



# Self-care: An opportunity for unexpected connections

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# Introduction

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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<sup>1</sup>. So we asked Twitter Official Partner, Sprout Social, 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 self-care.

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.

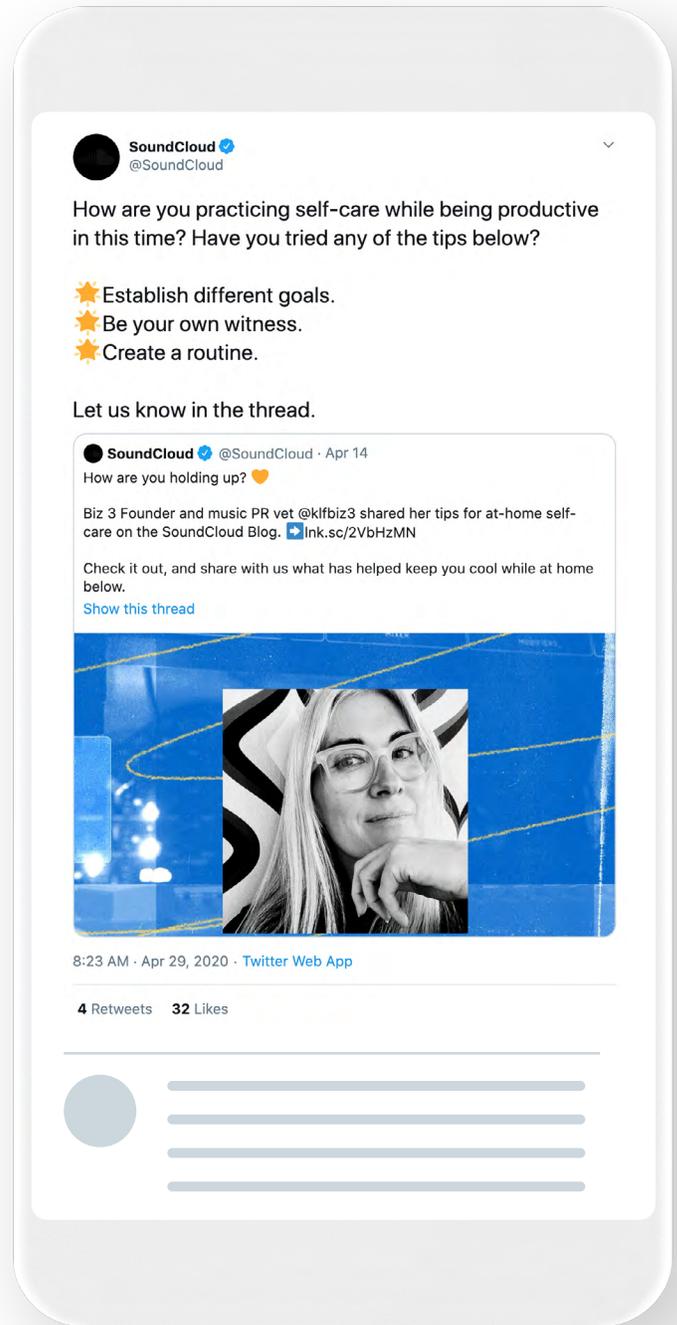


## Elevate real people's stories to spark authentic connections

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.



## Support your community in digital spaces

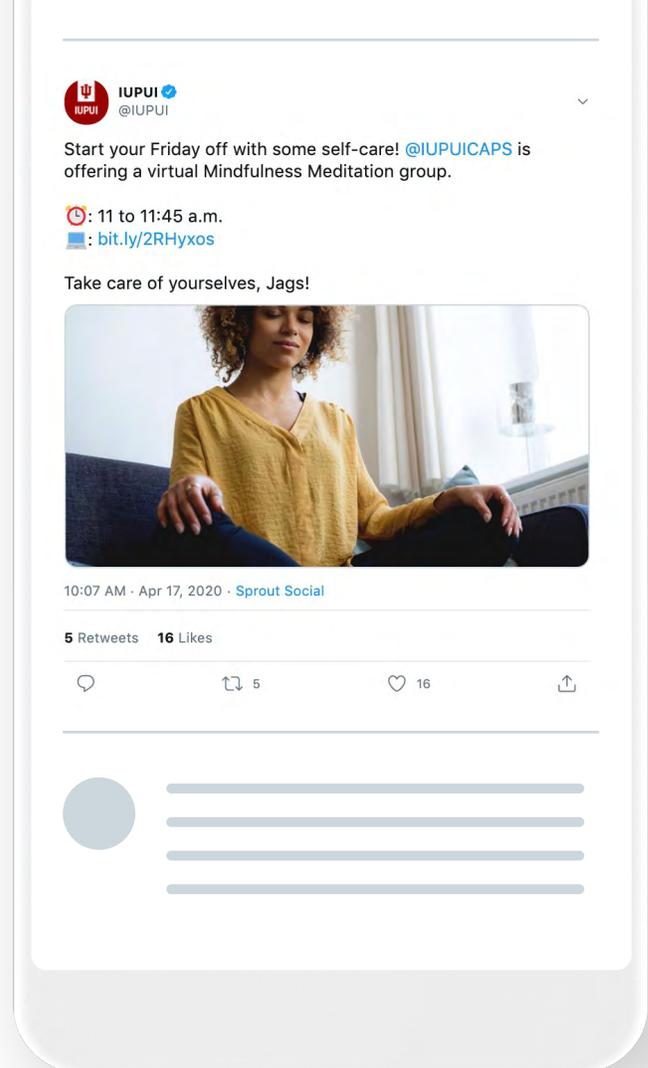
Indiana University–Purdue University Indianapolis (IUPUI) consistently embraces its student community on Twitter, Retweeting student-generated content, recognizing accomplishments and celebrating special moments. Once students headed home for the school year, IU tapped into the rising interest in self-care 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.



# Summary

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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 takeaway:

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.

**To learn more about Sprout Social, head to**  
[partners.twitter.com](https://partners.twitter.com)



# 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.

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## Looking for help?

Email [datahelp@twitter.com](mailto: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.