**Twitter Analysis Reveals 18 Key US Cultural Trends**

Twitter has published a report that reveals 18 significant US cultural trends from the analysis of billions of tweets between the start of 2016 and end of June this year. The trends are categorized by six key themes -- well-being, everyday wonder, creator culture, my identity, one planet and tech life -- and the report offers marketers insights into each one.

***Social Media Today 11/5/19***

<https://www.socialmediatoday.com/news/twitter-launches-new-study-of-key-cultural-shifts-based-on-billions-of-twe/566576/>

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<https://www.allbusiness.com/asset/2016/09/culture.jpg>