



The Conversation: Twitter Trends in Canada

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 tell us what's on people's minds
and how brands can stay ahead
of what's happening.

96%

**Correlation between a
brand's cultural
relevance and its
purchase intent***



Billions of Tweets. Limitless insights.

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 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.



The evolving conversations you need to stay ahead of what's happening

Well-being

Prioritizing self-care for ourselves & each other

Mind Matters
Whole-body Health
Communities of Care



Creator Culture

More making in the hands of many

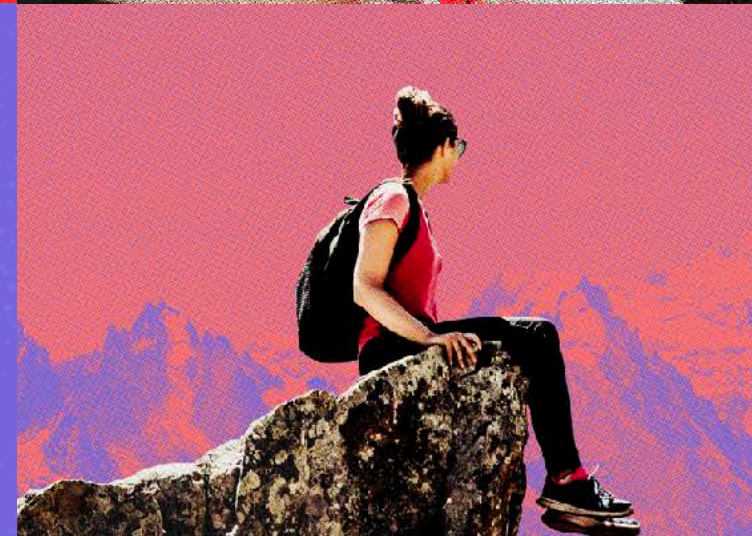
Career Creators
Aspiring Makers
Conversational Entertainment



Everyday Wonder

Fascination with all that's around us

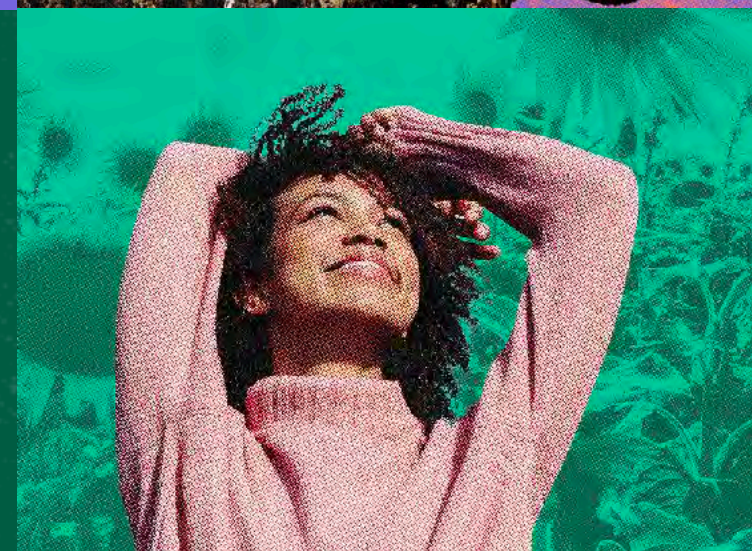
DIY Spirituality
Imaginative Escapism
Infinite Horizons



Our Planet

Driving towards a sustainable future

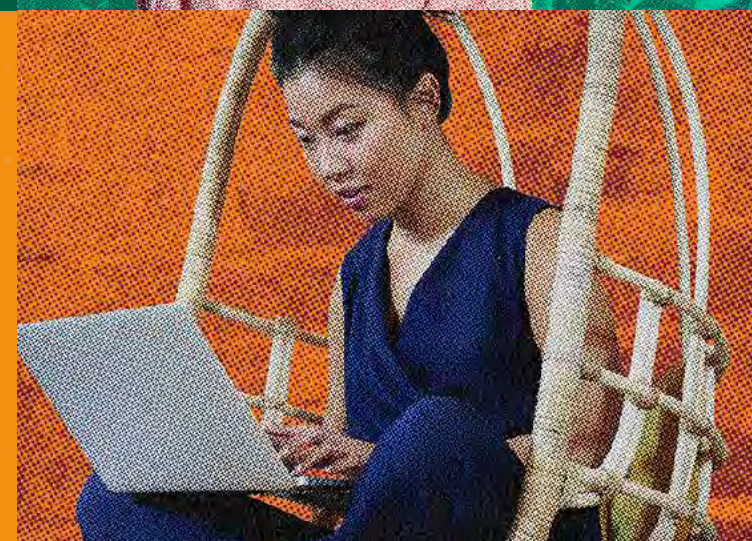
Sustainable Self
Clean Corporations
Next to Nature



Tech Life

Inspiring a better-connected life

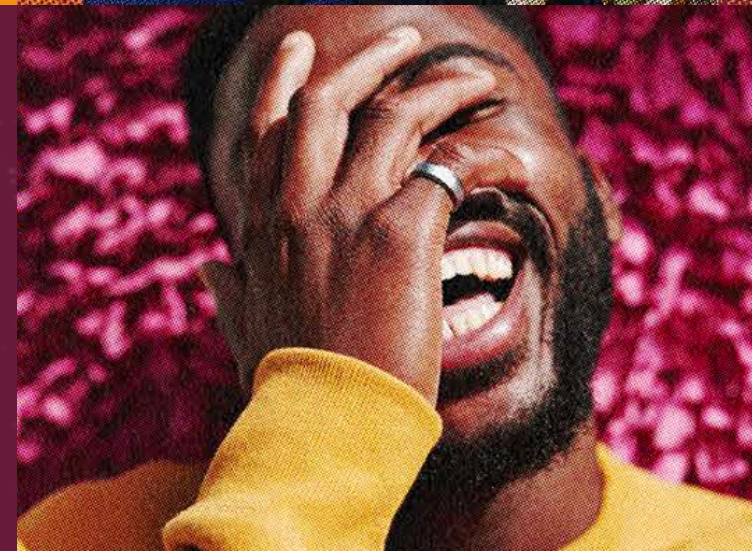
Smarter Living
Tech for Good
Tech Angst



My Identity

Empowering a true expression of self

Fan Power
Represent Me
Ethics in Action

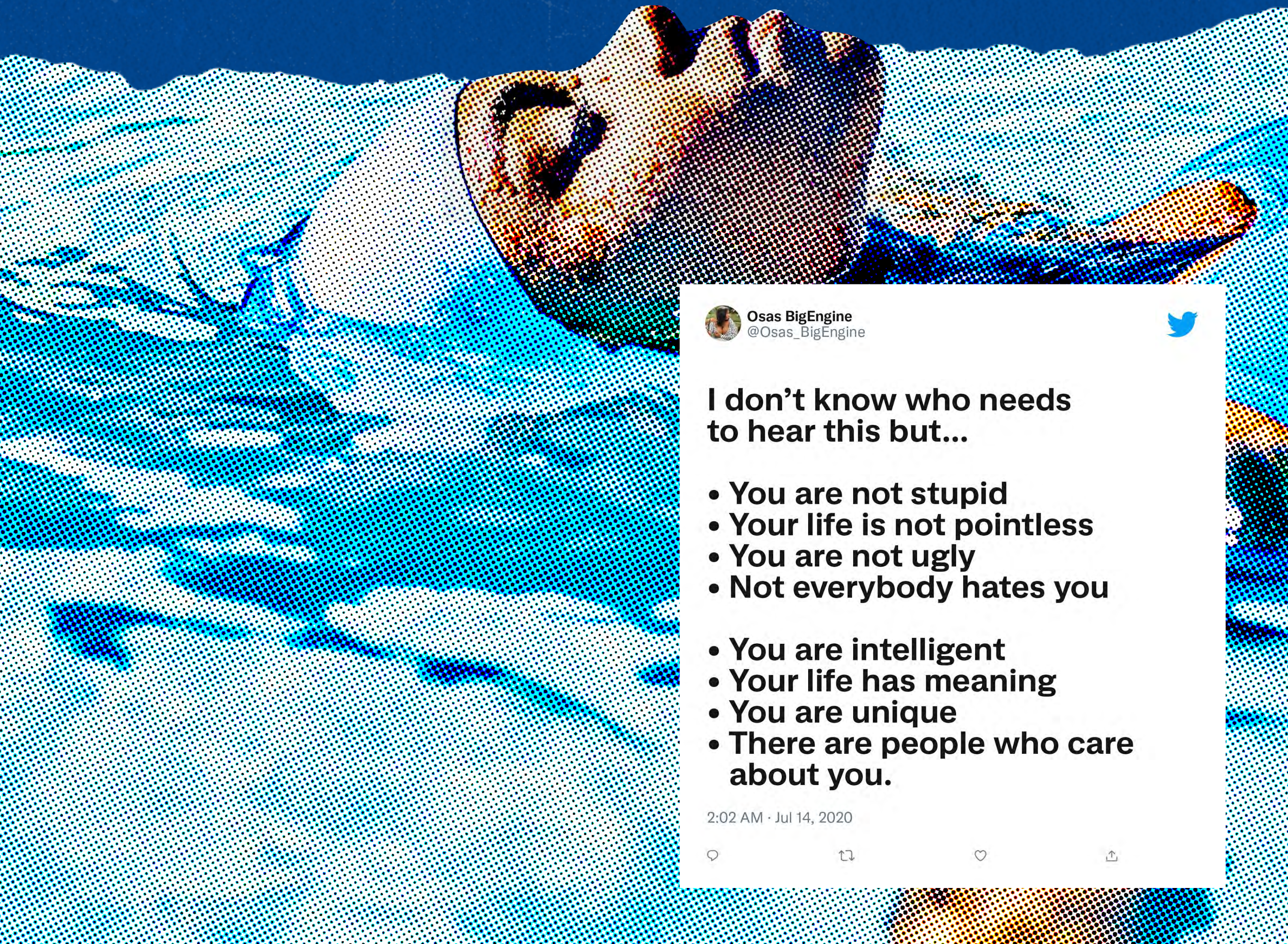




Well-being

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 well-being actually looks like day-to-day.



Osas BigEngine
@Osas_BigEngine



I don't know who needs to hear this but...

- You are not stupid
- Your life is not pointless
- You are not ugly
- Not everybody hates you

- You are intelligent
- Your life has meaning
- You are unique
- There are people who care about you.

2:02 AM · Jul 14, 2020



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 search for happiness is inspiring more honest conversations. Recognizing the need to take care of our mental health has opened up the dialogue around self-esteem and self-love—encouraging people to have frank discussions about their everyday struggles.

+32%

Growth in conversation about mental health, with the pandemic increasing prominence of care in our communities (1)

COVID hits Canada, lockdowns start



#WorldSuicidePreventionDay

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+85%

Growth in conversation about grief (e.g. suicide, dementia) (2)

+21%

Growth in conversation about kindness (2)

Conversations shaping Mind Matters:

1. Proactive mental health

Self-love is moving past a “treat yo’self” solution and into preventative mental wellness. Canadians are spending time, resources and energy on what brings them joy, relaxation and good health.

2. Grief & anxiety

The conversation around grief, anxiety and topics like depression, suicide prevention and dementia is changing. Honest and raw dialogue is giving people the courage to ask for help as they navigate a path towards management and self-improvement.

3. Therapy & assisted healing

Canadians are looking for outside help to resolve trauma, problems or simply to improve overall quality of life. Therapy is expanding beyond the traditional, including new age spirituality treatments and the emerging world of psychedelics.

4. Meditation & mindfulness

As the world becomes more chaotic and complex, Canadians are looking inward for peace through daily mindfulness, meditation and gratitude.

5. Body image & kindness

We’ve seen a rise in body image as a cause of self-esteem and mental health issues. At the same time, we’ve also seen kindness become a vital part of the conversation and the solution. #BeKindAlways

6. End the stigma

Breaking the mental health taboo has been amplified through #BellLetsTalk, #KidsHelpPhone and other important mental health causes. This is sparking conversation about changing perceptions and reducing stigma.



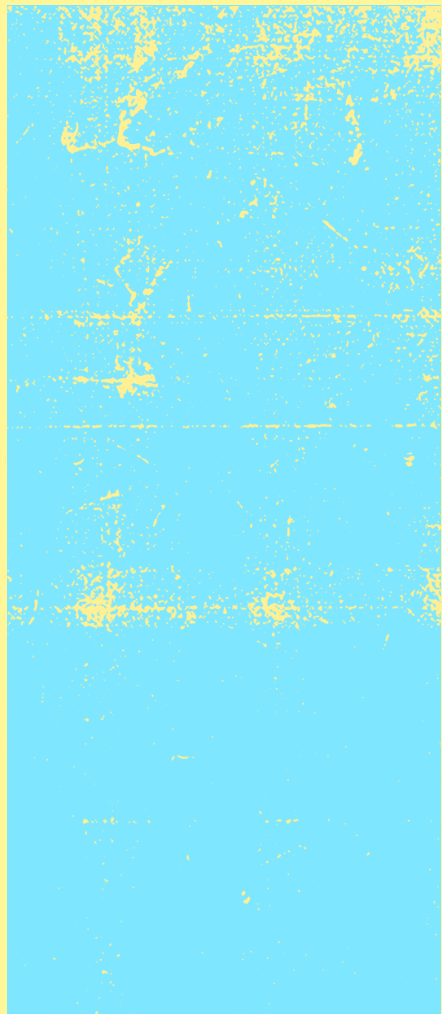
Whole-body Health

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, focus on a healthier mind-body connection has created a community for discovery, sharing, and positivity.

+27%

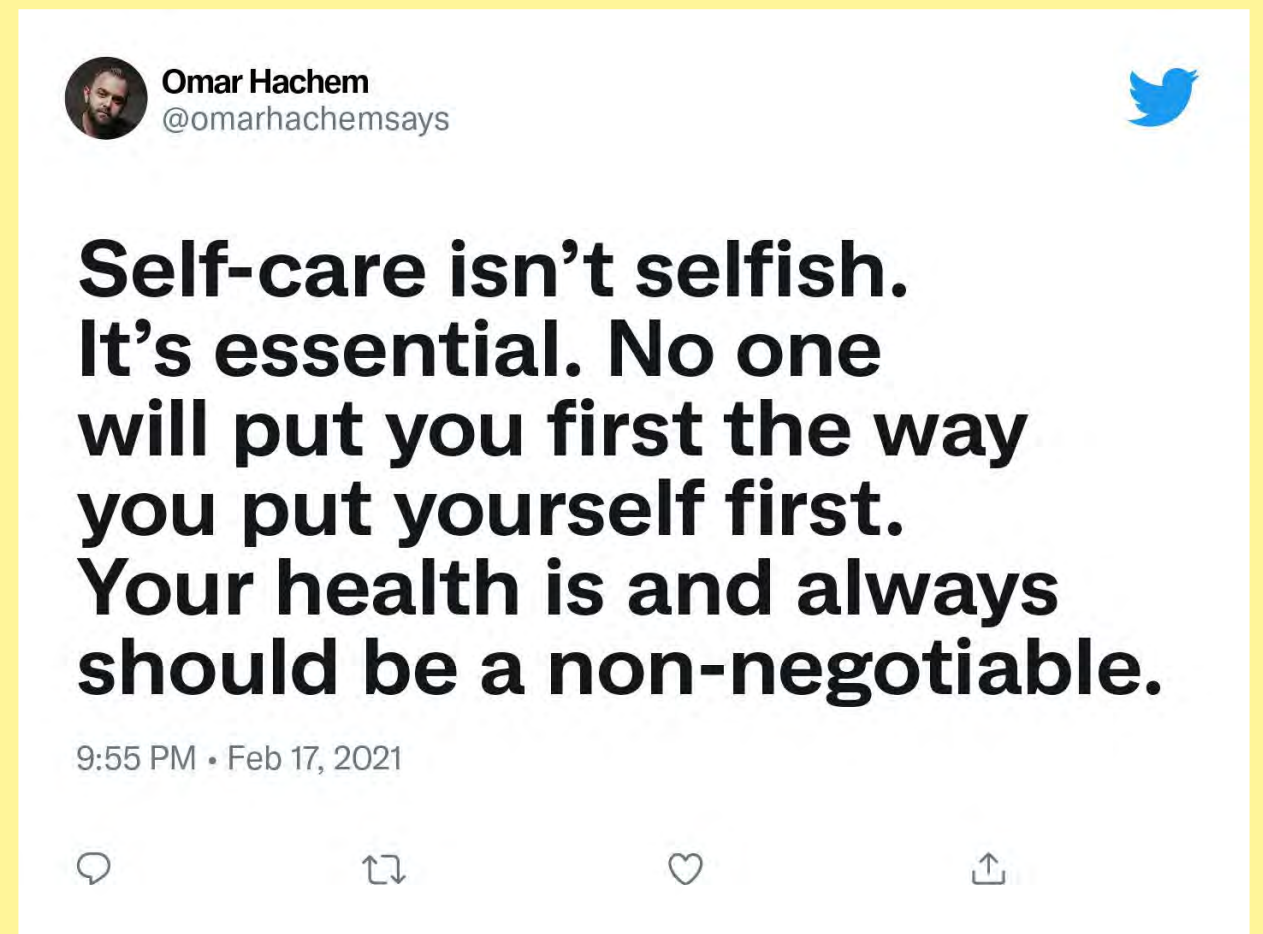
Growth in conversation about wellness, accelerated as people think about their health and fitness in relation to COVID-19 ⁽¹⁾



2019



2020



-11%

Decline in conversation about aesthetic-related fitness hashtags ⁽²⁾

+53%

Growth in conversation about psychedelics for health ⁽²⁾

Conversations shaping Whole-body Health:

1. Exercise as medicine

Canadians have put more focus on exercise in an effort to stay healthy, especially with its ability to improve our concentration and memory.

2. Medical cannabis for all

Universally acknowledged for its mental and physical health benefits, cannabis has become much more integrated into life as we know it.

3. Psychedelics & micro-dosing

The conversation around psychedelics is evolving in Canada, especially related to the positive impacts it has on emotional health. This has been helped by Canada's legal leniency and the growing grey market for psychoactive substances, particularly psilocybin mushrooms.

4. Plant-based diet

Canadians are making more conscious decisions for their planet and their bodies. With more scrutiny around its sustainability, the meat industry continues to see people shift toward a plant-based diet.

5. Gut health & Whole-body diet

As the saying goes, you are what you eat. Greater consideration is being placed on gut health in particular and its contribution to our physical and mental well-being.

6. Health data

With more data and tracking products/apps available, the conversation around behaviour and its impact on our health is growing. We're exploring different approaches to health now that we're able to measure their effects, see what's working, and adapt.



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 is. From better healthcare and more accessible technology, to simply lending a ear, the need for strong community support has inspired more people to speak up.

+138%

Growth in conversation, in prominence of care in our communities. (1)

Peak driven by the pandemic and the rise in conversations about health in relation to COVID-19

+46%

Growth in conversation about equal right to health care (2)

+185%

Growth in conversation about gratitude to frontline workers (2)

Dec 2018

Sep 2019

Jun 2020

Nov 2020



Conversations shaping Communities of Care:

1. Health heroes

Rooted in a deep sense of appreciation and gratitude, the celebration of selflessness and sacrifice has led to more conversation on the role of health workers.

2. Universal health care

When looking at how other nations have responded to the pandemic, Canadians are feeling proud and grateful for our health system and the actions our government has taken to protect us.

3. Taking care of each other

With conversation around improved public health and hygiene emerged a great ask: consideration and care for others. In uncertain times, we all want to feel supported and to trust others.

4. Community in isolation

Community and social connection have never been more important as we remain physically distanced. We've seen social initiatives at an all-time high, along with a rise in city pride, neighbourhood camaraderie and support for local businesses.

5. Post-COVID politics

COVID-19 has allowed us to reflect and think about the world we want coming out of it. People are thinking about how to improve the environment and our community.

6. Health tech & tele-health

Innovations including the use of robotics, AI, mixed reality and DNA profiling are being talked about more in health care. Meanwhile, existing technologies like tele-health have taken on an essential role in people's lives.



How Brands can act on Well-being

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 by encouraging open, honest dialogue during relevant moments.
- Amplify the voices driving the conversation, lending support through resource sharing and encouragement.
- Tap into allies or specific communities to show how your brand can offer support. Be helpful, be kind but most of all—be real.

Connect

Build relevance by being part of the conversation

National Acts of Kindness Week
 Giving Tuesday
 World Mental Health Day
 World Suicide Prevention Day
 Bell Let's Talk Day
 Earth Day
 Pride Month
 International Women's Day

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

Hashtags

Start a conversation or join in

Mind Matters:

#BellLetsTalk
 #MentalHealth
 #Mindfulness
 #Wellness
 #SelfCare
 #SickNotWeak
 #COVID19
 #Anxiety
 #Depression
 #Dementia

Whole-Body Health:

#Cannabis
 #Fitness
 #Marijuana
 #Exercise
 #Workout
 #CBD
 #Weightloss
 #MyFitnessPal
 #Keto
 #Diet

Communities of Care:

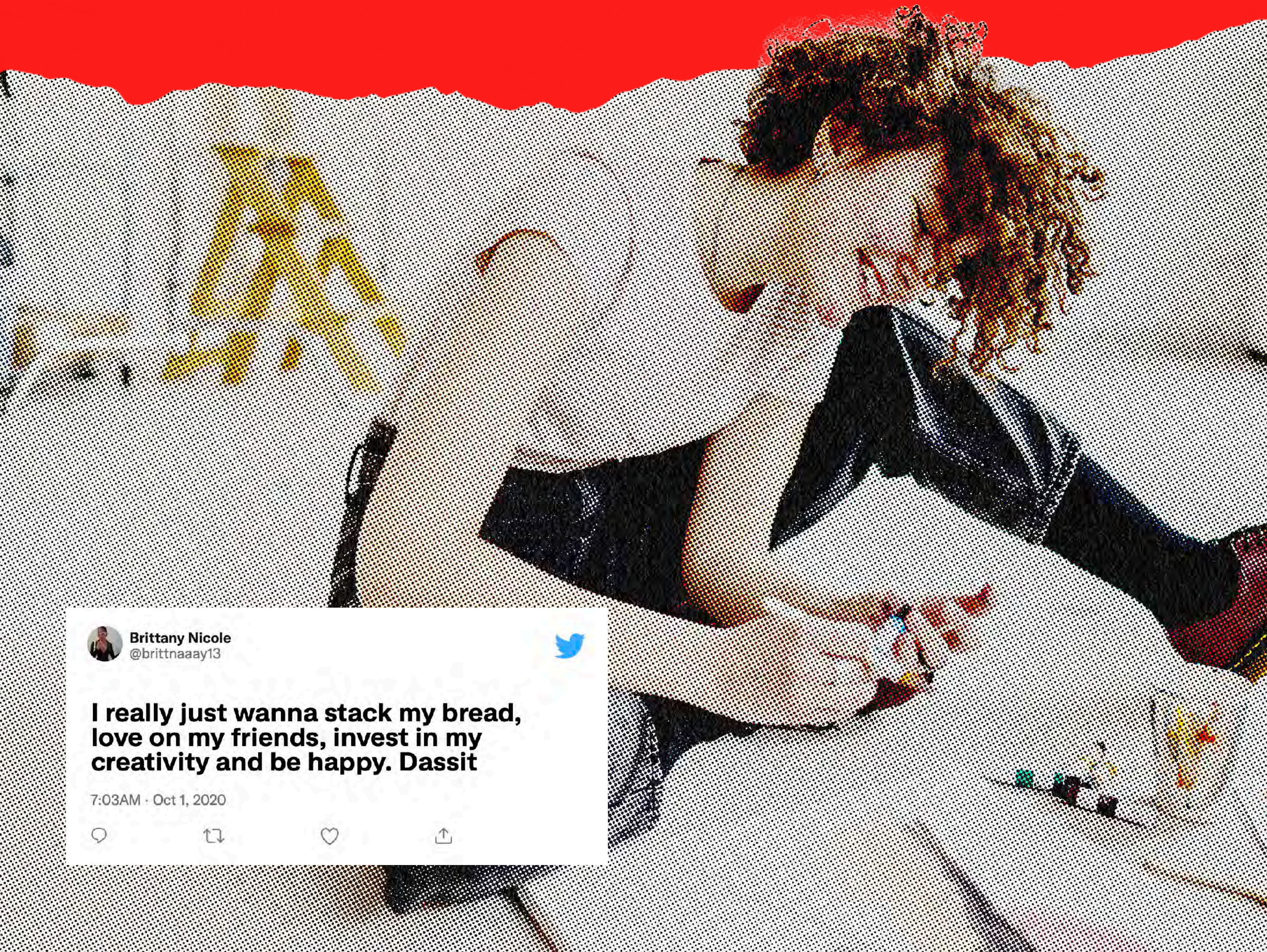
#BellLetsTalk
 #COVID19
 #Healthcare
 #Cdnpoli
 #MentalHealth
 #Onpoli
 #Nursing
 #AI
 #HealthTech
 #Genealogy



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 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**

7:03AM · Oct 1, 2020



Evolving trends:

Career Creator
Create it to make it

Aspiring Makers
Comfort in creation

Conversational Entertainment
Creation & shared experiences



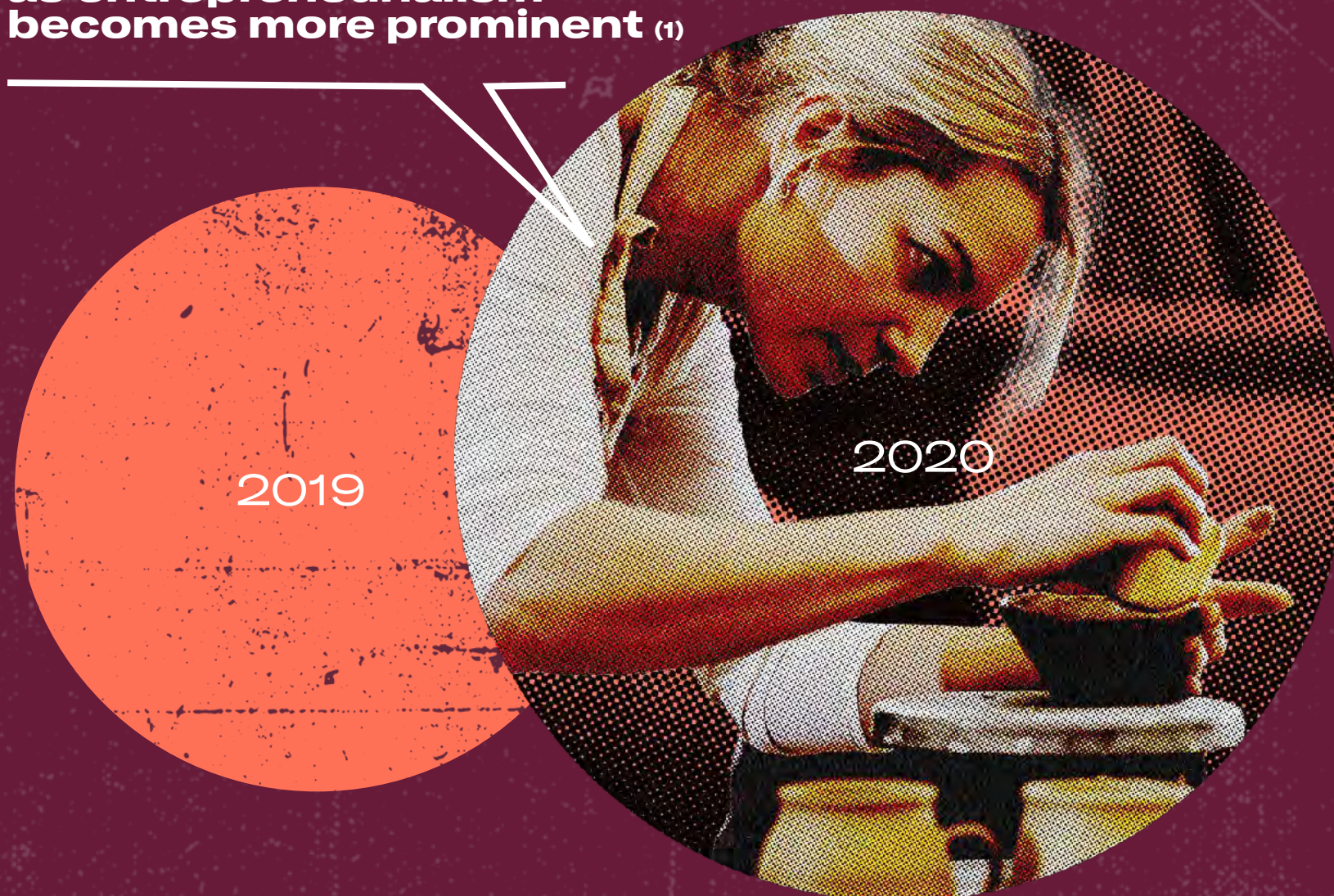
Career Creator

Empower more making

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

+27%

Growth in conversation, as entrepreneurialism becomes more prominent ⁽¹⁾



+59%

Growth in conversation about of side hustle ⁽²⁾

+30%

Growth in conversation around sponsorship platforms ⁽²⁾

Conversations shaping Career Creator

1. Digital art & design

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

2. AI in creativity

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

3. Direct-from-fans income streams

Companies like Patreon and Buy Me a Coffee are making it easier to build direct-from-fans income streams and allow for more authentic content from creators.

4. Creative tech

From authoring tools to capturing content, new creative technology is giving way to fresh talent and enabling them to create in ways never before possible.

5. Photography & videography

The saying “the best camera is the one in your pocket” has never been more true in today’s world. A growing number of creators of all levels are blazing with desire to turn passion into profession.

6. Creator communities

As our creative outputs expand, so do online communities for creators to share their craft and collaborate with one another. #SupportSmallStreamers and #Indiedev are calling attention to small content creators and independent developers for applications and games.



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.

+18%

Growth in conversation, with homebound lives driving creative outlets (1)

Conversation around new hobbies drops from a post-pandemic peak during summer months, but rises again with cooler weather

Dec 2018

Sep 2019

Jun 2020

Nov 2020



+23%

Growth in conversation about new creative hobbies (2)

+22%

Growth in conversation around nostalgic crafts (2)

Conversations shaping Aspiring Makers

1. Home fatigue

While people have embraced the joy of missing out, diving into new passions and interests at home, they're also becoming tired of the extended lockdown period and the monotony of it all.

2. Gardening

We're bringing that same indoor creativity to our outdoor spaces. Conversation about our passion for gardening and personalizing our environments for increased functionality and leisure is growing.

3. Lit love

Writing helps people feel grounded, while reading offers an escape from the 24/7 news cycle. Gratitude, mindfulness and sleep journals are leading to conversations about the power of self-reflection through writing.

4. Gourmet creativity

Food fuels the soul, while offering a new creative outlet for many. More time at home, along with an interest in health and well-being means more conversations about baking, cooking and home brewing.

5. Craft culture

DIY craft culture is evolving. Pottery, knitting, crocheting and upcycled fashion are dominating the conversation. The pandemic has also given rise to DIY chemists making their own beauty and self-care products (lip balms, body scrubs, masks, etc.)

6. Cozy simple living

Slow down and unwind. As more people simplify their lives, they make space for the things and people that bring them comfort and contentment. This conversation includes decor, with a focus on coziness via aesthetics like #cottagecore and hygge.



Conversational Entertainment

Creation and shared experiences

As people seek out authentic experiences online, there's growing interest in content-centered social experiences. Live streaming, collaborative platforms, and multiplayer gaming invite mass participation, while also fostering a sense of togetherness.

+41%

Growth in conversation, accelerated by the need to connect during the pandemic (1)



2019

2020



+566%

Growth in conversation about virtual experiences (e.g., gigs, exhibitions)(2)

+285%

Growth in conversation about online socials (2)

Conversations shaping Conversational Entertainment

1. Gaming ecosystems

Online multiplayer games like Fortnite and Minecraft are crossing over into film, music and social spheres. Platforms like Cellufun and Discord are driving deeper connections between audiences.

2. Streaming chatter

Netflix, Crave, Apple TV+ and Disney+ are bringing people together with their award-winning original content. Let the fandom, binge watching and spoiler alerts begin.

3. Immersive experiences

Virtual exhibitions and XR experiences are redefining “reality” in real time. More people are looking for and creating unique experiences rooted in arts and entertainment, and sharing their experiences through conversation.

4. Social gaming

We've seen a burst of engagement for gaming that's driven by connection, socializing and community where winning isn't the sole objective. Games such as Animal Crossing, Pokemon and Fortnite are leading the pack.

5. Niche content & everyday creators

It's never been easier to connect and communicate with a like-minded community. Everyday creators are becoming micro-influencers as they look for new ways to create together.

6. Live video

Live and unfiltered, streaming and live events on platforms like Twitter have become the norm. Creators are increasingly turning to self-produced content to build authentic connection with their viewers.



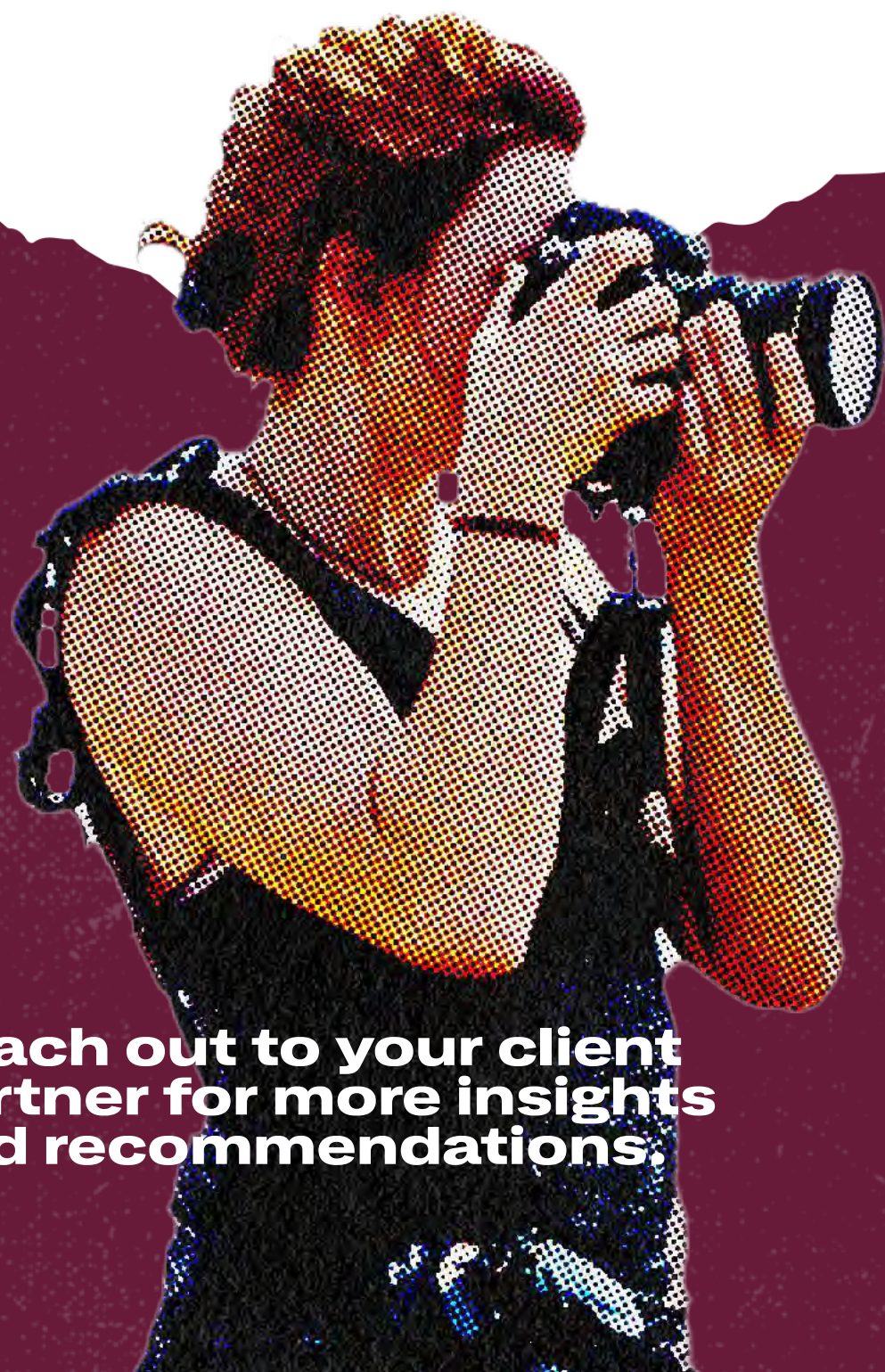
How Brands Can Act on Creator Culture

Champion creativity and empower Creators by amplifying their voices—and hiring them to consult on and 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 handle takeover—their ability to generate conversation and excite an audience is unmatched.
- Strive to hire a diverse and representative mix of Creators who 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
SXSW
Record Store Day

VidCon
Back to School
Giving Tuesday

Hashtags

Start a conversation or join in

Career Creator:

#Photography
#Illustration
#Poetry
#Drawing
#Pixelart
#Indiedev
#ArtistOnTwitter
#SupportSmallStreamers
#AmWriting
#HomeDecor
#PortfolioDay

Aspiring Makers:

#Reading
#DIY
#Gardening
#Cooking
#Crochet
#Baking
#Handmade
#Sewing
#Etsy
#Handcrafted

Conversational Entertainment:

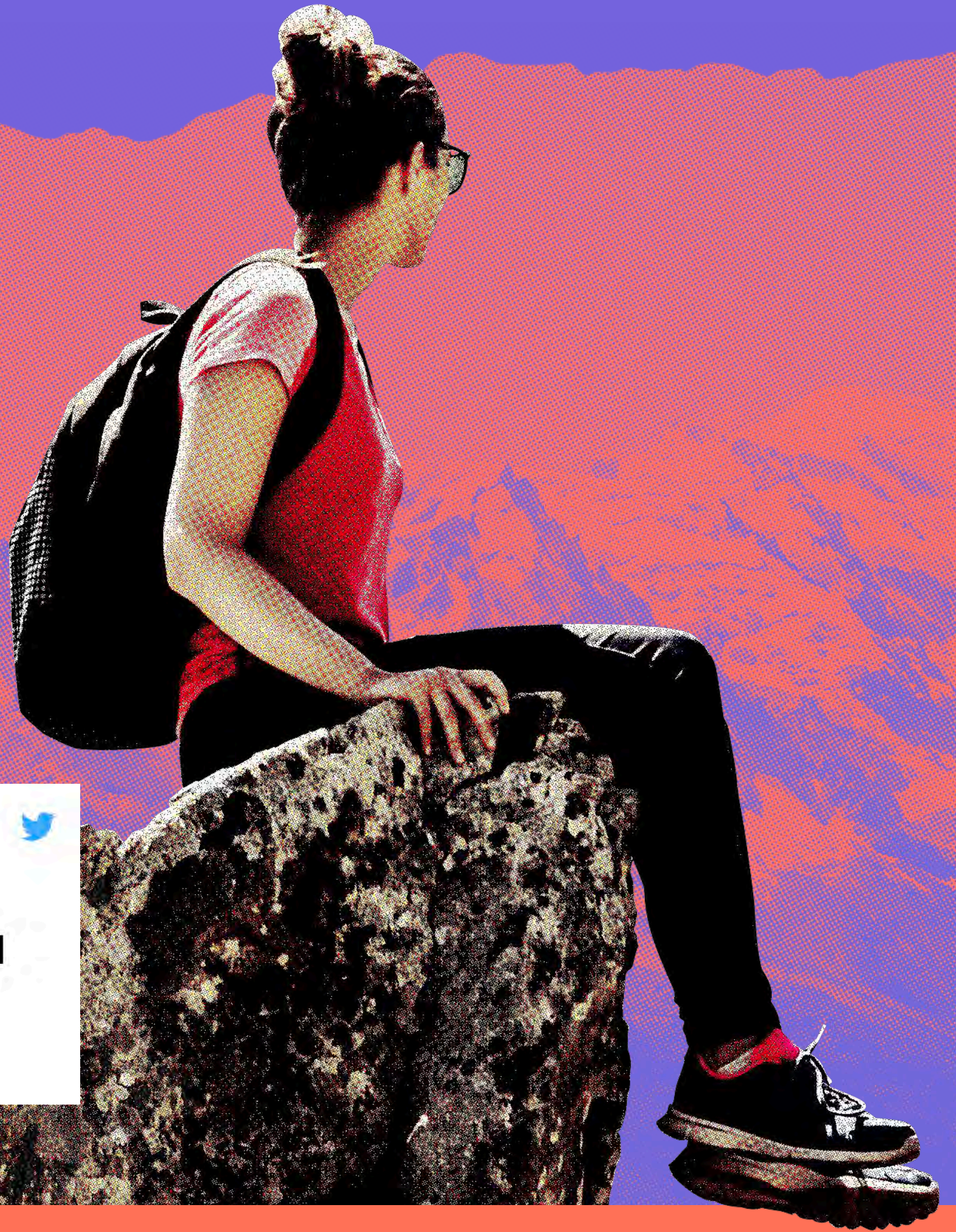
#SmallStreamersConnect
#FanArt
#BestFanArmy
#NintendoSwitch
#AnimalCrossing
#Podcast
#NowPlaying
#ACNH
#PS4Live
#Soundcloud
#Twitch
#Gaming
#Fortnite



Everyday Wonder

Fascination with all that's around us.

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 with one another—and with ourselves.



Evolving trends:

DIY Spirituality
Searching for meaning

Everyday Escapism
Immersive experiences
and imagination

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. Looking for meaning and comfort, more people are exploring what spirituality looks like for them—and connecting with others on topics like positivity, good energy, solitude and healing.

+34%

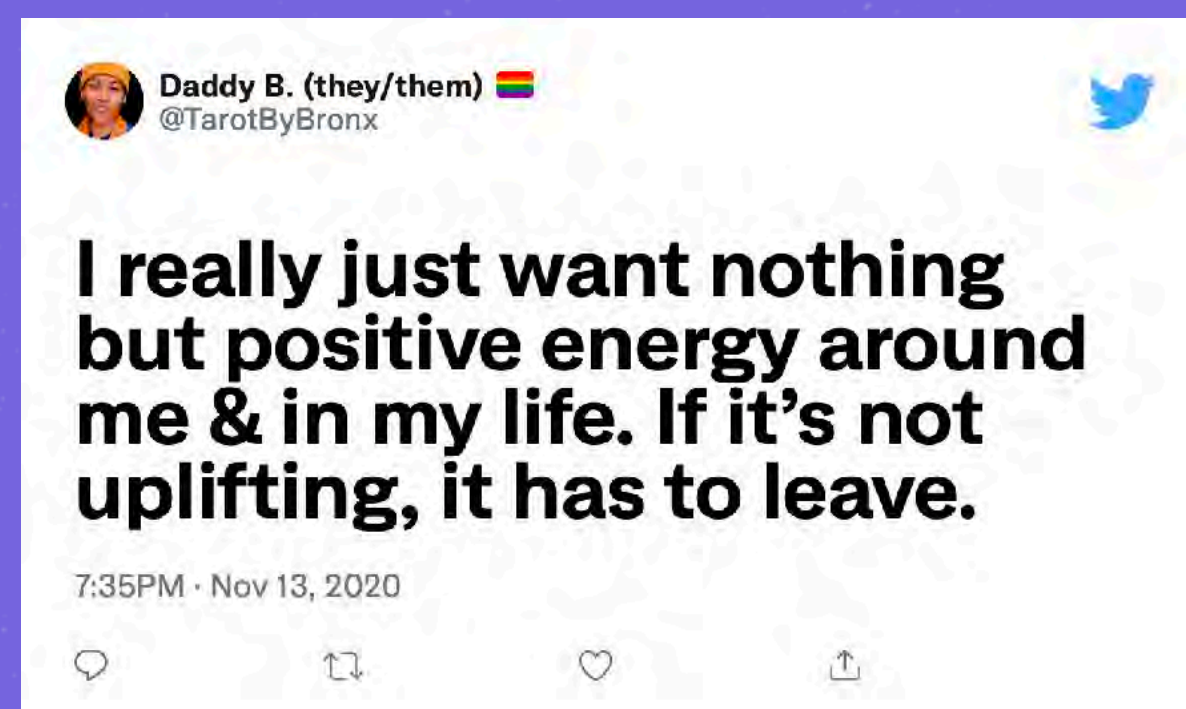
Growth in conversation about meaning and wonder, accelerated by the need for meaning at a time of uncertainty ⁽¹⁾



2019



2020



+46%

Growth in conversation about spiritual energy ⁽²⁾

+29%

Growth in conversation around tarot & psychics ⁽²⁾

Conversations shaping DIY Spirituality

1. Positivity & empathy

Sometimes, a kind word is all we need. People are sharing acts of positivity through self-love and kindness to others. When it comes to our personal and work lives, we're leading with empathy more than ever.

2. Acting on astrology

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

3. Energy & karma

People are honing in on the things, people and experiences that bring them joy as a way to improve mind-body connection. And in the face of hard times, we're considering our karma and the balance it brings to our lives.

4. Practices

From forest bathing to kundalini yoga, people are putting in the work and daily practice to live a more present and fulfilling life.

5. 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 forms of self-care.

6. Grounding

With uncertainty, our desire for developing the spiritual foundations that ground our beliefs has grown. People are leaning into self-centering as part of their spiritual pursuits, even if that simply means taking some "me time."



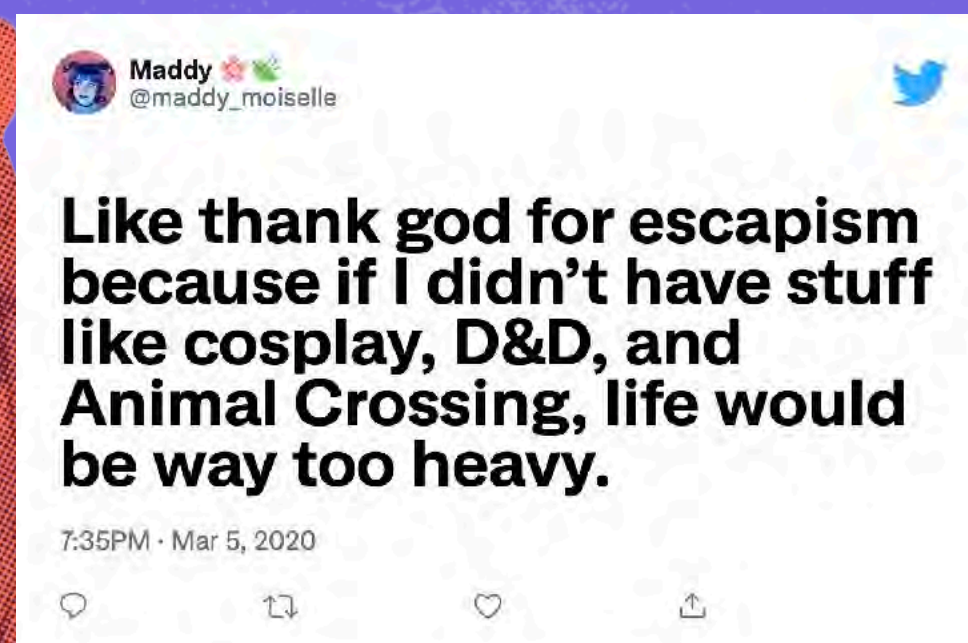
Everyday Escapism

Immersive experiences and imagination

Blurring the lines between fact and fantasy, interest in imagined realities and immersive experiences has grown. Role-playing, cosplay, sci-fi and superhero culture are providing ways for people to lose—and find—themselves.

+16%

Growth in conversation, as people need an escape from the real world ⁽¹⁾



COVID hits Canada, lockdowns start

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+24%

Growth in conversation about “fantasy” in relation to TV/film ⁽²⁾

+33%

Growth in conversation around sci-fi ⁽²⁾

Conversations shaping Everyday 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. Conversation centers 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. Fans are now enjoying immersive, world-building experiences through augmented reality and physical collectables, like Funko.

4. Nostalgic experiences

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

5. Appreciation for creators

Deepening their connections with fantastical worlds and characters, fan conversations are shifting to those creating the magic behind the scenes. From Stan Lee to Comic-Con, appreciation for the craft and creativity is on the rise.

6. Sci-fi

Sci-fi allows us to imagine what could be. As people become more interested in the cosmos and spirituality, sci-fi offers a sense of wonder and escape. Star Wars is front and centre in these conversations.



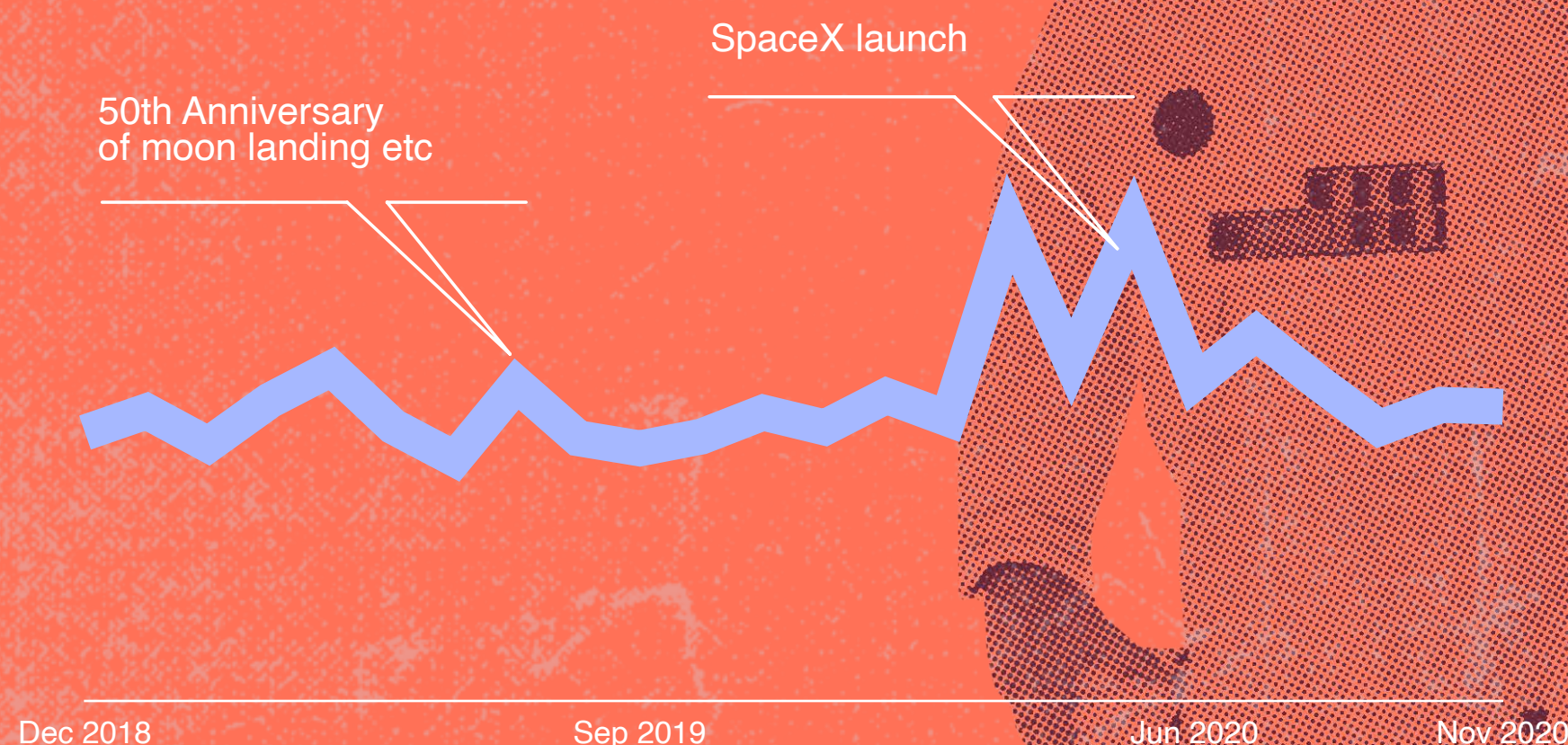
Infinite Horizons

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.

+20%

Growth in conversation, as interest in space and 'what's out there' grows (1)



Into The Forest Dark
@ElliottBlackwe3



As a child, I adored fairy tales, ghost stories, & fantasy. I wanted to be swept away to another realm. To this day, I find myself often bored with contemporary realism & find myself returning again & again to magical realism where my imagination & dreams are free to roam.

3:18 PM • Feb 15, 2021



+16%

Growth in conversation about the moon (2)

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 blood moons, conversations around tracking and understanding the moon's cycles are on the rise.

2. Explore more

With limited international travel, Canadians are looking at what their own backyard has to offer. From cross-country road trips to national parks like Algonquin or Gros Morne, we are being offered a glimpse into just how beautiful our home really is.

3. Awesome earth

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

4. Tracking the universe

Fascination in our cosmic inter-connectedness is growing. Taking cues from day-to-day weather patterns, focus is shifting to tracking space weather, meteor showers, asteroids, solar systems, planets, constellations and the Aurora, along with the impacts they have on our own planet.

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 space travel all fall within the realm of possibility.

6. Space in the future

Media developments and innovations in science technology are bringing science fiction closer to fact. It's leading to exciting conversations about the possibilities of extraterrestrial life, space living and space tourism within our lifetime.



How Brands Can Act on Everyday Wonder

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

Launch

Build awareness and interest for something new

- Understand your audience's passion in this space. From cosmos, 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 focused on learning.

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
VidSummit
DigiMarCon

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
#JoyTrain

Everyday Escapism:

#ComicBooks
#Scifi
#Cosplay
#Anime
#ComicCon
#Fantasy

Infinite Horizons:

#AwesomeEarth
#NaturePhotography
#ExploreMore
#GetOutMore
#Nasa
#Wanderlust
#Astronomy
#InternationalSpaceStation
#SpaceWeather
#LandscapePhotography
#LaunchAmerica
#PicOfTheDay



One Planet

Driving towards 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 our planet—and our own well-being.



foreverlosingblu ❤️
@dkkaitlynn



Ok but I've been learning so much about sustainability lately I'm lowkey getting obsessed & wanna try to go a week w/out harming the environment

7:35PM · Dec 20, 2020



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. Conversations about sustainability are centering on ideas of reusable, 'clean' lifestyles across food, beauty and home. Working towards a greener future, more people are exploring eco-homes and electric cars, while re-examining more traditional ways of living.

+21%

Growth in conversation, accelerated by people thinking about consumption habits when the pandemic hit (1)



Dec 2018

Sep 2019

Jun 2020

Nov 2020

Conversations around shopping local and ways to live sustainably at home

+22%
Growth in conversation around sustainable food & beauty (2)

+18%
Growth in conversation around reusable products (2)

Conversations shaping Sustainable Self

1. Green beauty

Seeking out ethical, eco-friendly health and beauty products, more people are focused on having conversations about #NaturalSkincare, #EthicalSkincare and #CrueltyFree products.

2. Shopping local

With a renewed focus on community and support for small businesses, Canadians are keeping it local when it comes to shopping. From food to everyday household items, people are finding local gems and sharing their treasures.

3. Eco tech at home

With more time spent at home, people are reimagining their living spaces with green tech. More people are installing energy-efficient products and smart appliances, investing in long-term solutions like solar panels and high-performance windows.

4. Reusable

Canadians are changing their mindset when it comes to purchasing decisions, moving away from disposable lifestyles as they look to extend product life beyond the landfill.

5. Electric vehicles

With the introduction of new players, models with longer battery life and the necessary recharging infrastructure, the conversation around electric vehicles is picking up and the future is looking bright.

6. Veganism for the environment

Plant-based, flexitarian, #DairyFree diets and animal-free products are on the rise and have become a part of our environmental lifestyle and identity. Brands like #BeyondMeat and #ImpossibleFoods are leading the way.



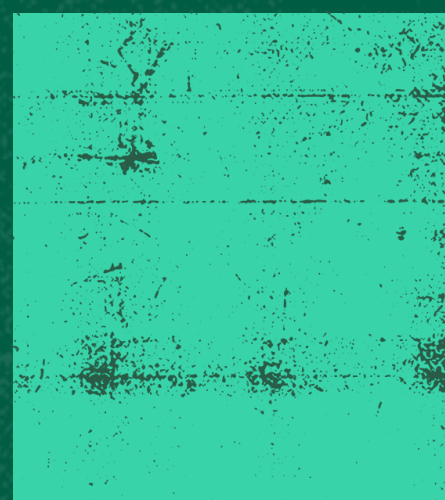
Clean Corporations

Holding businesses accountable

People are demanding more from those with power. Conversations surrounding plastic, zero-waste, energy, pollution and food production are growing. Businesses are being called to account for their environmental impact.

+41%

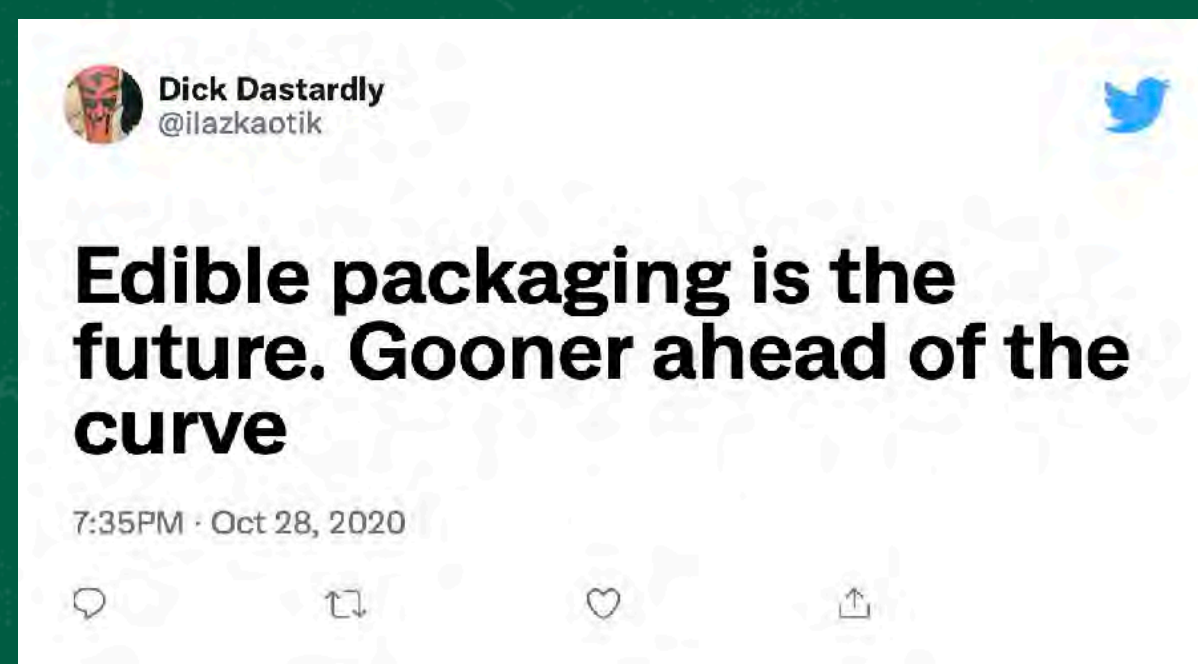
Growth in conversation, as people feel increasingly empowered to demand more from businesses ⁽¹⁾



2019



2020



+140%

Growth in conversation around buying local ⁽²⁾

+32%

Growth in conversation around irresponsible packaging ⁽²⁾

Conversations shaping Clean Corporations

1. Plastic pledging

Taking the plastic pledge means more Canadians are promising to reduce their single-use plastic consumption. Policy changes like the bag tax and new innovations like edible packaging are being implemented and explored.

2. Youth activism

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

3. Green New Deal

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

4. Petroleum industry

While Canada remains the world's fourth-largest crude oil producer, people are demanding change and greater investment in renewable energy.

5. Coastal GasLink pipeline conflict

At the centre of the conflict is a six billion dollar natural gas project, the largest private sector investment in Canadian history. Ongoing debates about Indigenous rights and economic growth continues to propel the conversation.

6. Protection

With rampant deforestation, rising sea levels and landfills at capacity, Canadians are increasing their support for the protection and conservation of our land and resources.



Next to Nature

Renewed focus on local surroundings

As we stay home, 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.

+23%

Growth in conversation, driven by people at home and travelling less ⁽¹⁾



Growing conversations around local communities, local green spaces, and nature

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+25%

Growth in conversation about protecting and appreciating nature ⁽²⁾

+20%

Growth in conversation around biodiversity ⁽²⁾

Conversations shaping Next to Nature

1. Extreme weather

Conversations about the weather are dramatic. Hashtags like #ShareYourWeather, #ONstorm, #BCstorm and #NastyCommute, are prompting the exchange of information about severe weather patterns like storms, flash floods and more.

2. 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 prioritizing access to nature and the outdoors.

3. Domestic adventures in nature

Wanderlusters are finding beauty in national parks, mountains and coastlines close to home. People are sharing their experiences through #BirdPhotography and #NaturePhotography, encouraging us to #GetOutMore.

4. Air quality

From city smog to proper ventilation and filtrations, air quality and pollution have never been more top of mind. To adapt to heightened sensitivities, consumers and businesses are investing in new technologies to purify their airspace.

5. Cold fronts

Canadians love to talk about the weather, especially cold fronts and the effects of climate change. When it's expected, where it's coming from, how long it will last, how hard it's going to hit and how people are coping are all part of the conversation.

6. Wind power

With growing discussion around wind power's ability to deliver secure jobs for a cleaner, more innovative and a diverse economy, wind power is considered by many as a mainstay in Canada's efforts for a sustainable future.



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. Share the impact of your brand with visual storytelling.
- Drive change by offering people digestible tips—make it easy for them to join and be part of your progress.
- Embrace conversation and transparency, such as sharing the inspiration behind your pledge or behind-the-scene stories of 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
 Olympics
 Daylight Saving Time
 Houseplant Appreciation Day

Hashtags

Start a conversation or join in

Sustainable Self:

#Vegan
 #Sustainability
 #Tesla
 #PlantBased
 #EcoFriendly
 #Solar
 #Plastic
 #EatLocal
 #ShopSmall
 #Recycling

Clean Corporations:

#ClimateChange
 #CDNPoli
 #ClimateStrike
 #ClimateEmergency
 #EarthDay
 #GreenNewDeal
 #ClimateStrike
 #FridaysForFuture

Next to Nature:

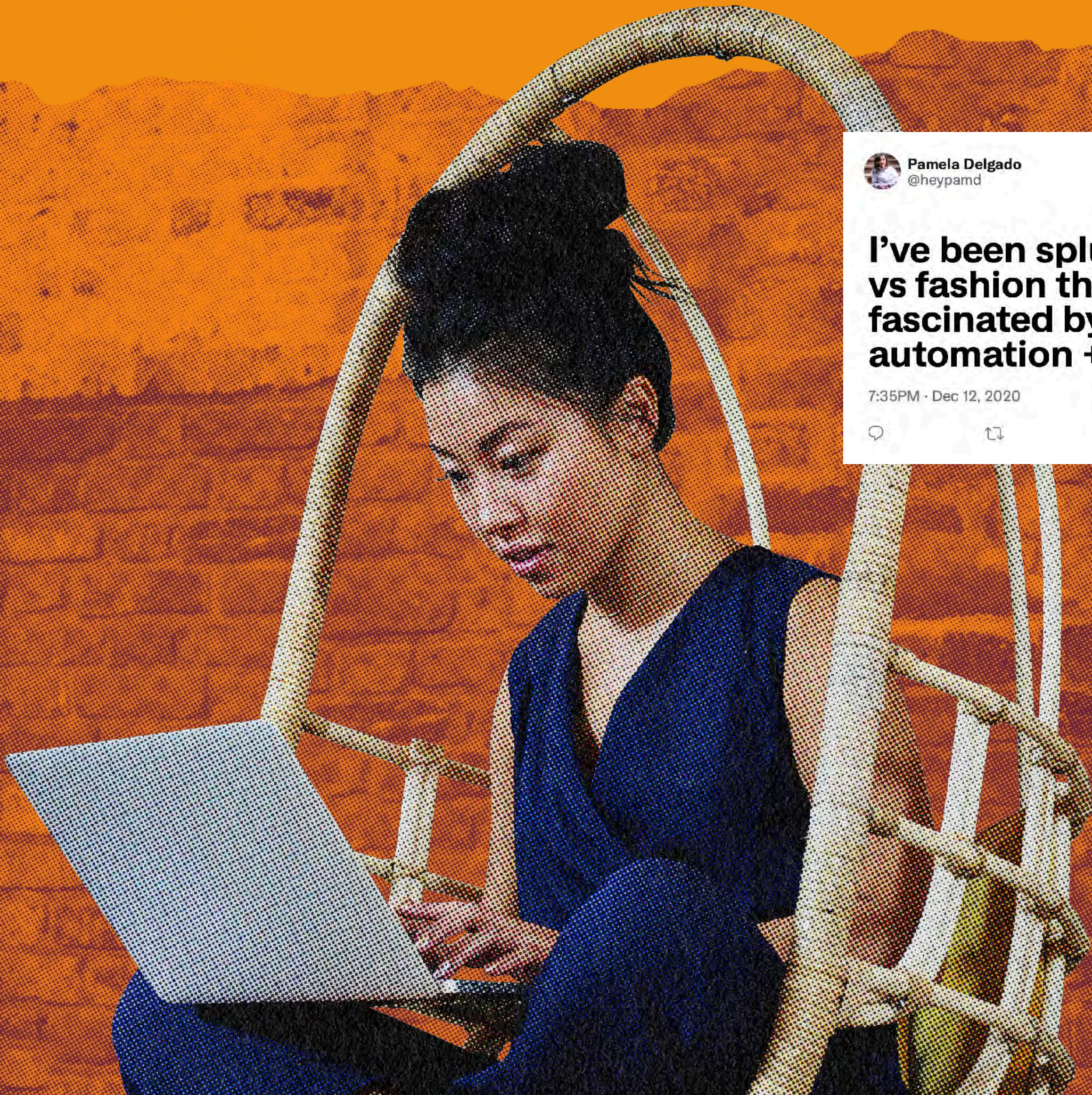
#Weather
 #Climate
 #WeatherCloud
 #ClimateChange
 #WeatherTweet
 #Clouds
 #ClimateEmergency
 #ClimateAction
 #Wind
 #ShareYourWeather
 #ONstorm
 #BCstorm
 #NastyCommute
 #BirdPhotography
 #NaturePhotography,
 #GetOutMore



Tech Life

Inspiring a better-connected life

Widespread adoption and integration of tech into our everyday lives is inspiring new conversations about the way we live, work and create. While we're optimistic about new possibilities, we're also concerned about the nature of our relationships with tech.



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 keep us at home, we're 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.

+24%

Growth in conversation, accelerated as people seek to make their lives easier in the pandemic (1)



+103%

Growth of conversation about 5G (2)

+48%

Growth in conversation about connecting with others through tech (2)

Conversations shaping Smarter Living

1. Smart home devices

The home as a hub for... well, everything. Smart, connected home appliances and devices are getting people excited as they celebrate small scale wins, micro-efficiencies and integrating the latest tech (and WFH) life.

2. Wearable health

Wearable tech is smart for our health, focusing on our mental well-being, the importance of sleep, blood pressure and the simple things like reaching our daily movement goals.

3. New ways to pay

With 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—even Dogecoin is having its moment.

4. Shopping differently

People are looking for and talking about new, tech-focused ways to browse and shop from home. From everyday purchases to extended reality shopping, retailers and consumers alike are curious about the (digital) future of retail.

5. Coding & STEM

Smarter living means being smarter with technology and the science that governs our world. With more time to pursue better careers, new skills or simply a side hustle, conversations about data science, coding and STEM are on the rise.

6. Cyber secure at home

A WFH and “always on” culture is prompting a conversation around cyber security. Technology such as face ID, cloud computing and wearables are discussed as we're increasingly aware of potential threats.



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 health care to eliminating food waste to building smart cities, there's a growing conversation around the betterment of society through tech.

+97%

Growth in conversation, as people see more instances of tech doing good things (1)

Rising speculation about the role of tech in society, health care specifically, as COVID hit.

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+49%

Growth in conversation about tech in health care (2)



Conversations shaping Tech for Good

1. Medical tech

Interest in medical tech is on the rise. Curiosity about how tech can help improve our quality of life is prompting more discussion about AR in hospitals, telemedicine and more.

2. Maintaining health

Maintaining a healthy family and community is a focus as Canadians work together to get back to some level of normalcy. Usage of mindfulness apps like Headspace and home group exercise platforms like Peloton are on the rise.

3. 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.

4. 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.

5. Better social media

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

6. Tech for social needs

More than ever, people are turning to technology to stay connected. We're taking the time to keep both old and new relationships going while we're forced to remain apart.



Tech Angst

Concern about implications of tech

Growing awareness of the role of tech in our lives is making more people 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.

+38%

Growth in conversation with heightened concern around data security (1)



Elections conversation drives spoke in November

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+24%

Growth in conversation about digital crime (2)

+13%

Growth in conversation about tech bias (2)

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. Personal data

As connected technology continues to permeate every aspect of our lives, there's growing discussion around personal data security from hacking, phishing, encryption and what big companies are doing with our data.

3. Dark web

With more awareness comes more mistrust and suspicion surrounding the "web beneath the web." Discussions around scamming and fear of personal identity fraud are on the rise.

4. Cyberbullying

With younger people gaining access to smartphones at an earlier age, there are growing concerns and conversations around the implications of cyberbullying.

5. Intelligence agency

Fearing the cyber threats from abroad and their influence on misinformation in the media, the concept of state action is popping up in everyday conversations surrounding security, power and democracy.

6. Business automation

With the news of advancements in robotics, machine learning and artificial intelligence, conversation about concerns and fears over mass job disruption and what the future of work could look like is growing.



How Brands Can Act on Tech Life

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

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 products/services make life easier with a human-centric focus.
- Keep in mind the importance of security and safety. Balance your messaging with the right dial 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
Safer Internet Day

Black Friday
Smart Home Day
PAX
SD Comic Con
Gamescom

Hashtags

Start a conversation or join in

Smarter Living:

#AI
#Bitcoin
#Cryptocurrency
#CyberSecurity
#Blockchain
#TwitchTV
#IoT
#FinTech
#BigData

Tech for Good:

#Gaming
#Twitch
#Uber
#COVID19
#Streamer
#GameDev
#IndieDev
#AppleWatch
#SupportSmallStreamers

Tech Angst:

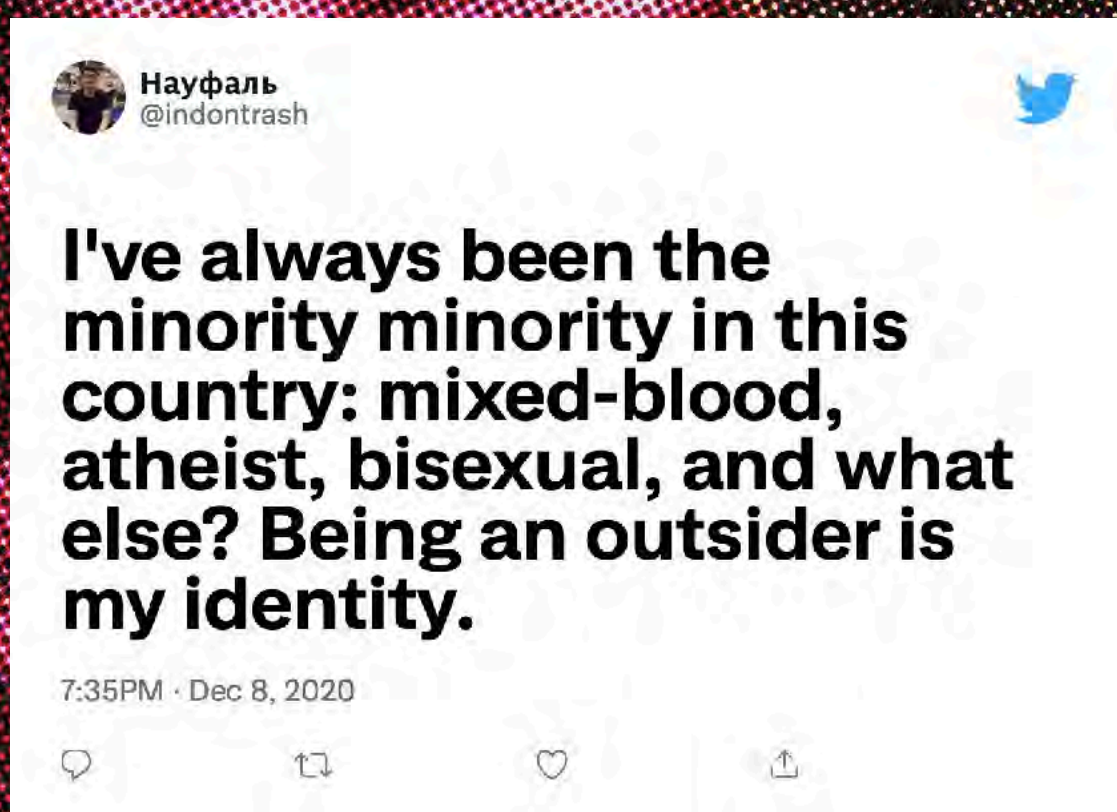
#ResponsibleTech
#ScreenTime
#CyberSecurity
#Phishing
#DataBreach
#IoT
#DataPrivacy
#ResponsibleAI
#Hackers
#TechSupport
#BigData



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.



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.

+33%

Growth in conversation, as people increasingly connect within fandoms (1)



Dec 2018

Sep 2019

Jun 2020

Nov 2020

+37%

Mentions of “fan art” (2)

+34%

Growth in conversation around LARPing (2)

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 towards a greater good. Growing conversations on #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 to drive real-world impact—particularly in challenging conspiracy theorists and supporting #BlackLivesMatter 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. People are coming to realize the power that communities have to hold others accountable. Conversations are shifting to raise awareness around the dangers of cancel culture, while working to build more inclusive solutions.

5. Stan Twitter

With cult-like devotion to their idols, Stan Twitter is made up of passionate 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 their passions and values.



Represent Me

Empowered demand for equality

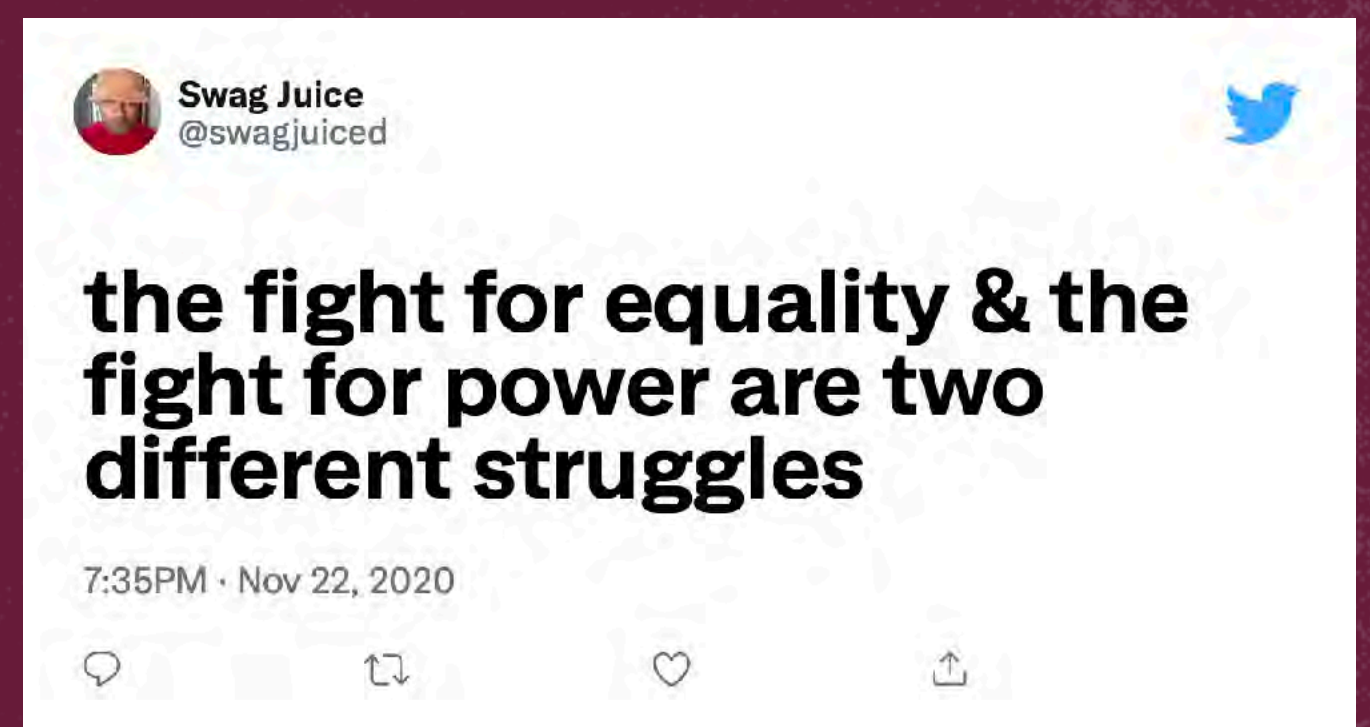
The fight for civil and political rights is moving to the forefront of our daily conversations. With a sense of empowerment and strengthened allyship, marginalized groups are demanding better representation and real equality.

+67%

Growth in conversation,
driven by #BLM empowerment

2019

2020



+28%

Growth in
conversation about
trans and non-binary

+2156%

Growth in
conversation
about Black rights

Conversations shaping Represent Me

1. BIPOC Twitter

BIPOC individuals are finding their communities—and their voices—on Twitter. They're using the platform to unite and speak up for one another, connecting within communities using hashtags like #BlackTwitter, #Pride, #Indigenous and more.

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

Racism against POC has become an always-on topic of conversation. Discrimination is 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 impact on equality in the workplace.

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

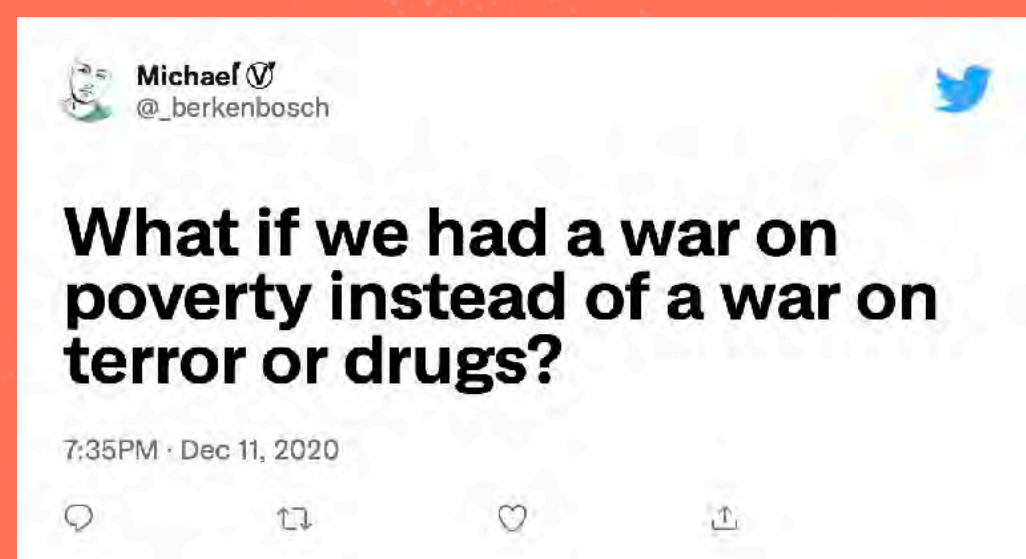
Conversations about gender equality and trans rights continue to build as we work towards a culture of openness and acceptance. Hashtags like #TransgenderIsNotScary and #TransIsBeautiful are helping to power the fight for better representation.



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.



+49%

Growth in conversation, accelerated by #BLM as people put their ethics and morals more front and centre (1)

Dec 2018

Sep 2019

Jun 2020

Nov 2020

+32%

Growth of conversation about human or civil rights (2)

+15%

Growth of conversation about economic inequality (2)

Conversations shaping Ethics in Action

1. Animal cruelty

Increasing discussion and criticism of animal rights violators are putting pressure on established companies and brands to change. It's also fuelling demand for cruelty-free alternatives and upstarts.

2. Climate activism

The growing conversation around the divide between climate activists and climate deniers, and the way we choose to live more sustainably speaks to how we think about ourselves.

3. Human rights

For Canadians, the work around equality is never finished. People are pushing the conversation that there's still more progress to be made in order to become the haven for cultural diversity that the world expects of us.

4. Our social responsibility

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

5. Economic equality

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

6. 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.



How Brands Can Act on My Identity

Find meaningful ways to nurture and inspire different perspectives, putting peoples' values at the centre 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 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 diverse creators to speak more authentically to the diverse audiences that use Twitter.

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

Connect

Build relevance by being part of the conversation

Junos
Grammys
International Women's Day
Juneteenth
BBMAs

VMAs
Olympics
Pride Month
Black History Month
Indigenous History Month

Hashtags

Start a conversation or join in

Fan Power:

#FanArmy
#BestFanArmy
#Fandom
#StanTwitter
#FanArt
#FanFiction
#BestFanArmy
#FanArtFriday
#CriticalRole
#FandomOfTheYear
#HumanRights
#BodyPositive

Represent Me:

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

Ethics in Action:

#CDNPoli
#ClimateChange
#ONPoli
#PrideMonth
#Autism
#BLM
#LGBTQ
#ShopLocal
#ABLEG
#WarOnPoverty



Conclusion

Two years' worth of Tweets later and there you have it—six trends shaping culture and our future. The world around us continues to change and based on the conversations we're having on Twitter, it's changing for the better.

We're taking greater care, not just for ourselves, but for each other and the future of our planet. We're getting inspired, not just to create and entertain, but to understand all that's around us on both a spiritual and cosmic level. And while tech continues to keep us connected, it's also bringing us together to take a stand for what we believe in, from climate activism to racial equality.

These are the conversations at the forefront of today and tomorrow. Be part of it, on Twitter.

Sources

(1) Black Swan & Crowd DNA Twitter conversation trends analysis, commissioned by Twitter, Canada, Dec 2018- Nov 2020, growth in mentions Dec 2018 - Nov 2019 vs. Dec 2019 - Nov 2020

(2) Brandwatch Twitter conversation analysis, Canada, Jan 2019 - Dec 2020, growth in mentions Jan - Dec 2020 vs. Jan - Dec 2019