

MULLENLOWE

# COVID-19 SOCIAL SHIFTS | WEEK 2

MARCH 30, 2020

Most people have just completed their second week of social distancing or working from home. As people settle into their “new normal,” we see some shifts in the types of content they are sharing, what they are consuming, and how they want to hear from and engage with brands.

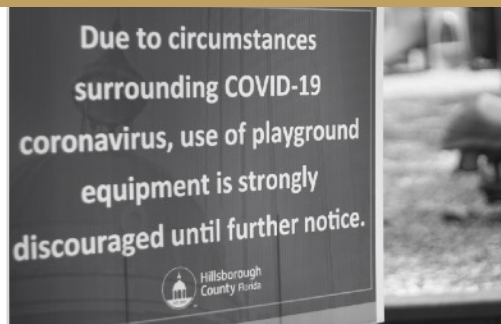
Here are some of the key changes in the way people and brands are using social this week:

## 1 SOCIAL CONVERSATION + CONTENT



- It seems we have really settled into self-quarantines with a lot of new content. People are sharing funny content about their current mental or physical state with “Quarantine Day \_\_\_\_” reports’ and viral challenges have taken over, from pushup challenges and couples’ challenges to “See a Dog, Send a Dog” and elaborate marble races.
- User content is continuing to move further away from filtered and polished to scrappier and real as people are forced to create content within the confines of their own homes.
- A lot of social content speaks to the idea of time being a really strange concept for many right now.
- Social media users are still using their platforms to help, with many this week sharing designs and specifications for sewing fabric masks that will be donated to hospital workers.
- Feel-good content continues to thrive, with people sharing sing-alongs and acts of kindness in their city.

## 2 CANCEL CULTURE, MEET COVID



- Many brands have made new versions of their logos to address social distancing, including Coca-Cola, Audi, Volkswagen, and McDonald’s.
  - But the backlash has been swift, and it’s reported that McDonald's has now pulled their campaign.
- People have been quick to publicly call out and shame neighbors who are not abiding by the social distancing rules and brands who are not attempting to help.

## 3 WHAT IS UNITING US?



People are bonding over the largest shared experience in the digital age.

- While everyone gets their streaming on, the clear fan favorite this week was Netflix’s *Tiger King*, and Google’s Search Trends can verify its popularity.
- Jackbox Games has been around for decades, but the brand is surging in popularity as the game packages make it easy to play a variety of games with your friends online.
- As we all navigate video conference meetings, people are sharing their own mishaps and embarrassing stories.

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## 4

## PLATFORM USAGE SHIFTS



Last week's trends continue to play out as many users adapt:

- Is Zooming a verb yet? With a 20+% spike in downloads, people are finding ways to use Zoom both professionally and personally. To help, brands like West Elm and Behr are curating backgrounds for users looking to spruce up their space or just add a bit of variety to their streaming.
- Despite being out for a few years, Nintendo Switch is sold out almost everywhere as people look for new forms of entertainment.
- Pinterest use has also spiked, with an increase in searches and saves last weekend higher than any other weekend since they first launched in January 2010. The biggest increases have been searches on cooking ideas, lessons and crafts for kids, and advice on vegetable gardening.

## 5

## PEOPLE OVER PROFIT



Last week, Trump's announcement that he'd like to have businesses reopen by Easter to help prevent further damage to the economy was met with a massive online social movement championing people over profit:

- Trending hashtags throughout the week included #NotDying4WallStreet, #TrumpMadness, #StimulusBill, and #StimulusPlan.
- Online conversations about the stimulus plan were focused around how companies who will benefit from it will treat customers afterward.