



TM  
Rediffusion  
Consumer Lab

# The Twitter TRENDS

## 2022

### Are you listening?



Twitter Trends  
through the lens  
of Red Lab



# What's Twitter Buzzing about?

Twitter scoured a billion tweets that were posted on the platform between 2019 and 2021 and it has compiled all of them into a single resource: **The Twitter Report 2022**.

A new era is just starting to emerge in the post-pandemic world with all things having been considered and taken into account. The pandemic brought most global processes to a grinding halt for an extended duration of time.

The slowdown that the pandemic caused a significant shift in the minds of people. People's focus moved towards living in balance with nature thereby creating a movement called '**The Great Restoration**'. People increasingly moved towards taking action, rather than relying on corporates to further the climate conversation.

Fans and followers over-delivered and started contributing to their favourite idols and brands in a big way. '**Fan-Built Worlds**' mirrors this sentiment. Old systems were thwarted and newer currencies like Cryptocurrency and NFT came into the limelight.

Money became an important discussion and a democratic want. '**Finance Goes Social**' reflects the uninhibitedness of every tweeter.



Three big trends will steer future conversations in India

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.

## 1

# The Great Restoration



The Great Restoration is not just about the economy, but rather **it is the byproduct of people starting to realise how fragile the planet can be if it's not taken good care of.**

Three broad strokes emerged.

## Healing the planet by healing ourselves



Roxanne Cypress  
@RoxanneCypress



I need a reset soon, restore my mind, restore my environment, center myself.

In 2021, '**how to heal**' was the most searched word. We thought about those we lost, asking "**how to honour someone**." We looked inward, searching for "**how to take care of your mental health**" and asking the big questions, like "**how to be yourself**" and "**what is my purpose?**"

Doing one's best does not necessarily mean working to the point of burnout.



Healing can only be achieved through positive communication networks. Unsustainable corporate practices lead to burnout.

People responded by creating safe spaces for conversation. The dominant **emotion** here is **appreciation** and **psychological well-being**, rather than the feeling that the world is doomed. Certainly, no one could have predicted that such a positive approach would flourish.

**64%**

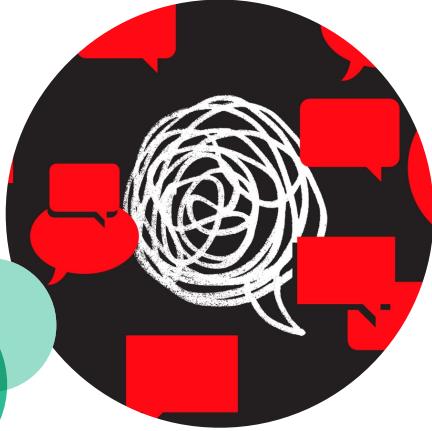
year-over-year increase in terms like “restoring” or “rebalancing”.

## LET ME DO MY BIT

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Smaller steps towards myself and the planet are way better than those of profit-centric corporates. Participating in creating a positive support system, committing to reducing carbon footprint, buying locally produced goods, mindful consumption, slow living, minimalism, decluttering and reducing the use of plastic, rewear, reuse, and recycling emerged as the major healers.

## Callout Culture



In 2020, over **51 million people**, already struggling with the Covid-19 pandemic, were impacted by **84 weather disasters**. Corporations greenwashing their way into getting people to buy their products are not going to fly well anymore. **Lofty promises** and **green pretensions** by brands will no longer work.



While the conversation about mindful consumption made inroads, corporates launched electric vehicles. That explains why the **EV (electric vehicle) segment in India stands at 17 million units, 15 million units of which are two-wheelers.**

**158%**

year-over-year mentions of 'greenwashing'.



**Greenwashing:** The use of marketing techniques to portray an organisation's products, activities or policies as environmentally friendly when they are not.

**Decarbonisation** is the reduction of carbon dioxide emissions through the use of low-carbon power sources, achieving a lower output of greenhouse gasses into the atmosphere.

The public emotions on the environmental impact of corporations are also coming to the fore on the odd Twitter search.

**56%**

year-over-year increase in terms like 'decarbonisation'.



## CONFRONT CORPORATIONS

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Building trust and **credibility** is now an expectation from companies. Paying lip service to important issues like **emissions**, **ethical sourcing**, and **carbonisation** is no longer enough. Keeping the pressure on corporates disallows them from absolving themselves of the greater responsibility towards the **planet**, **its people** and **ecosystems**.



## Let's be kind than militant

The COVID-19 pandemic devastated many people's social lives. **People are desperate for meaningful and intimate connections**. One doesn't need to use sophisticated tools to know that **customers might sorely need some loving**. Consumers are increasingly taking control of their **experiences** and **interactions** with brands.



## SHOW KINDNESS

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Corporations need to facilitate a safe space for their customers. It doesn't need to be anything elaborate, just a product or service that will warm their hearts and make them feel heard. Ask yourself, what value do your offerings bring? The more control customers have, the more confident they will feel in themselves and the brands in their lives. Collaborate with competitors. Work with them to espouse 'sustainability' together.



### 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

### 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.

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

2

# Fan-Built Worlds



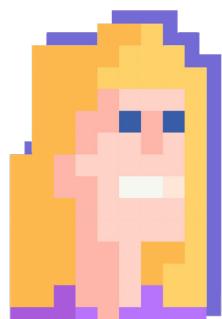
"The Fan-Built World" is one of the top Twitter trends in 2022 that refers to the practice of **fans creating their versions of pre-existing fictional worlds**. They have started taking control, making rules and calling the shots taking these conversations beyond their entertainment value.

Fandom has gone up by **47%**

DC Fandom grew by **35%**

Kollywood grew by **14%**

pamelawright  
fans help build billion dollar brands. why not create a world where NFT holders get rewarded economically for contributing to the success of a brand? ✨



## Fans are taking charge of the conversation

In the years between 2019 and 2021, the number of **influencers saw exponential growth**. They are building their own fandoms and co-creating content with them. **They make their own rules, owning the content and conversations with them**. They may invite you to participate. Fans now not only can create content for you, but they will co-own it and expect to get rewarded for it.

**994%**

year-on-year growth in "fan tokens" conversations.





## Fandom

The trend seems to have started as a way for fans to **express their love for a franchise**, but it has also become a way for fans to **connect and share their creative work**.

Those who create **original works of fiction** engage in world-building with other passionate fans.

This can be fan fiction, fan art, or even cosplay.

**Cosplay:** A mashup of “**costume**” and “**play**”, it is the practice of dressing up as a character from a film, book, or video game.

**47%**

increase in discussions around fandom.

**2x**

**55%**

tweet replies in the fandom space.

increase in passions like #crickettwitter





Whether a fan of an existing franchise or an author of original works, the “**The Fan-Built Worlds**” trend is a great way to connect with other creatives.

Fans are no longer passive consumers but active participants. They take the work of their favourite influencers and brands and **create more fan-based content**.

This shared ownership makes them a **stakeholder** in the creation and **they are even getting paid handsomely**. If they are helping billion-dollar companies build brands, why not get rewarded for contributing to the success of the brand?

**320%**

growth in topics like passive income, NFT collaborations, fashion and collectibles, NFT avatars and crypto-gaming.

## HOW BUSINESSES CAN LEVERAGE FANDOM

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- ⇒ Fandom is a huge opportunity for businesses.
- ⇒ **Use fans and followers** as a way to build goodwill with the potential to create brand ambassadors.
- ⇒ **Support fan spaces** – Collaborate with art houses, music labels, and luxury fashion brands to create more fandoms and thereby more brand ambassadors.
- ⇒ **Co-create with fans** – Fans have more credibility than followers. By co-creating with them NFT projects can be launched and fans can generate passive income in a virtual world.



## 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 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

## 3

# Finance Goes Social

**Money is not a taboo discussion anymore.** What was considered to be a closely held secret is now discussed openly. There is no shying away from the want of it, and everyone wants an 'in' on the action.



**78%**

year-on-year increase in finance-related tweets



**BollyCoin**



Communities of experts and everyday people are joining forces to share knowledge, sparking a **185% increase in financial literacy** discussions.

Conversations about money have evolved, and concepts like decentralised finance (hello, crypto!) and digital assets have entered pop culture with **NFT + Bollywood, Bollycoin, and Beyond Life** emerging as topics to watch out for.

**17X**

more tweets about NFTs than WFH in 2021.

**185%**

increase in financial literacy discussions.

Users can get honest opinions and recommendations from their peers by turning to Twitter.



Millennials are often more comfortable seeking financial advice from social media than from traditional sources such as banks, brokers, advisors or investment firms.



**75%** growth in #FinTwit

Some of the emerging topics are:

### A) Cryptocurrency

Twitter has been the **aggregator** for all this crypto. Several cryptocurrency projects originated on Twitter and went on to become larger projects.

Battle infinity and its 6 products, **DeFi Coin**, **Decentraland**, **Tamadoge** are some of the crypto-based projects scaling up on the platform and are likely to boom.

### B) Decentralised finance

Decentralized finance (**DeFi**) is an emerging financial technology based on secure distributed ledgers similar to those used by cryptocurrencies.

DeFi challenges the centralized financial system of a nation's Central Bank by empowering individuals with peer-to-peer digital exchanges.

### C) NFT marketplaces and Stocks

NFT marketplace is the recent talk of the fintech town. From getting started in the NFT marketplace to building it, all of it is possible within minutes.



## MAKE FINANCE FUN

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- Make finance a more inclusive subject. A boring subject of finance can be made **interesting and entertaining**.
- Don't blindly jump onto the **NFT** bandwagon
- **Redistribute power** – Make your customers feel included. Give them ownership and value. Let them control the experience.

### WHAT'S NEXT: ALL ABOARD

Diving deeper, it's about participation: huge increases in talk about NFTs, decentralized exchanges, and ways to put userempowered 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 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



## CONCLUSION

**Twitter can be viewed as a revenue generator.** Once you build your organic following base, the algorithm will change to make you widen your base organically. Whether you choose to build on your new base or leverage your existing one, **if you are a serious marketeer, you ought to listen to Twitter, for leads, sales and ideas.**

## A REPORT BY



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