



🐦 Birdseye Report | Industry Deep Dive

# Finance

Presented by Hootsuite



# Investing in the future of finance

After a challenging 2020, people started to feel more optimistic about their finances and ready to make the bigger financial decisions they had been putting off. In fact, 43% of people surveyed by Twitter believed their personal financial situation would improve in 2021.<sup>1</sup> The pandemic also launched a financial transformation in the digital space, with investing and cryptocurrencies at the forefront of finance-related conversations.

As more people flock to social networks like Twitter to discuss personal finances, get advice, stay on top of what's happening in the financial world, and seek finance-related customer service, it's more important than ever for finance companies to be where their audience is looking. This deep dive examines the Twitter conversations surrounding finance and identifies trends we anticipate to grow even more in 2022 and beyond.





# Finance trends to watch

This year, prudent organizations will embrace these trends to get ahead of the competition and be viewed as industry leaders their audiences can count on.

## 01 **The crypto craze**

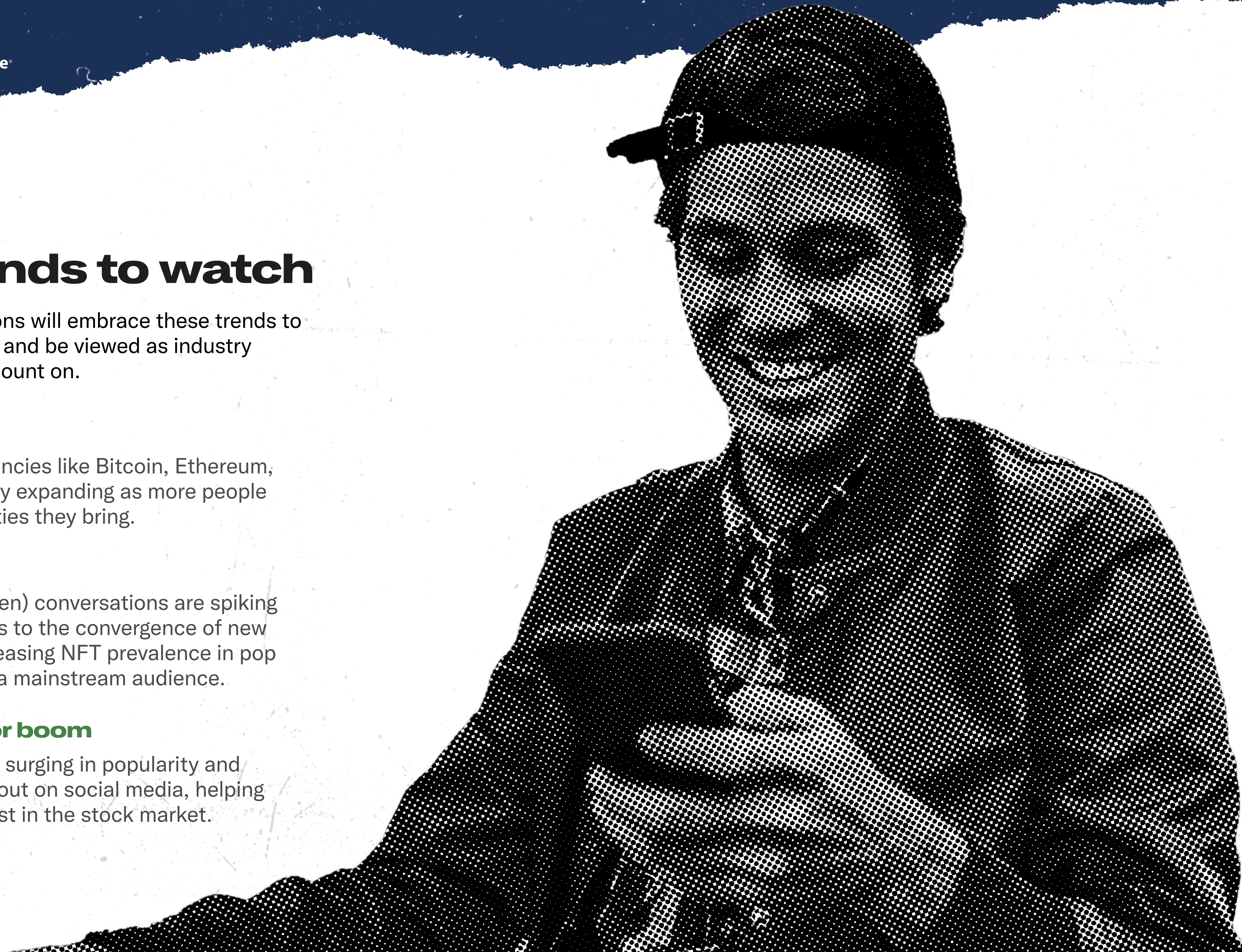
Interest in cryptocurrencies like Bitcoin, Ethereum, and Dogecoin is rapidly expanding as more people explore the opportunities they bring.

## 02 **The rise in NFTs**

NFT (non-fungible token) conversations are spiking on social media thanks to the convergence of new technologies and increasing NFT prevalence in pop culture that take it to a mainstream audience.

## 03 **The retail investor boom**

Retail investments are surging in popularity and we're seeing this play out on social media, helping to ignite further interest in the stock market.





# O1 The crypto craze

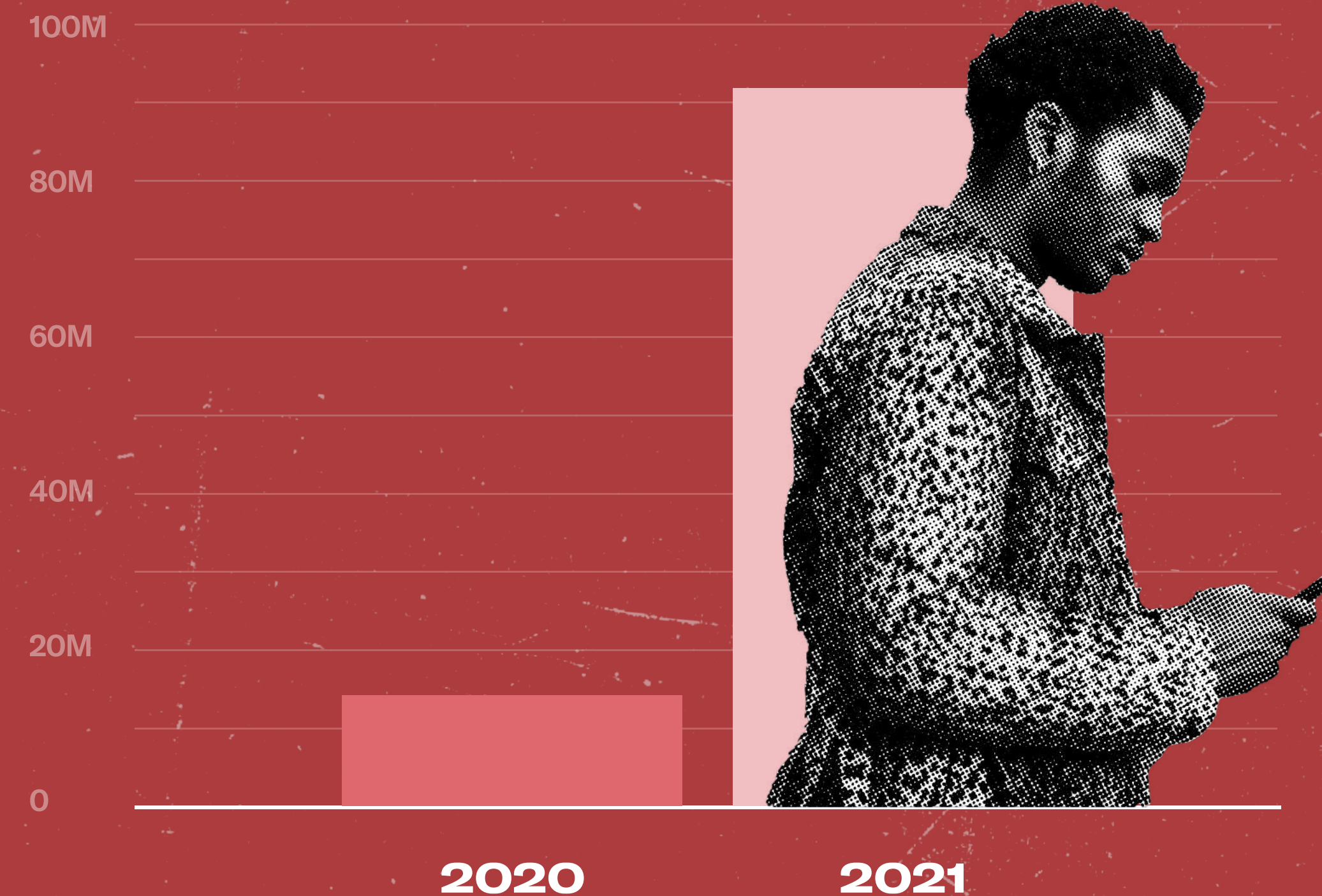
**Cryptocurrencies are intriguing the masses.**

Last year, the cryptocurrency industry skyrocketed — many experts are calling 2021 “a breakthrough year” — and it continues to grow. Roughly 13% of adults in the US (19.3 million) said they plan to purchase cryptocurrency in the next 12 months, according to a report by crypto exchange and trust company, Gemini. This amounts to almost double the current investor population, indicating that crypto has reeled in a much larger audience than ever before.

While established cryptocurrencies like Bitcoin, Ethereum, and Dogecoin have continued to gain traction, new cryptocurrencies are popping up daily, more major organizations are now accepting cryptocurrencies as a form of payment (El Salvador even declared Bitcoin an official currency), and financial institutions have started to adapt and experiment with their own crypto offerings.

## +549%

Growth in "Crypto" mentions on Twitter, YoY<sup>2</sup>

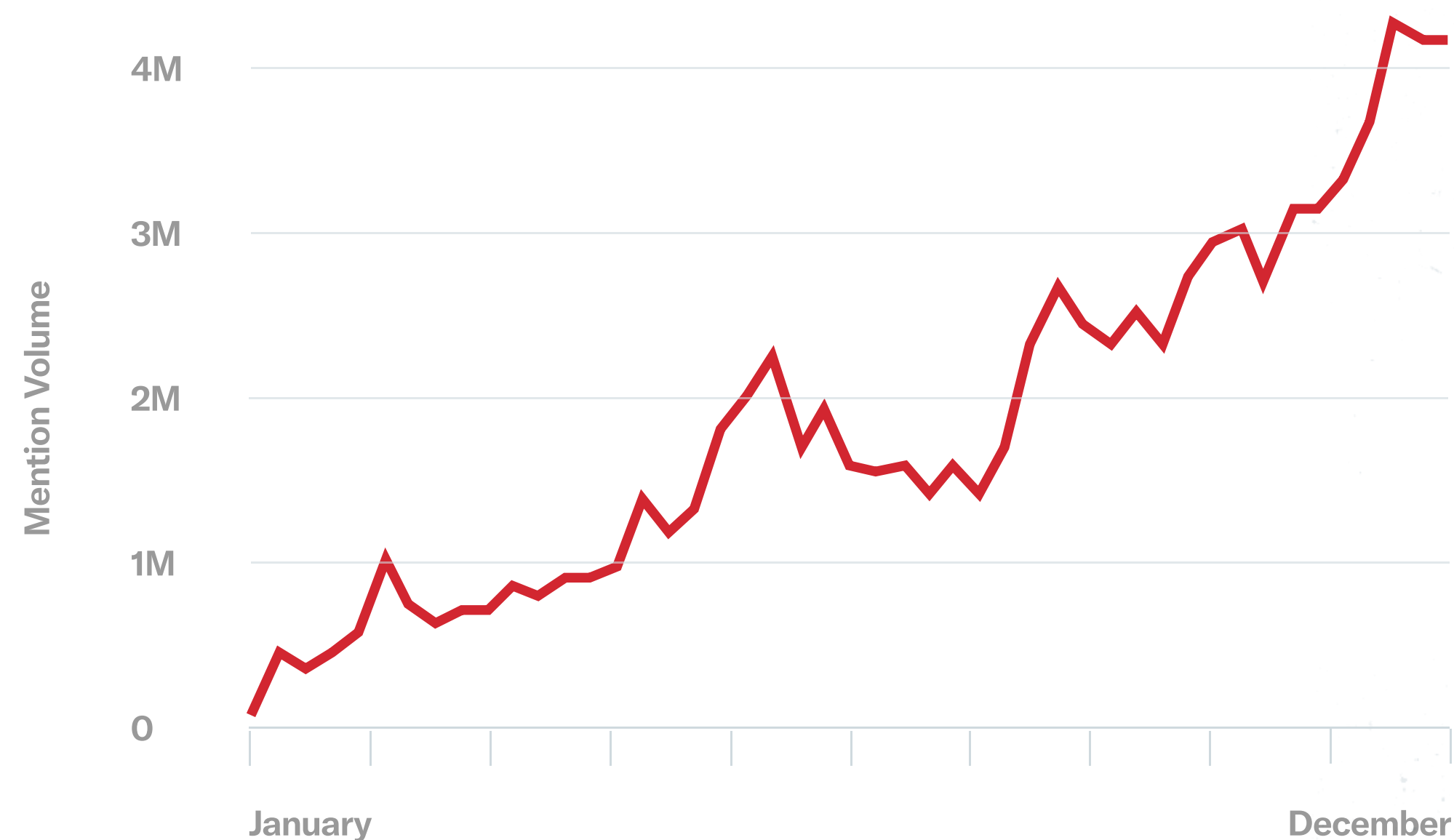


<sup>2</sup> This data is based on Hootsuite's analysis of global Twitter mentions of "Crypto" between January and December of 2020 and 2021. YoY is defined as this period in 2020 vs. 2021.

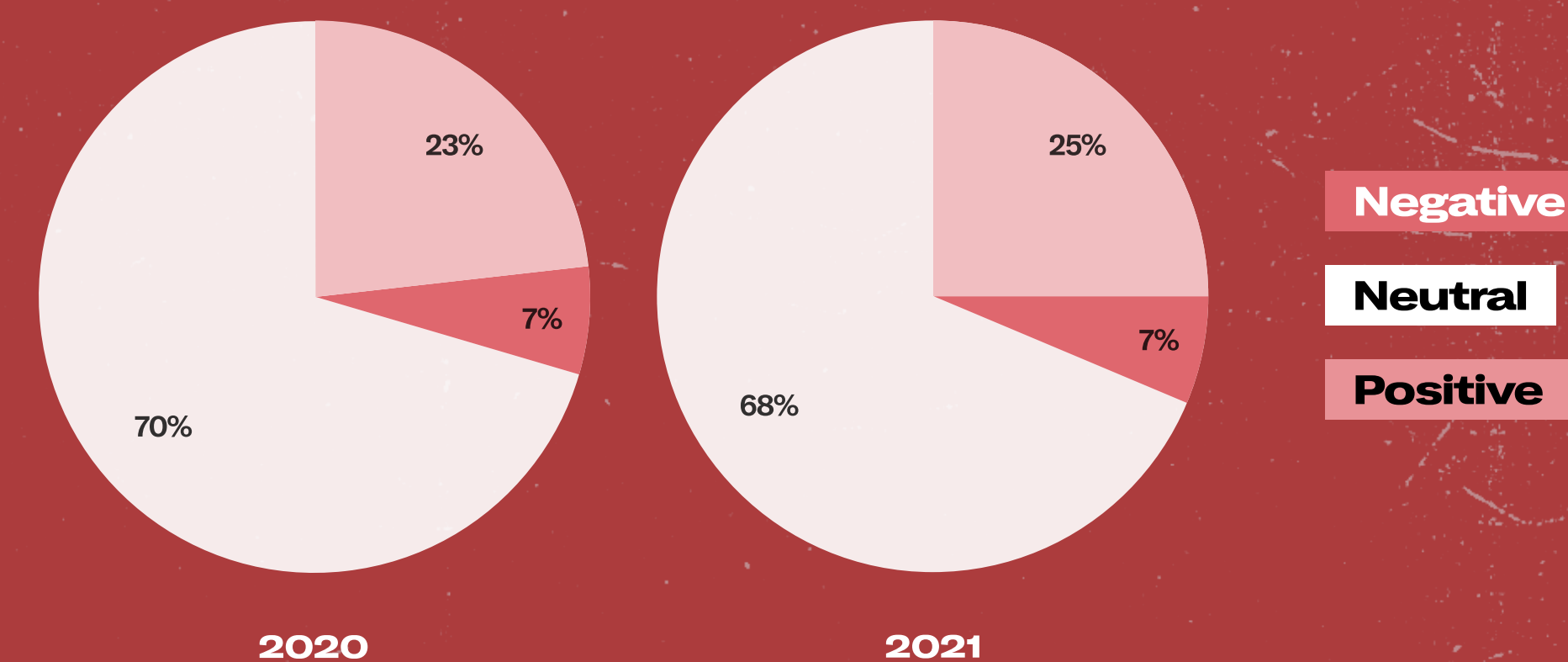
The YoY period references Jan 2020 - Dec 2020 vs. Jan 2021 - Dec 2021. See Methodology for details.



## Total volume of "crypto" mentions on Twitter by month (2021)<sup>3</sup>



## Sentiment of cryptocurrency mentions, 2020 vs. 2021



Interestingly, even with a 549% increase in crypto mentions between 2020 and 2021, sentiment around cryptocurrency remained largely consistent. However, there was a slight (2%) increase in positive sentiment YoY, indicating it could continue to trend in this direction as crypto gains more popularity in the coming years.



# Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic online?

A few leading and well-known cryptocurrencies dominated the crypto conversation on Twitter last year.

## Bitcoin

YoY increase in Twitter mentions

**284%**

Bitcoin YtD valuation increase as of December 2021

**67.74%**

## Ethereum

YoY increase in Twitter mentions

**451%**

Ethereum YtD valuation increase as of December 2021

**438.82%**

## Dogecoin

YoY increase in Twitter mentions

**8,655%**

Dogecoin YtD valuation increase as of December 2021

**3,609.34%**





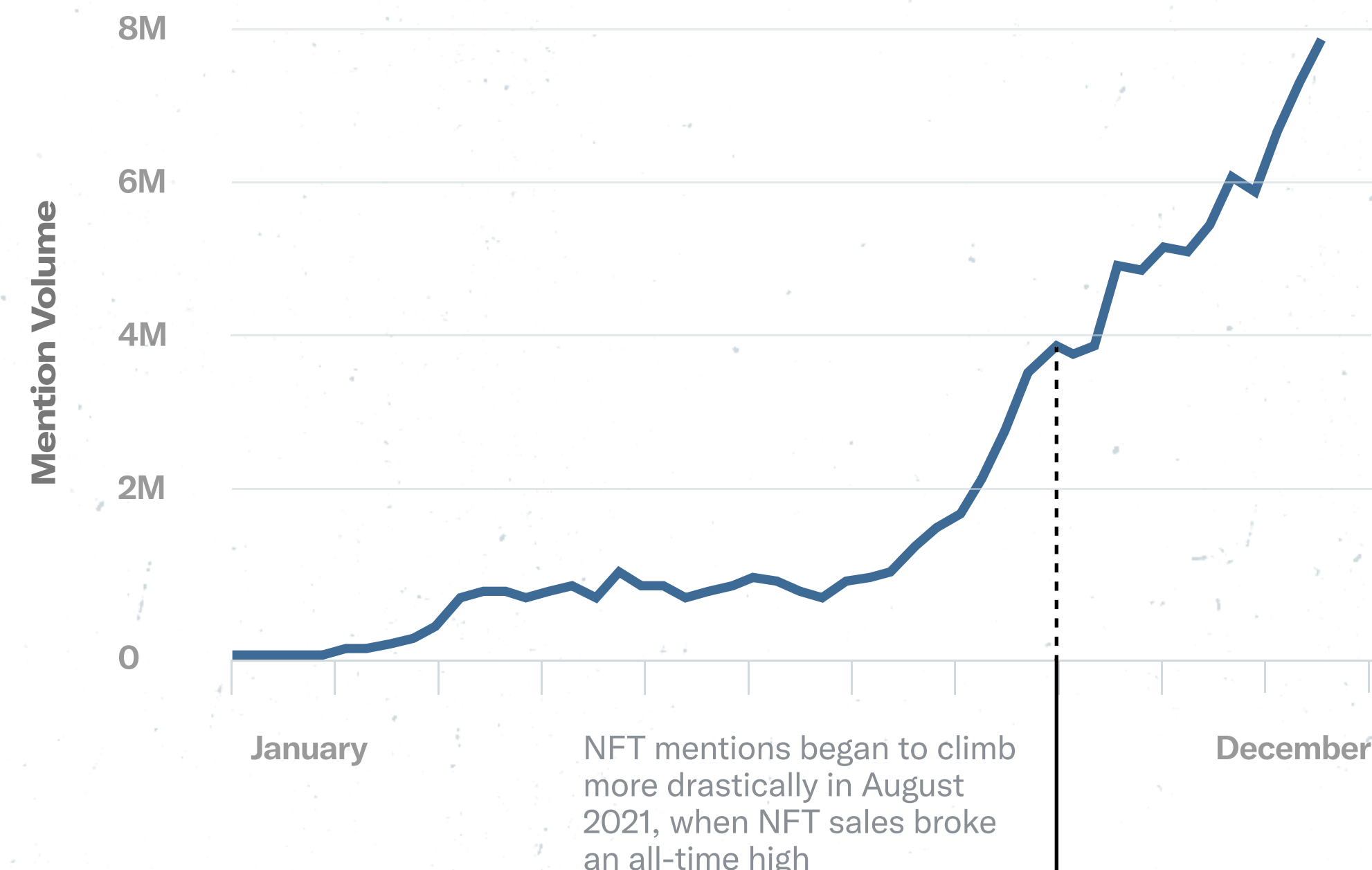
## 2 The rise in NFTs

### Non-fungible tokens go mainstream.

Non-fungible tokens (NFTs) are the latest phenomenon in the crypto universe. NFTs turn unique, valuable objects like digital artwork or videos into verifiable assets that are stored and can be traded on the blockchain. In the simplest terms, an NFT is a digital representation of a valuable item that cannot be duplicated.

Although NFTs have been around for about seven years, they hit the mainstream and became hugely popular in March 2021 after an NFT piece of art by digital artist Mike Winkelmann (professionally known as Beeple) sold for more than \$69 million. Pop culture has also played a role in the new-found popularity of NFTs. 2021 was the year that celebrities like The Weeknd and Paris Hilton started talking about them on social media, and top-tier brands like McDonald's, Taco Bell, and Twitter created their own NFTs as part of their marketing campaigns.

## Total volume of "NFT" mentions on Twitter by month (2021)<sup>4</sup>



<sup>4</sup> This data is based on Hootsuite's analysis of global Twitter mentions of "NFT" between January and December of 2020 and 2021. YoY is defined as this period in 2020 vs. 2021.



## Users Tweeting about NFTs by gender

In both 2020 and 2021, the majority of NFT mentions on Twitter came from men. But with the 6,067% YoY increase in total users Tweeting about NFTs, we've already started to see the conversation shift to include more female users in 2021, increasing by +300bps<sup>4</sup> YoY (28% in 2021 vs. 25% in 2020).<sup>5</sup>

2020

Men

75%

Women

25%

2021

Men

72%

Women

28%

+9,510%

Growth in "NFT" mentions on Twitter, YoY

2020

2021

+2,627%

NFT transaction volume growth between Q4 2020 and Q1 2021



# Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic online?

Some of the most prominent NFTs include BAYC (Bored Ape Yacht Club), a unique collection of 10,000 ape avatars, and CryptoPunks, another NFT series of 10,000 collectible characters. Both have greatly contributed to the NFT conversation on Twitter.

## BAYC

YoY increase in Twitter mentions

**45,710%**

## CryptoPunks

YoY increase in Twitter mentions

**10,044%**





# 03 The retail investor boom

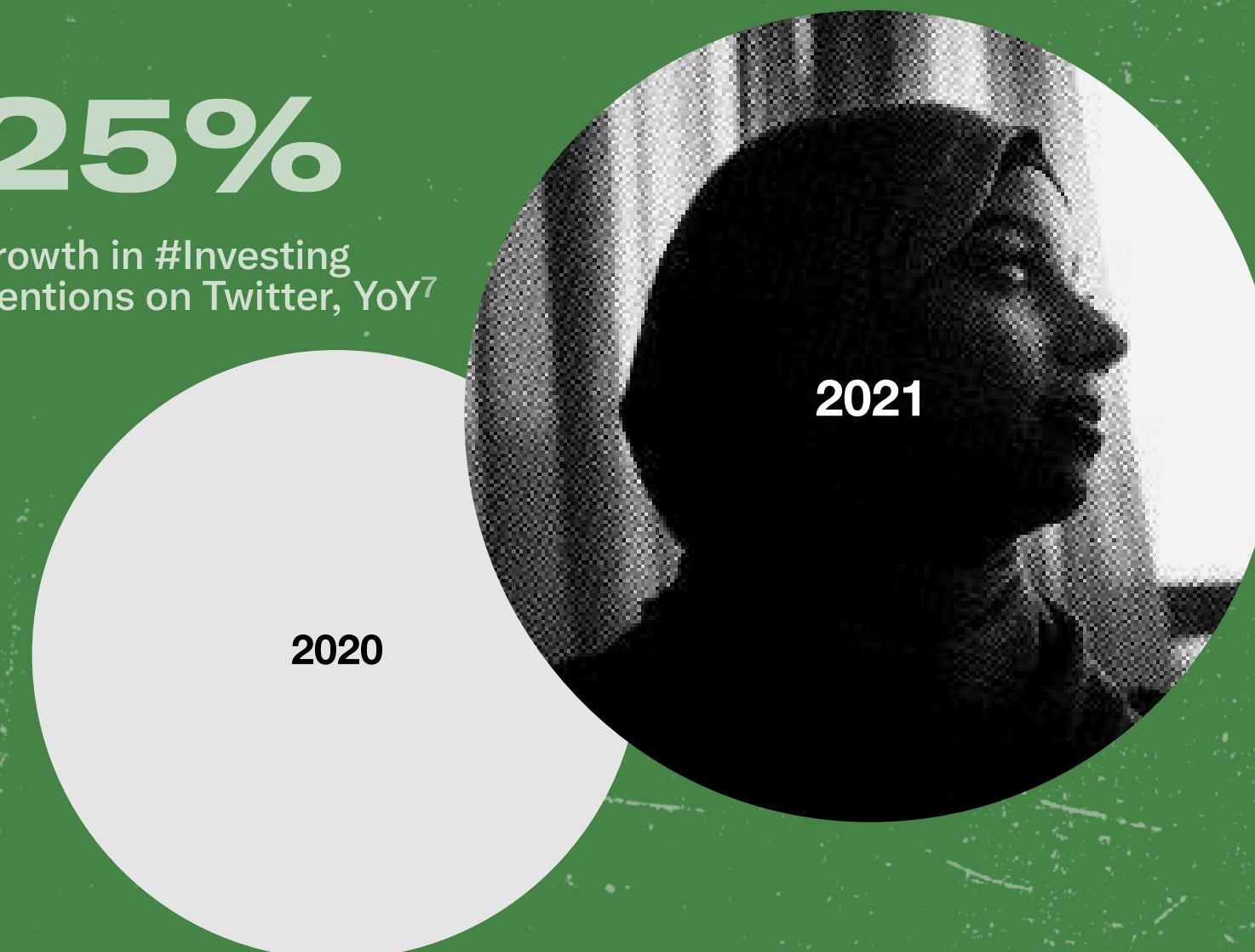
## A new generation of investors emerges.

During the pandemic, an entirely new group of people invested themselves in, well, investing. Of all current US stock market investors, 15% started playing the market for the first time in 2020<sup>6</sup>. Multinational financial services company Charles Schwab even coined the term “Investor Generation” to describe and define this era’s investor newbies.

This growth can be attributed to lower trading costs, new apps and services that make investing easier and more accessible, and market volatility, all of which bring about interesting investment opportunities. Social media also plays a major role in sparking and magnifying stock-related conversations, as well as turning certain stocks into “meme stocks” — stocks that become popular among retail investors because of social media.

+25%

Growth in #Investing mentions on Twitter, YoY<sup>7</sup>



2021

+215%

Growth in "retail investor" mentions on Twitter, YoY<sup>8</sup>



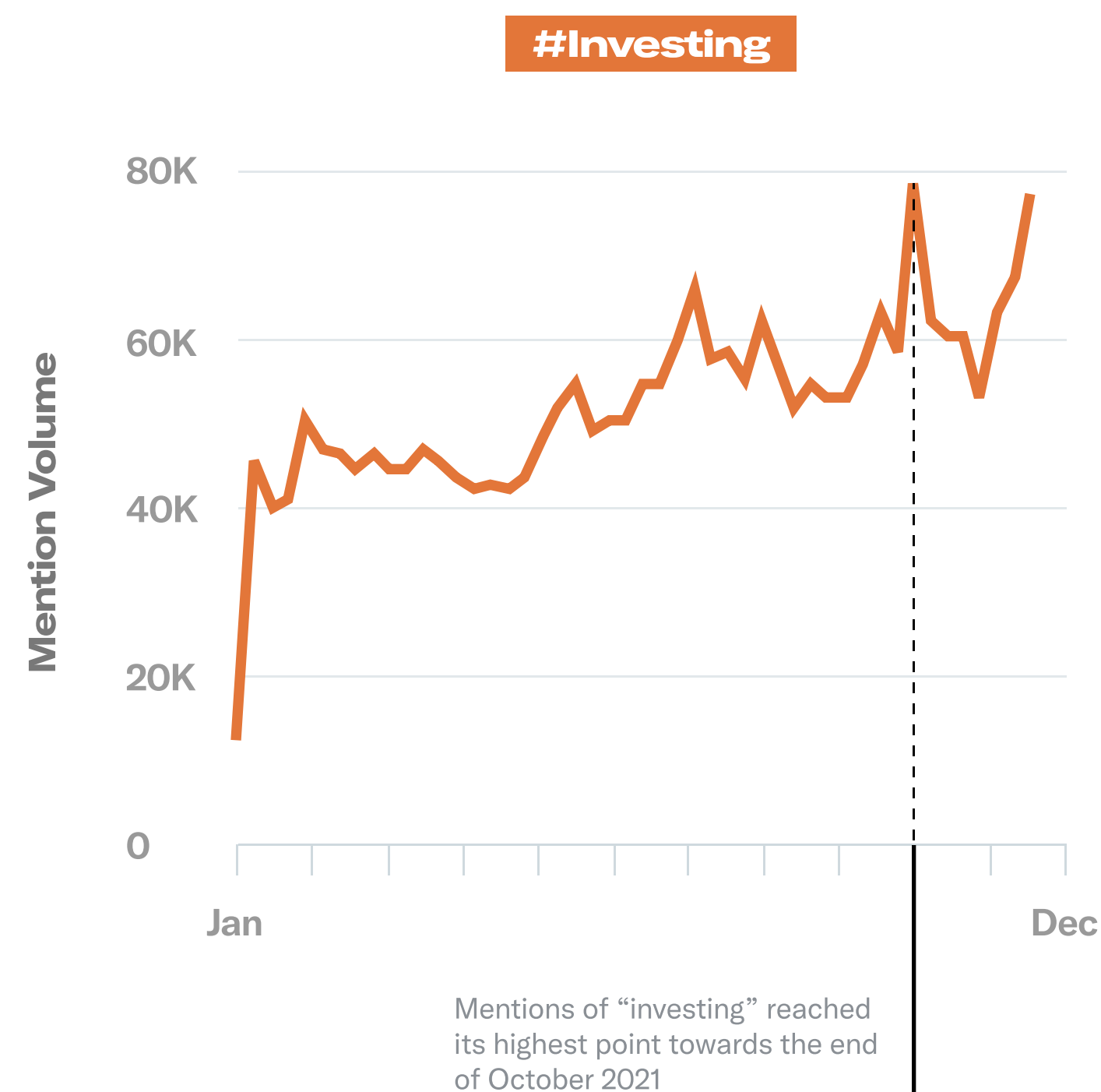
2020

<sup>7</sup> This data is based on Hootsuite's analysis of global Twitter mentions of "#investing" between January and December of 2020 and 2021. YoY is defined as this period in 2020 vs. 2021.

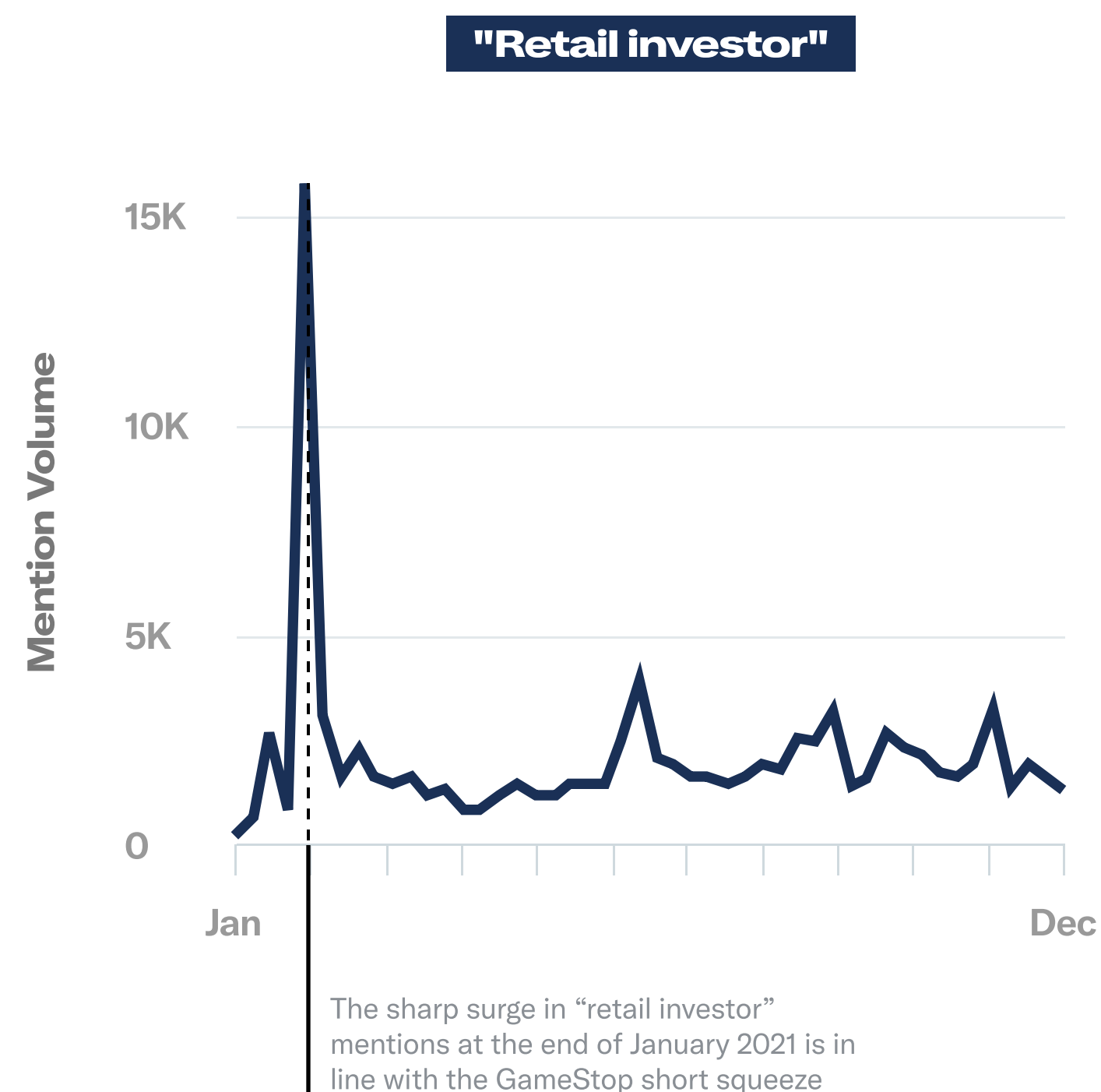
<sup>8</sup> This data is based on Hootsuite's analysis of global Twitter mentions of "retail investor" between January and December of 2020 and 2021. YoY is defined as this period in 2020 vs. 2021.



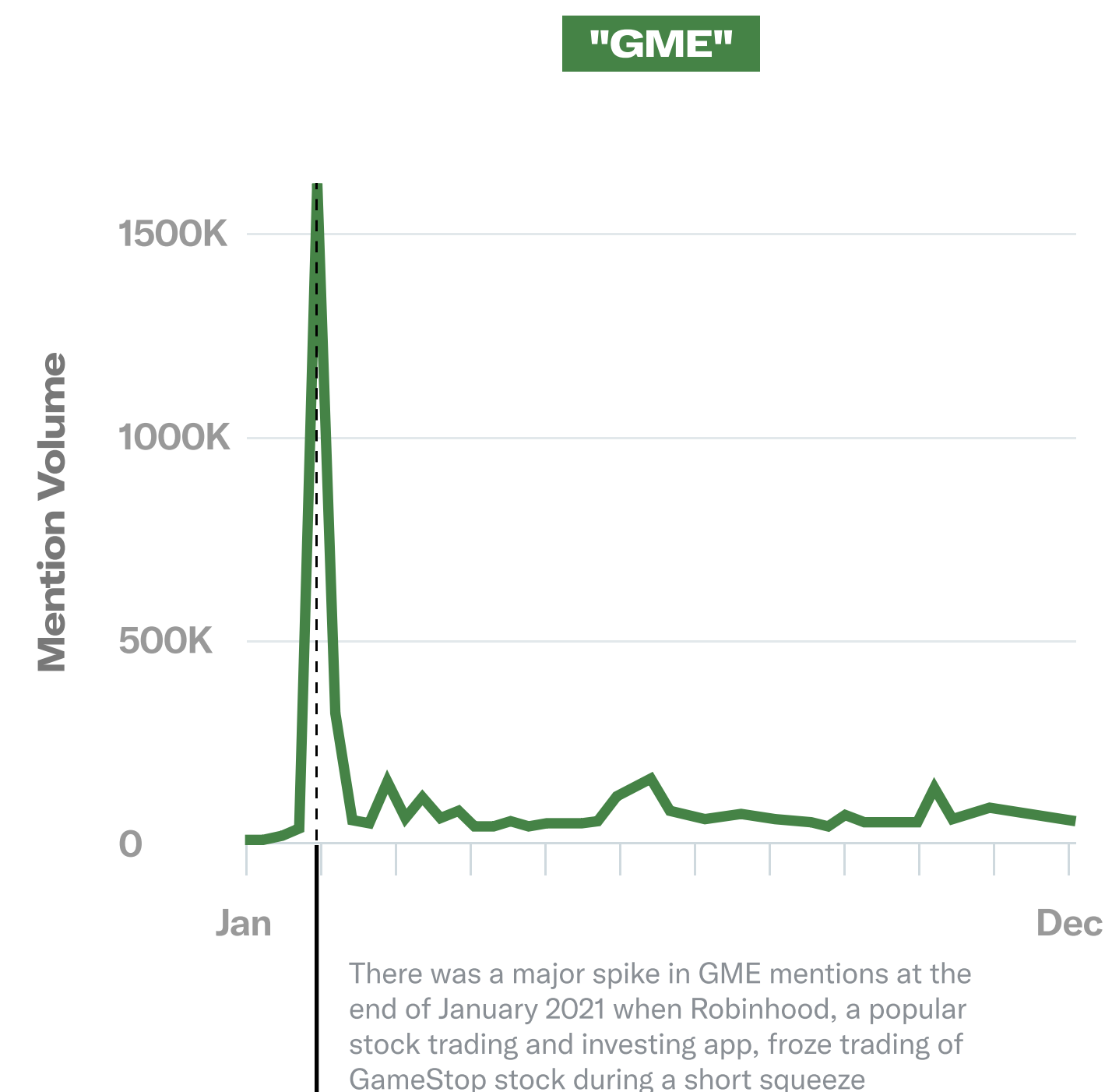
## Total volume of #investing mentions on Twitter by month, 2021



## Total volume of "retail investor" mentions on Twitter by month, 2021



## Total volume of "GME" mentions on Twitter by month, 2021





## Conversation drivers

Which related concepts, events, or keywords are driving conversation about this topic online?

GameStop chatter isn't spurring as many mentions of "investing" and "retail investor" as one might suspect (GME surpassed mentions of both by a long shot). Still, it continues to be one of the biggest drivers of the retail investor conversation on Twitter.

### GME

**6,054%**

YoY increase in Twitter mentions<sup>9</sup>





# What this means for finance brands

This is an exciting time for the financial services industry. People are paying closer attention to the world of finance and are more enthusiastic about it than they've ever been thanks to cryptocurrencies, NFTs, and retail investing reaching the mainstream. Right now, financial services companies have the opportunity to be in the spotlight, so why not take advantage of it? Here's what you can do to leverage the current popularity of the three trends discussed.

First, be sure to stay on top of the crypto, NFT, and retail investor conversations by following these [Trends on Twitter](#). And take advantage of social listening tools like Hootsuite's [Twitter Lists](#) and [Twitter Streams](#) to monitor relevant hashtags, keywords, and competitors.

## Use the data and insights you've gathered to:

- 01** Help create crypto, NFT, and retail investor content that truly resonates with your audience.
- 02** Host events that educate people and connect consumers with experts in the field.
- 03** Develop FAQs, guides, and other resources that provide tips, advice, and answers to common questions.
- 04** Predict when an influx in inquiries may come in, and build standard messaging that customer service representatives can turn to for quick and efficient responses.



# It's time to make change

Social media is changing consumer behavior and expectations. People now expect speedy and effective responses to their customer service inquiries on social media. Similarly, they expect the brands they love to be on top of the latest trends. Hootsuite's smart social listening and engagement features allow you to keep up with trends, build your brand, discover valuable audience insights, and get to know your customers better—all from one dashboard.

Staying compliant on social media is another must for financial institutions to avoid fines—and integrations like ZeroFOX and Proofpoint flag potentially non-compliant content.

These features, plus more, can help you stay up to date with all the crypto, NFT, and retail investor conversations.

**[See what Hootsuite can do for you.](#)**







# Behind the work

Hootsuite was created to empower organizations to build trust and deepen relationships through the power of social media.

From smart social listening and engagement to AI-powered social commerce and social customer care, Hootsuite has the scalable platform, deep expertise, strong industry partnerships, and bold vision to help your organization deliver world-class digital experiences to your customers at every stage of their journey — today and tomorrow. Build your brand with smart social marketing.

[\*\*Request a demo\*\*](#)



# Methodology

To gather the global keyword and hashtag volumes for the trending topics mentioned in this report—including “finance,” “crypto,” “NFT,” “#investing,” and “retail investor”—our own social media team put the Brandwatch platform to work. With this tool, users can search terms and phrases to collect mentions from social networks, blogs, news sites, forums, and more.

For this report, we filtered out all sources except Twitter and selected the relevant timeframes (January to December of 2020 and 2021) to ensure the tool only generated global results that were specific to that platform and for the timeframes needed. Using the same tool and search method, we also gathered gender demographics, geographics, and sentiment for the trending topics “finance,” “crypto,” “NFT,” “#investing,” and “retail investor.”

In addition, our initial searches around the trending topics revealed some of our subtopics or conversation drivers—“Bitcoin,” “Ethereum,” and “Dogecoin” as they relate to cryptocurrency; “BAYC” and “CryptoPunks” as they relate to NFTs; and “GME” as it relates to investing and retail investors. We then conducted separate searches for those subtopics to determine global keyword and hashtag volumes, demographics, geographics, and sentiment on Twitter from January to December in both 2020 and 2021.







# About the Twitter Official Partner Program

Twitter Official Partners are best-in-breed companies with unparalleled access to world-class technology. Expanding possibilities on and off our platform, our partners ensure exceptional experiences for brands.

In order to earn and maintain the Twitter Official Partner badge and to ensure high-quality experiences for businesses, all our partners are vetted for excellence and must consistently meet our high performance standards.

Learn more about [the program](#) and our [Official Partners](#), or reach out to us at [officialpartner@twitter.com](mailto:officialpartner@twitter.com) to begin working with a partner.