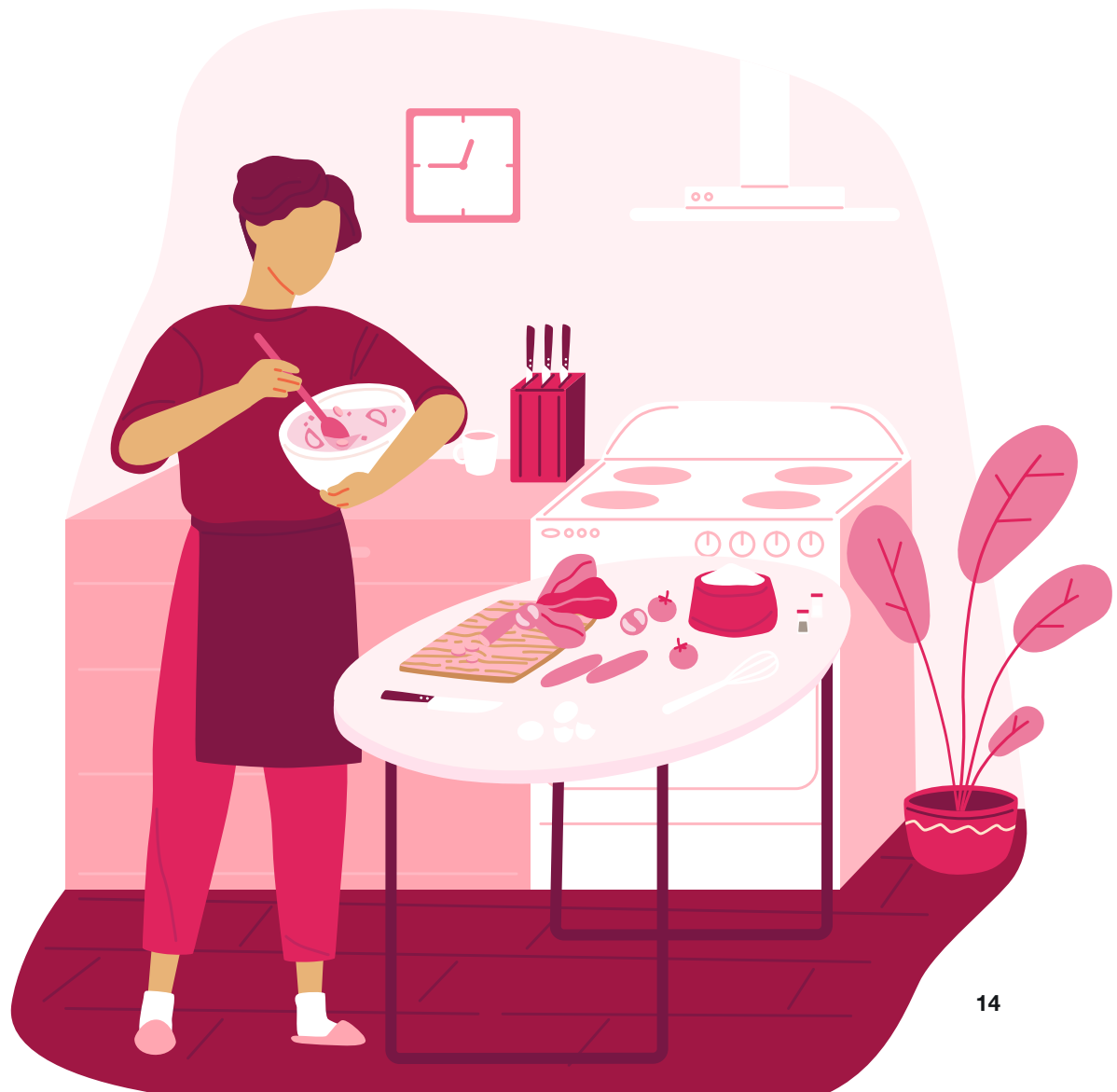
1M+
mentions
of dalgona coffee from January - April

Conclusion

Social isolation during quarantine can be difficult for many, but if there's one silver lining, it's the increase of delicious recipes and creative, local restaurant support being shared on Twitter. In times of uncertainty, cooking and sharing food with others on Twitter is bringing many people a feeling of happiness – the top emotion Sprinklr found from Tweets in both the "cooking at home" and "food delivery" analysis. So, the increased mention of dalgona coffee may seem insignificant at first glance, but it's highlighting a powerful way that people are using Twitter to stay connected and the opportunity for brands to join the conversation.
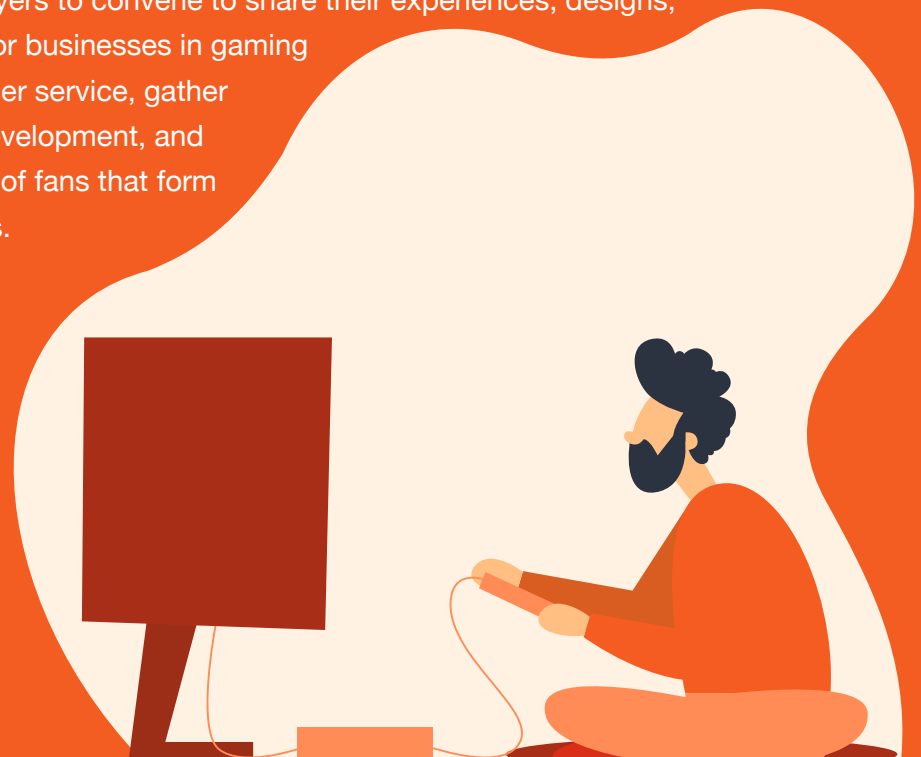
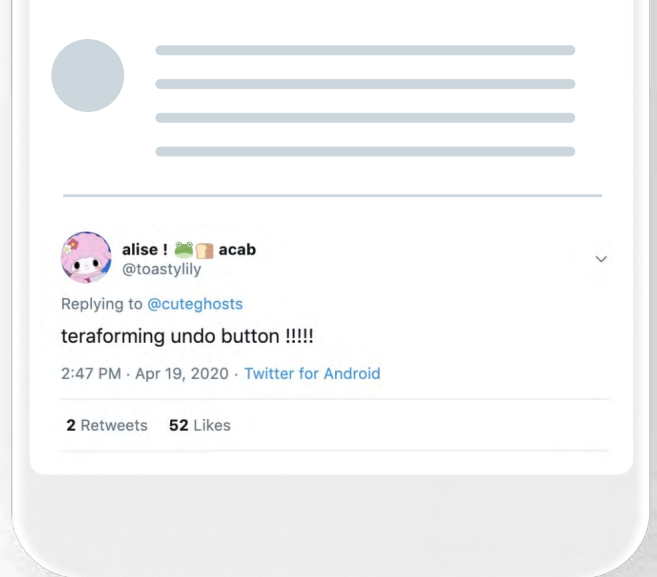# Social simulation games having a huge moment on Twitter by Brandwatch

Gaming is an important pastime for many, and it increasingly serves new purposes beyond entertainment. However, the games wouldn't be the same without the communities they create outside of the gaming arena.

Twitter is a place for players to convene to share their experiences, designs, and stories, as well as for businesses in gaming to carry out vital customer service, gather feedback for product development, and engage with the groups of fans that form around particular games.
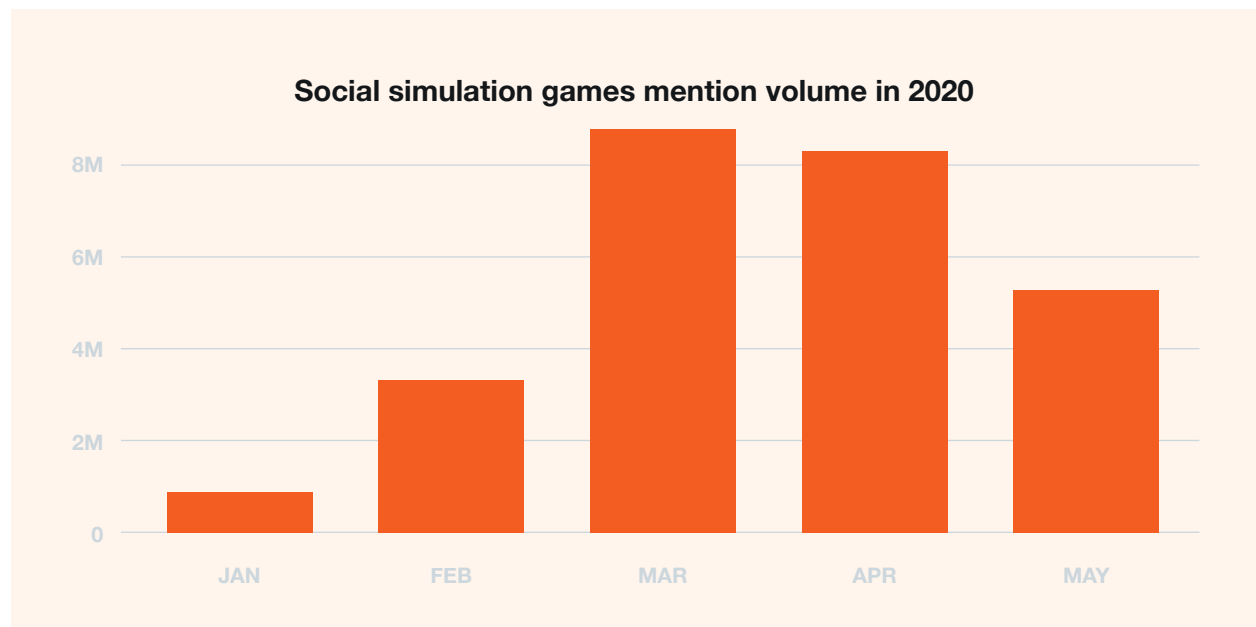
alise ! 🐸🍞 acab
@toastylily

Replying to @cuteghosts

teraforming undo button !!!!!

2:47 PM · Apr 19, 2020 · Twitter for Android

2 Retweets 52 Likes

In 2019, there were 1.9 billion Tweets about gaming, an increase of 20%[3] year over year. And 61% of gamers on Twitter are hardcore to moderate gamers, so you can expect the conversation to be rich and deep with insight[4].

Social simulation games are those that explore interactions between virtual personalities, and so far they've had a huge year on Twitter – 2020 has already been packed with big launches and significant milestones, and the fact that many people are spending more time at home has given the games a big boost.

Here's a chart showing mentions around popular social simulation games on Twitter so far in 2020 – the conversation is high, especially during March, April and May.

Social simulation games mention volume in 2020

Why are social simulation games having such a big impact right now? To find out, Brandwatch dived into conversations about them on Twitter[5].

Escaping reality

For many, social simulation games are an excellent form of escape and consumers are spending a huge amount of time within them. Looking at conversations around popular social simulation games so far in 2020, 450k Tweets were found referring to how many hours people spent playing the game.

Self-expression

Self-expression is another big reason why people spend time in these games. Players and brands create custom artwork or clothing within the game and share with fellow fans online. For example, @TwitterGaming created custom Tees for players to download and dress their avatars in.

The crossover between fashion and gaming is nothing new, with designers joining in to create pop up stores within games or real life collaborations with fashion designers inspired by The Sims.

Brands are also testing new ways to connect with fans of the game by moving their physical collections to virtual worlds. @GettyMuseum made their collection of artwork available for users to download and bring fine works of art to their virtual homes. Social simulation games democratize the art world – anyone can own (or even create) famous works so money and access are no longer restrictions.

nic
@nooksnic

🌺 ROSALIA ISLE THREAD 🌺

After 465 hours of game play my island is finally COMPLETE!! I'm making a little thread to showcase my lovely island and to keep the memory of it after I start over ✨

I hope you all enjoy looking at my island as much as I enjoyed making it!❤️

4:18 PM · May 30, 2020 · Twitter for iPhone

112 Retweets   679 Likes

Pinned Tweet
Twitter Gaming @ home ✔
@TwitterGaming

Dear Islander,

Here, these are for you.

💙 Twitter Gaming

PS - Tag us in your screenshots!

Twitter Bird Tee 1
Short-sleeve tee
MO-1630-FF4P-G7QJ

Twitter RT Tee 1
Short-sleeve tee
MO-HKS8-TSLD-TG1G

Twitter Bird Tee 2

Twitter RT Tee 2

1:00 PM · Apr 15, 2020 · Twitter Web App

2.1K Retweets   10.5K Likes

Virtual connection

Social simulation games offer the opportunity for escapism, taking place on desert islands and in fictional lives. People talk on Twitter about skills and techniques in games by showing off creations, lamenting failures, or sharing strategies for building new experiences.

Many people are using these games as a means of playing out more serious, 'IRL' events. For example, people are hosting personal gatherings that have had to be canceled because of stay at home measures within the games. Some have thrown virtual weddings, graduation celebrations, support groups, online dating and birthday parties, to share special moments with their friends. It's a resourceful solution, allowing players to live vicariously through their avatars.
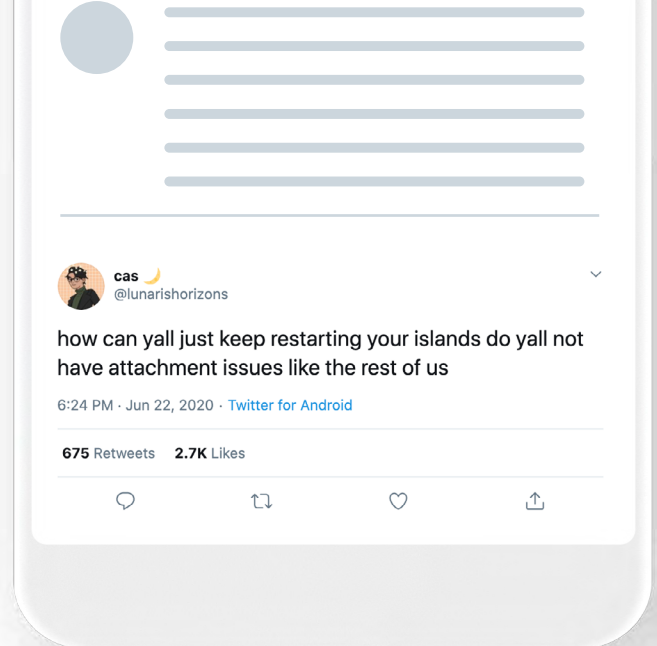
Finding new ways to connect is a challenge for both people and brands alike, but immersive games that are highly customizable allow everyone to get creative. A tech conference was held inside a social simulation game, and participants could follow along via Zoom conferencing.

It's great when brands can authentically connect with trends and be playful, however the timing, context, and content has to make sense. What's important is sensitivity, particularly during hard times.

Creativity, sharing, and serving the gaming community

Social simulation or sandbox games are fundamentally based on giving players space to create. From building out virtual communities to creating homes and lives for Sim people, there's a lot to do – and they really lend themselves to what players want in 2020.

Brands can become a part of this creative process and should do so authentically and in the spirit of the game. Building relationships with fans now can help build retention in the long term and attract new business when increased spending habits return. By understanding what players love, want, and need, brands can deliver amazing customer experiences and retain their valued player communities.

cas
@lunarishorizons

how can yall just keep restarting your islands do yall not have attachment issues like the rest of us

6:24 PM · Jun 22, 2020 · Twitter for Android

675 Retweets   2.7K Likes

Summary

In changing times, it's critical for brands to keep a pulse on what's happening. Analysis from Twitter partners is key for helping brands adjust media and creative plans, find appropriate ways to engage or provide customer support, and continue to communicate their brand purpose.

Top takeaways:

01. The last 30 days have generated more than 2.7B impressions on the topic of self-care. This brings an opportunity for brands to create moments of empathy and humanity when the world needs it the most.

02. Social isolation during quarantine can be difficult, but if there's one silver lining, it's the increase of delicious recipes and creative, local restaurant support being shared on Twitter.

03. Gaming continues to be a sweeping trend that was further amplified by the pandemic. Sensitivity, particularly in hard times is important for brands who want to join the conversation. While it's great for brands to be playful, the timing, context, and content have to be authentic and genuine connections.

To learn more about Sprinklr, Sprout Social, and Brandwatch, head to partners.twitter.com

Official Partner

About the Twitter Official Partner Program

Twitter Official Partners are an elite group of vetted companies that help brands get more from Twitter. Twitter partners help brands make well-informed decisions, study past behaviors to predict future trends, and engage with their most valuable audiences on Twitter.

@OfficialPartner

Follow us for partner news, announcements, and latest trends in Twitter data.

Looking for help?

Email datahelp@twitter.com to get in touch with our dedicated Brand Development team for a consultation to learn more on how to get the most insight and value from Twitter data based on your specific needs and use cases.