



REPORT

The beauty in Twitter

Insights by Sprinklr



Hi! 🙌

Welcome to our first ever #BeautyTwitter report.

What is #BeautyTwitter? #BeautyTwitter is you!

It's the community of Creators, influential voices, makeup, hair and nail artists, estheticians and derms, beauty journalists and editors, plugged in brands and, of course, the backbone of the community: our beauty fans.

What's special about #BeautyTwitter? It's real over ideal - it's the place we all come for honest, fun conversations about new product drops, reviews, skincare routines, and so much more. But #BeautyTwitter isn't just skin deep - the most influential voices in this community are building authentic connections, sharing their truest selves, and joining the public conversation every day.

#BeautyTwitter is the best place to talk about beauty - let us tell you why.



The #BeautyTwitter team

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#FlawlessFacts

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Behold the Beauty changemakers

A spotlight on the unique conversation about beauty within #BlackTwitter, and the LGBTQ+ influencers driving conversation

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*Unless otherwise stated, all data shared via Sprinklr analysis

The foundation

Key takeaways we want you to know

We hope you'll read and enjoy this full report - there are some hidden gems in here! But if you want the quick and concise, this is what we want you to know:

- 01** You don't have to be a power user to meaningfully contribute. The conversational, open nature of #BeautyTwitter lends itself to a democratization of influence and the ability to access influencers and brands.
- 02** Authenticity and honesty in beauty is Twitter's strength - it's real over ideal.
- 03** The top contributors to #BeautyTwitter come from a range of diverse communities.
- 04** The new guard of beauty brands join in the daily conversation - they cultivate their unique voices and behave like content publishers.

#FlawlessFacts



#TopCountries

United States
United Kingdom
Nigeria
France
Spain

58%	United States
13.2%	United Kingdom
7.7%	Nigeria
3.7%	France
3.5%	Spain
2.6%	Canada
1.7%	Thailand
1.7%	Indonesia

#LanguageBreakdown

English
Spanish
Indonesian
French
Thai

79.4%	English
3.8%	Spanish
3%	Indonesian
2.6%	French
1.8%	Thai
1.8%	Portuguese
1.5%	Japanese
0.5%	Hindi

#BeautyTopics

Makeup & cosmetics
Skin care
MUA
Hair love
Hair care

26.1%	Makeup & cosmetics	2.6%	Natural hair
13.9%	Skin care	2.5%	Healthy skin
5.3%	MUA	2.4%	Acne
5.3%	Hair love	2.4%	Lip stick
3.8%	Hair care	2.2%	Moisturizer
3.7%	Anti-aging	2.2%	Nail art
3.5%	Makeup artist	1.9%	Anti-wrinkle
2.7%	Organic skin care	1.5%	Eye shadow

Most popular hashtag
#Makeup

Most frequently used hashtag during COVID-19
#Skincare

Most popular natural beauty topic
Natural hair

Highest volume of beauty Tweets (by day)
Wednesday

Highest volume of beauty Tweets (by month)
October 2019

Most popular time to Tweet about beauty
12:00pm EST

Most engaged with brand
ColourPop Cosmetics

Most frequently shared type of content
Photos

How this report was created

To create this #BeautyTwitter report, we worked with Sprinklr. [Sprinklr](#) is a provider of enterprise software for customer experience management.

Sprinklr analyzed the top 400 Twitter profiles and the top 250 hashtags globally in the Twitter beauty space from July 2019 to July 2020. Tweets in all languages were analyzed.

7M global Tweets analyzed

250 beauty-related hashtags

400 Twitter brand and Creator profiles

COMMUNITY

The *makeup* of #BeautyTwitter



The #BeautyTwitter makeup

Who drives the #BeautyTwitter conversation and how do they show up?

There are three key communities driving the beauty conversation on Twitter: brands, influencers, and fans.

#HOWTHEYTWEET



1 in 4 Tweets are photos
1 in 10 Tweets are links

Multinational brands - Large, multi-faceted cosmetics and personal care companies like L'Oreal and Unilever.

Niche brands - Beauty brands like ColourPop, Glossier, and Fenty Beauty; smaller in scale, but influential cult favorites.

Creator and artist brands - New beauty product and skincare lines founded by beauty experts and Creators, e.g. one/size or Pat McGrath.



1 in 5 Tweets are quoted status
1 in 7 Tweets are photos

A person who is prolific on Twitter and beyond for sharing expertise on beauty.

This includes professional makeup, hair and nail artists, skincare experts, digital Creators. This group also spans celebrities with a passion for beauty, trusted journalists and editors.

Beauty fans follow them for honest takes, expertise, and recommendations on skincare, hair care, cosmetics, and more. Fans trust influencers for their advice and techniques in the beauty industry.



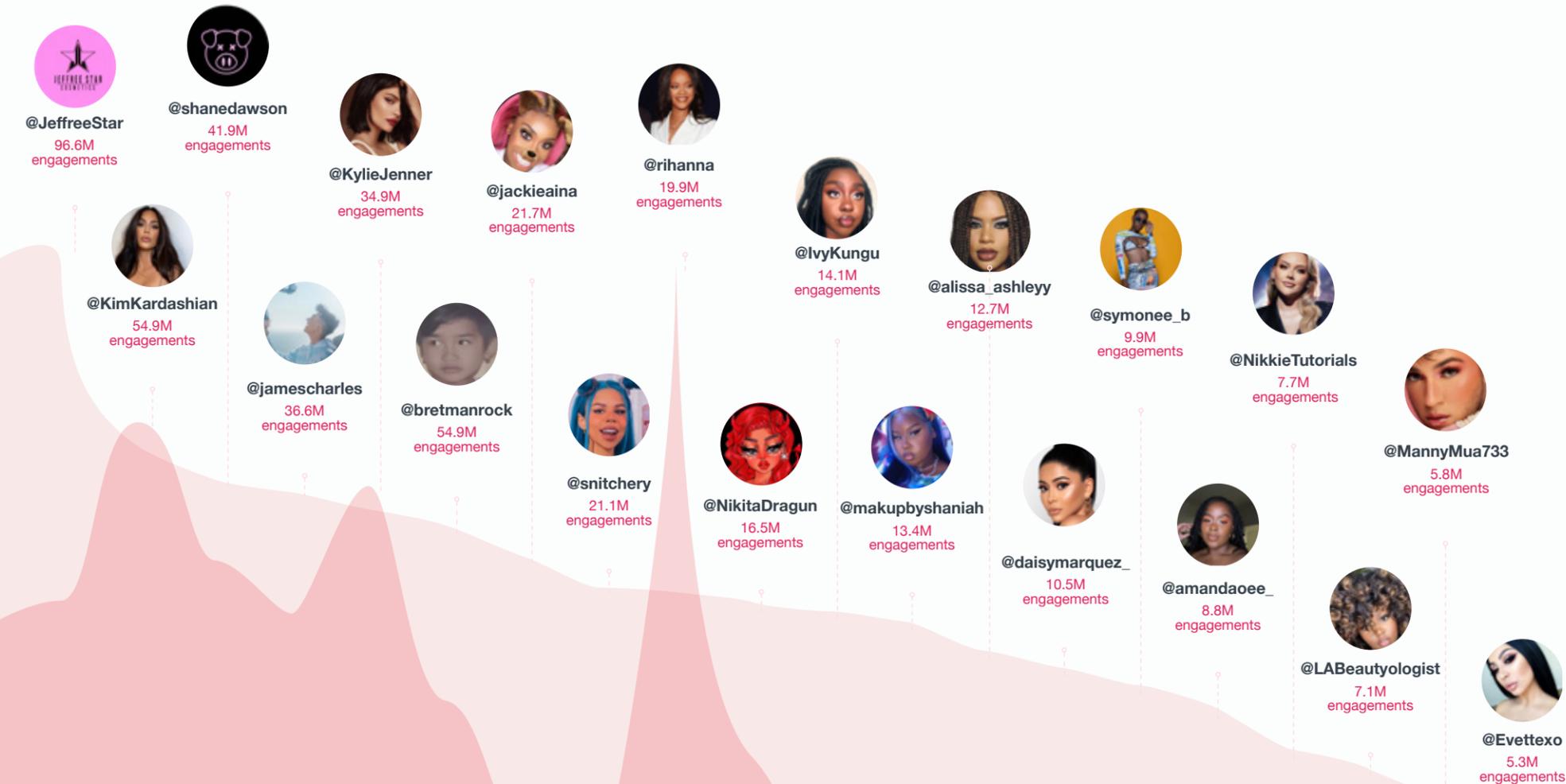
1 in 4 Tweets include links
1 in 7 Tweets are text-based

The backbone of #BeautyTwitter! The people on Twitter who follow and engage with brands and influencers. They range from having a deep passion for beauty to occasionally joining the conversation with specific questions or to celebrate personal beauty moments.

Top 20 influencers leading the #BeautyTwitter conversation

While beauty fans and brands are a huge part of the daily interactions on the platform, who is driving the highest volume of conversation and bringing people to #BeautyTwitter? Influencers.

Beauty influencers are leading the charge, driving buzz and opening the door for others to join the in on the conversation, whether it be about beauty or a life event.



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The authenticity of people on Twitter is 10/10, it's a platform where people aren't afraid to express themselves genuinely.

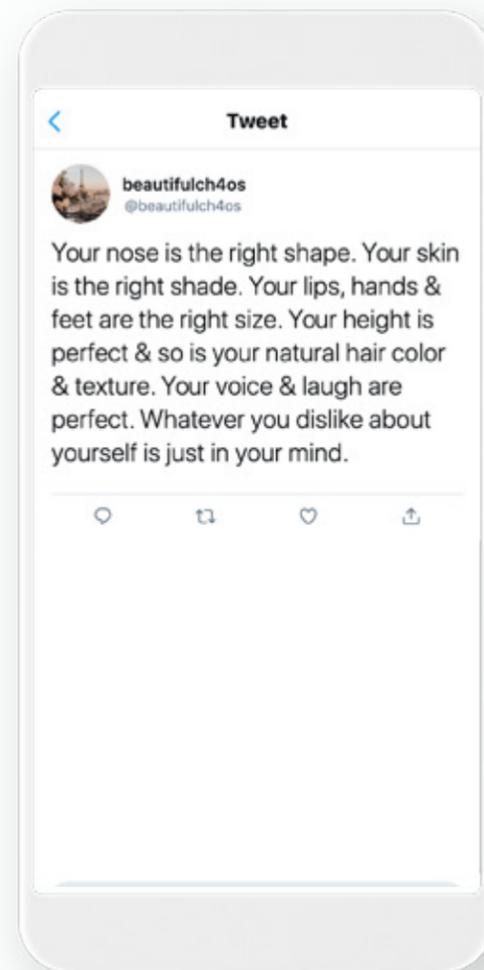
– ColourPop Cosmetics

94%

of the #BeautyTwitter community are beauty fans and up and coming influencers*

While #BeautyTwitter is an expansive community, you do not need to have massive reach to get in on the conversation or make an impact. In fact, 94% of the #BeautyTwitter community is made up of beauty fans and up-and-coming influencers. They turn to #BeautyTwitter's Creators, professionals and brands for the latest features, trends and industry news, and love to share their own perspective as well. These users are making an impact regardless of their follower count and are joining conversation sparked by their favorite influencers and brands, sometimes even "going viral." The democratization of influence is alive and well within #BeautyTwitter!

**Non-Verified Accounts*



37%

of total #BeautyTwitter engagements are on Tweets with photos

Across the board in #BeautyTwitter, photos have the highest engagement out of all Tweet types.

Influencers and brands rely on text-based Tweets as their most frequently used Tweet medium - while premium videos and photos are an important part of their broader strategy, this type of format provides the lowest barrier to entry for joining conversations.

Beauty fans are more likely to share photos, either showcasing pride for accomplishing a new look, celebrating their natural beauty, or to get advice and recommendations. Beauty fans also love to share photos of recent hauls or product pickups.

Beauty fans are also tapping into the expertise of #BeautyTwitter by asking for help and sharing honest reviews of products.

We know that influencers, brands and beauty fans run the conversation - but who, exactly, makes up the #BeautyTwitter audience?



57%

of the beauty conversation is female-identifying

43%

of the beauty conversation is male-identifying



The beauty conversation is split almost evenly with **56% of the conversation coming from female-identifying people** and **43% from male-identifying people** as identified by AI.* While this was once an industry dominated by women, the explosion of men's skincare and makeup has significantly shifted this new, almost equal, split.

Gen Z is small but mighty - they are interested in beauty and continue to grow their presence on the platform. 54% of the beauty conversation on Twitter is driven by Gen Z¹.

54%

of beauty conversation on Twitter is driven by Gen Z

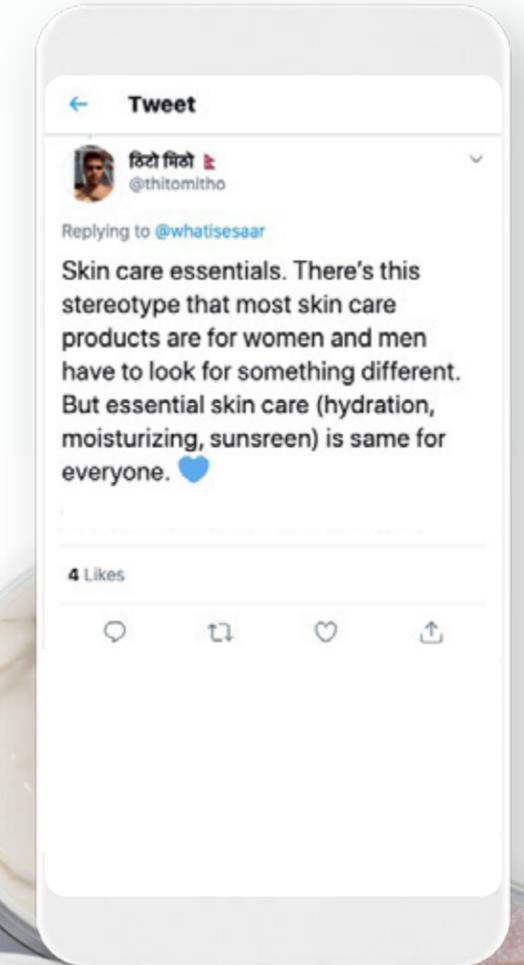
¹ Source: Twitter Internal Data, October 1st, 2018 - October 1st, 2019. Data pulled October 2019. US Only

“

There are definitely a lot more self-identifying men coming to the beauty space. Social media has encouraged so many people (including myself) to express yourself and have fun. I know for me, seeing the love and support other men were receiving on the platform helped push me to not be afraid and do what I wanted to.

I think in the future there will be a lot more men in the beauty space.

– **Louie Castro, beauty influencer and self taught makeup artist**



*Identifiable Gender, note that we were not able to capture data around gender non-conforming or non-binary individuals for this segment



@ColourPopCo 
Beauty for cool kids. Made in LA ⚡

967 Following 463.4K Followers

About Colourpop, in their own words:
What makes ColourPop unique? We create our products on our campus in Oxnard, CA. We control every step of the process in creating our products from the research and development, testing, production and distribution. With this integration, we're able to take feedback from our community and make it happen! We can create a product from concept to customer faster than anyone in the world!

Brand Spotlight: ColourPop Cosmetics

What are your values?

One of our most important values is that we're the beauty brand for everyone, whether you're a beginner or a pro makeup artist, we make super high quality products in every shade imaginable, at prices that don't break the bank.

Our approach for Twitter content is completely different from our other platforms. We're focused on content that is relatable and that can start up a conversation. We love using open-ended questions to get feedback from our community, but on other platforms, a lot of that conversation and feedback can get lost in the mix. **The Twitter community is as authentic as they come, especially the beauty community on Twitter. They know exactly what they like and what they don't like, and they are 100% honest with us.**

Twitter provides us so much, we learn through conversations within our community, listen to customer

experiences, and tap into the culture as a whole. **Twitter acts as our ear to the ground, we learn about shifts in social trends and behaviors first on Twitter vs any other platform.**

Social media relies heavily on the numbers to determine if a campaign is successful, but we like to think that our campaigns on Twitter are successful if we spark conversation within our community. Being able to engage with our audience and learn from them on Twitter is extremely valuable to us. **We had the mindset of creating the same content for all social platforms, but once we stopped treating Twitter like any other platforms and focused on**

creating specific content just for our Twitter community, that's when it all changed for us. Our biggest tip for other brands is to listen to your community! They play such a big role in our creative process, and catering your content to them will create a more engaged community.

One of our main areas of focus is inclusivity, not only in our shade range but in the content we're sharing. Our Twitter community was at the forefront of this conversation, and forced us as a brand to take an honest look at the content we share. **To continue to grow and have more honest conversations, we've built a relationship with the Creators who started this movement on Twitter and regularly communicate with them about various topics and upcoming launches.**

We mean it when we say beauty is for everyone! We engage our male audience in the same way as our female audience, there's no big difference in the type of content for any makeup lover. We share and repost fun looks from male Creators,

and the content is just as engaging as other looks we share!

Have fun! The beauty industry in the past has been so serious, we want to bring back some playfulness, create products that make our community feel confident and seen, and engage them in a way that makes them feel valued, because we wouldn't be the same brand without them.



TOPICS

#TrendingNow



#WhatAreTheyTweetingAbout

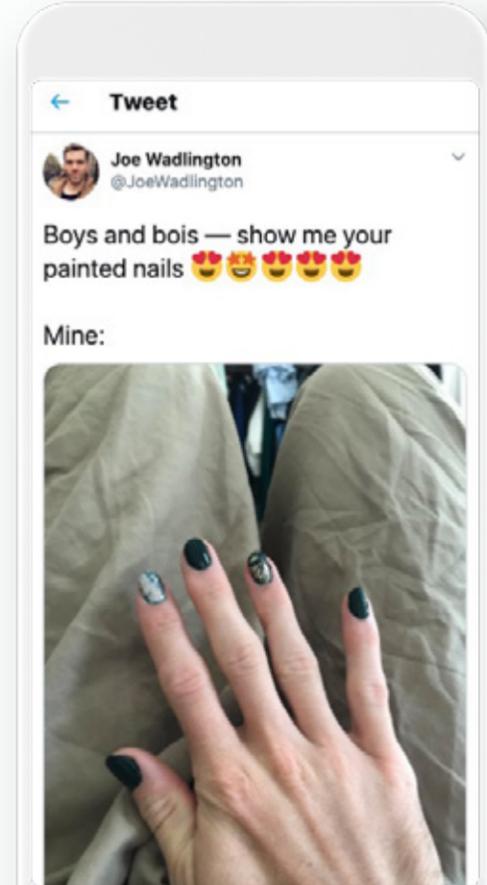
Beauty accounts for **118.4 million Tweets** on the platform in the past year. Of this conversation, makeup, skin, hair and nails are the most popular topics.

37.6M
makeup

8.1M
hair

6.4M
skin

1.8M
nails



*Source: Twitter internal data, US only, 7/1/2019-7/31/2019. Retrieved August 2020.

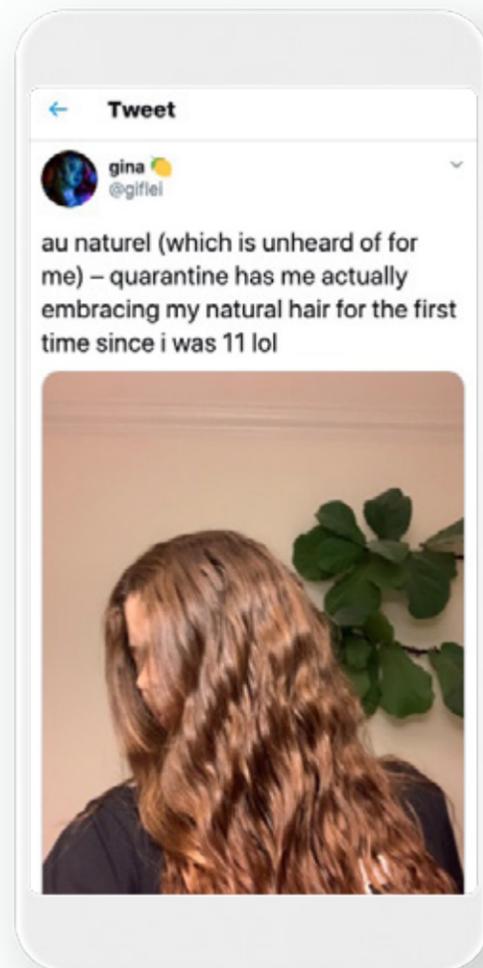
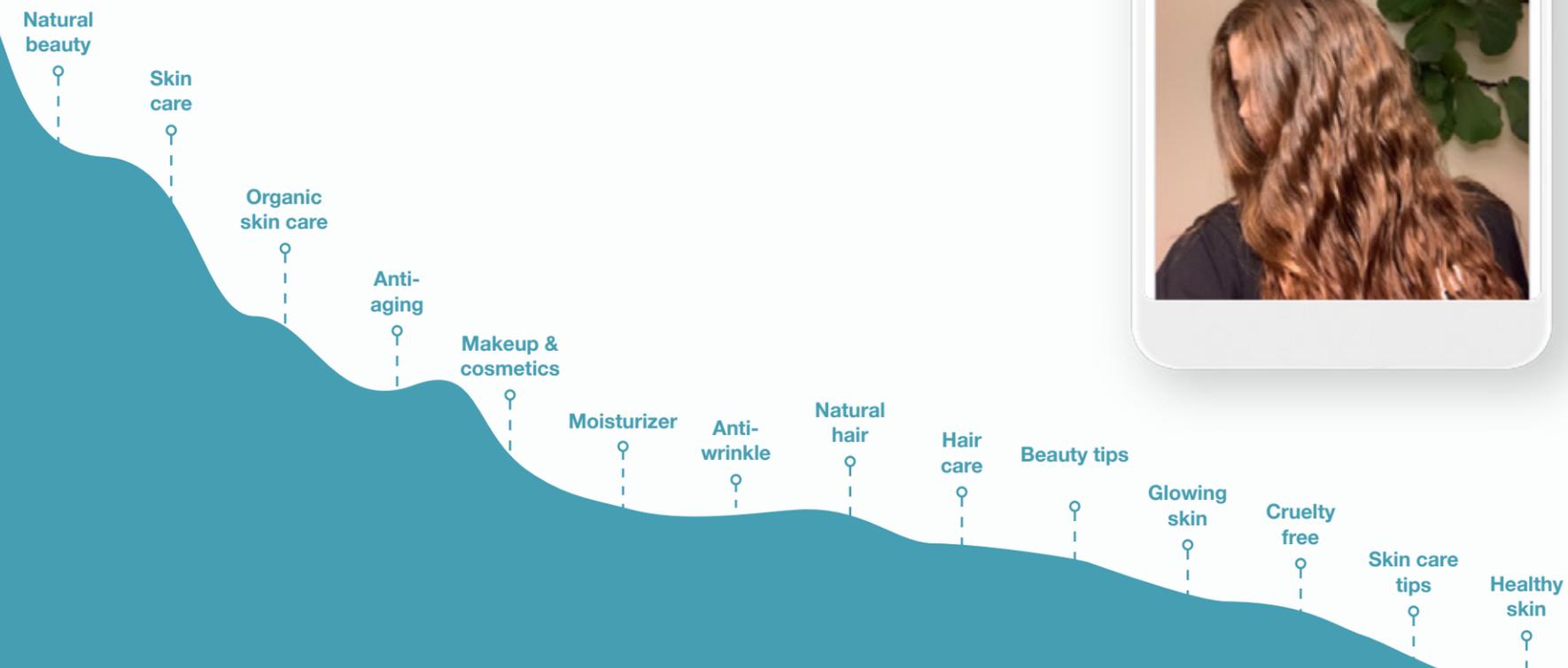
#BeautyTwitter loves their emojis. Sprinklr shows the most popular emojis relative to their size in the chart on the right. The bigger the emoji, the greater the usage on Twitter. Unsurprisingly, hearts, stars, and support showing emojis are very popular within the beauty conversation on Twitter.



We've seen a rediscovery of our natural selves

During the COVID-19 pandemic, we've seen a significant shift in those doubling down on natural beauty and self care.

TOPICS IN NATURAL BEAUTY CONVERSATION



At the beginning of quarantine, there was anxiety surrounding unavailability of beauty services like manicures, lash extensions, and facials; but people rejoiced at the idea of not having to wear makeup every day with a new found dedication to skincare.

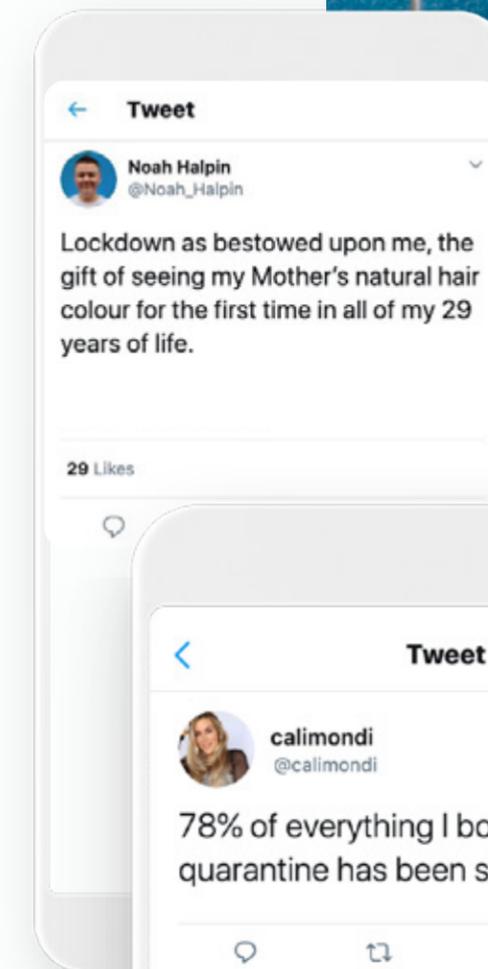
#NaturalBeauty and #NaturalHair were popular hashtags during the beginning of the pandemic and were discussed with skincare and anti-aging products. There was a 23% increase in the first six months of 2020 in US Tweets about natural beauty³. Even when wearing makeup, people were going for the natural look. People Tweeted about seeing people in their lives for the first time without beauty product enhancements.

23%

increase in the first six months of 2020 in US about natural beauty

There were 23,000 US Tweets about natural hair care in the first six months of 2020⁴. Some users admitted it had been years since seeing their own natural hair color. The #NaturalHair and #HairLove conversations that continued to rise on Twitter over the past year - more on that in the next section!

People on Twitter are rediscovering their own hair and finding newfound appreciation for natural beauty.



³⁻⁴Source: Twitter internal data. US Only. Time Frame: 1/1/20-6/30/20. Data retrieved July 2020.

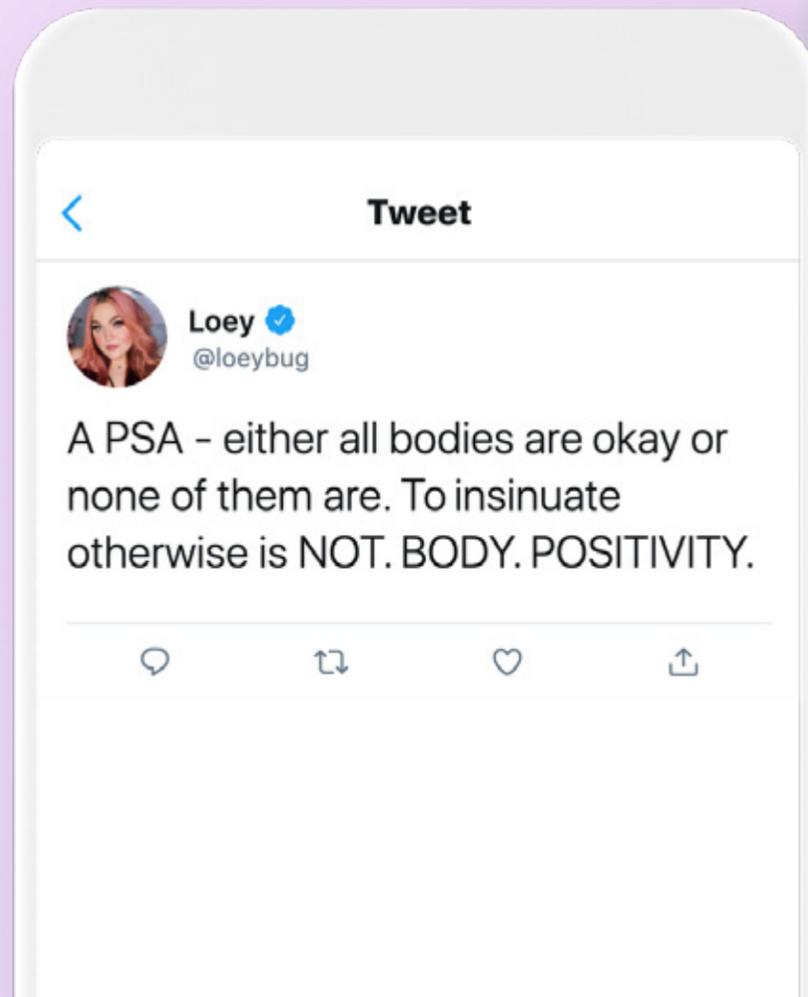


IDENTITY

Serving #BeautyTwitter realness



What makes #BeautyTwitter different? Twitter is the destination beauty enthusiasts go for a more honest, supportive, and positive perspective of what beauty can look like. It's not about getting the perfect lighting, shot, or angle. It's where users come to discover what's perfect for their own identity.



LOEY LANE

@Loeybug

Hi, hello, my name is Loey! YouTuber and founder of @loveanybody.

1,528 Following 152.9K Followers

Favorite emoji: 📈

Favorite beauty brand on Twitter:

ColourPop's Twitter is my favorite! They are such a fun brand, and their Twitter really reflects their personality as a company. They're up to date on the latest memes but also drop makeup inspiration, new product launches and more.

#Perspective: @Loeybug

I find that out of every social media platform, Twitter is the most relaxed. I love cultivating poised, highly thought out content on all of my social media, but Twitter also gets a lot of my day-to-day thoughts as they're happening. **I feel so close to my Twitter audience because it's almost like texting a friend - you put out a Tweet about whatever it is you want to talk about, and immediately you have a response.**

I believe every year we are improving in being more accepting of all bodies, including ones that look like our own. The conversations around that [body positivity] topic feel easier to both begin and migrate into. The entire point of body positivity is that we have only one body here on earth and we should love it in every stage - I think that message can get lost sometimes. But **when people post their pictures on Twitter or Tweet about how**

good they feel in their own skin that day, we get closer and closer to self love and body positivity being the norm. We have to start with loving ourselves before we can love other people just as hard.

As a member of the LGBTQ+ community, it's important for me to support other LGBTQ+ beauty Creators! I support all diversity in beauty, so I also love following Black Creators, men in makeup and so much more ... **I love following creative people on Twitter and seeing them pop up on my timeline every day.** It inspires me to do my makeup in a new way, try new products or DIY something fun!

It's really important for me that I use my platforms in a responsible, ethical way. I talk about social justice topics because as an influencer, I do feel like it's my responsibility to keep my audience focused on very real problems we have in our world. Together with my audience on Twitter we have raised money for charity during major world events, discussed at length the importance of social justice topics and so much more. **I love that my audience cares [about social justice topics] as much as I do and we teach each other so much.**

“

You are beautiful today, in your own skin. You will still be just as beautiful tomorrow and every day after that. Go drink some water, love you!

Shared personality traits of #BeautyTwitter influencers



Influencers don't just “stay in their lane” and talk about beauty - they openly talk about social issues and share their perspective. They are complex and unique individuals, and they want you to know it.



They participate in the daily global conversation on Twitter.



They are real and ideal. In addition to sharing the glamorous elements of their lives, they show their fans who they really are as people.

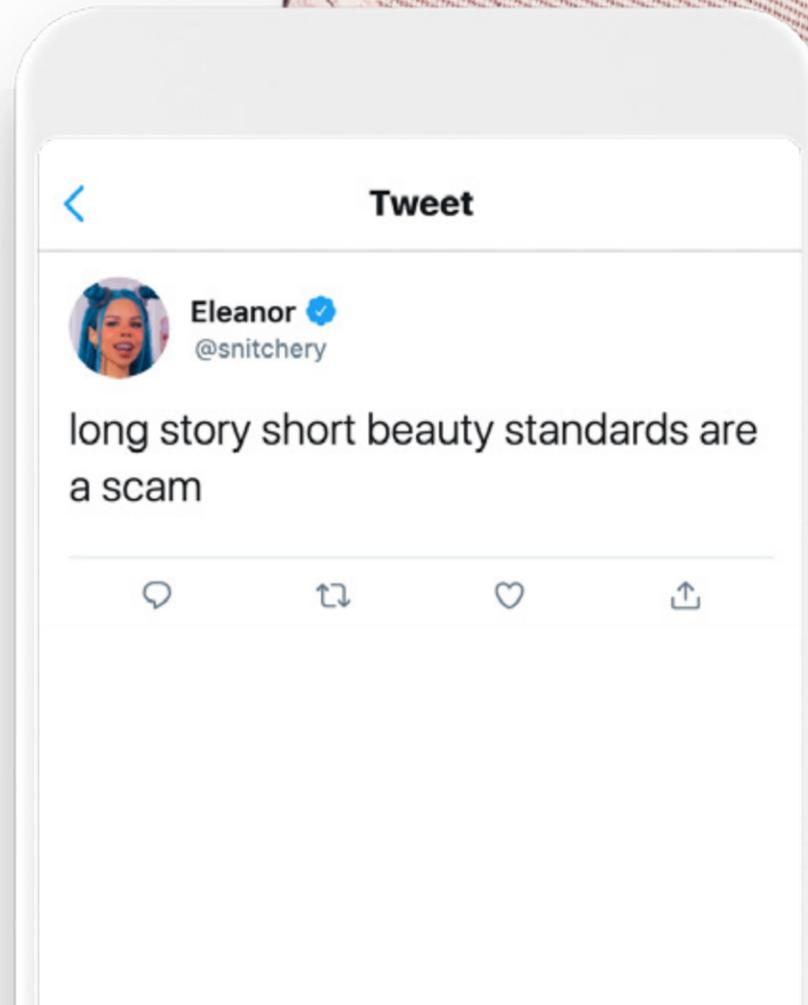


They are proud of their intersectionality. LGBTQ+ and non-white Influencers are some of the strongest and most engaging voices within #BeautyTwitter. They share their full lived experience with other influencers and fans on Twitter.



#BeautyTwitter is not just surface level. These Creators are so successful on Twitter because they are going deeper - they show us who they really are and what they care about.

Creators are commenting on what's happening in the world and using the platform to hold other influencers, brands, and people accountable for the actions.



ELEANOR BARNES

@snitchery

i love makeup & anime & you mwah mwah
💖💫🌈

967 Following 463.4K Followers

Favorite emojis: 🐱👁️

Favorite beauty brand on Twitter:
Fenty Beauty has such a fun Twitter presence! I love that they're super supportive of their community and always feel culturally relevant ... not tied to beauty specifically, brands that vocally (and financially) continue to support Black Lives Matter and the ongoing fight against racial injustice have my support.

#Perspective: @snitchery

With Twitter, I'm able to be myself a bit more. Unlike on other platforms where my content is highly curated, my Twitter feed is just a stream of consciousness where I can share a little bit of everything and see what sticks. **[On Twitter] I'm also able to be way more personal, which has led to a ridiculously loyal and loving fan base I haven't experienced anywhere else.**

Oftentimes, **Twitter is where viral trends in beauty hit first! Particularly in the skincare community, I've learned more there than on any other platform.** I do think the discussion aspect of the app helps to cultivate new ideas!



I feel like I've seen more creative beauty trends on Twitter than anywhere else! It's a really neat community.

I'm hopeful that one day makeup will (once again, as it occasionally has been in history!) be viewed as entirely genderless, and we're able to see more POC male and non-binary representation across the industry. **I've always been vocal about social issues on social media, long before I had a platform. It felt natural to continue speaking up as my audience grew, and never crossed my mind to become a-political. Twitter is a great way to spread awareness and information!**

DIVERSITY + INTERSECTIONALITY

Behold the beauty changemakers



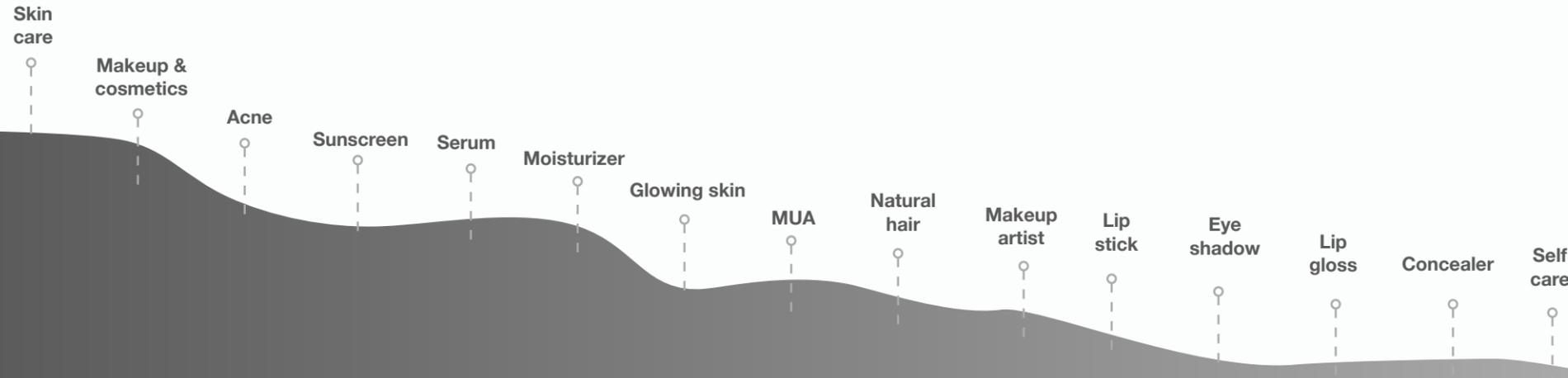
Beauty in #BlackTwitter



Black beauty influencers drive the conversation around skincare - top conversations include sunscreen, serum, moisturizer, glowing skin, and acne.

The #NaturalHair conversation on Twitter has continued to grow in prominence, with people on Twitter sharing their own journey and experience around accepting and loving their natural hair. The conversation peaked in February around *Hair Love's* Oscar win, sparking conversation around #HairLove focused on embracing inherited traits and self-love.

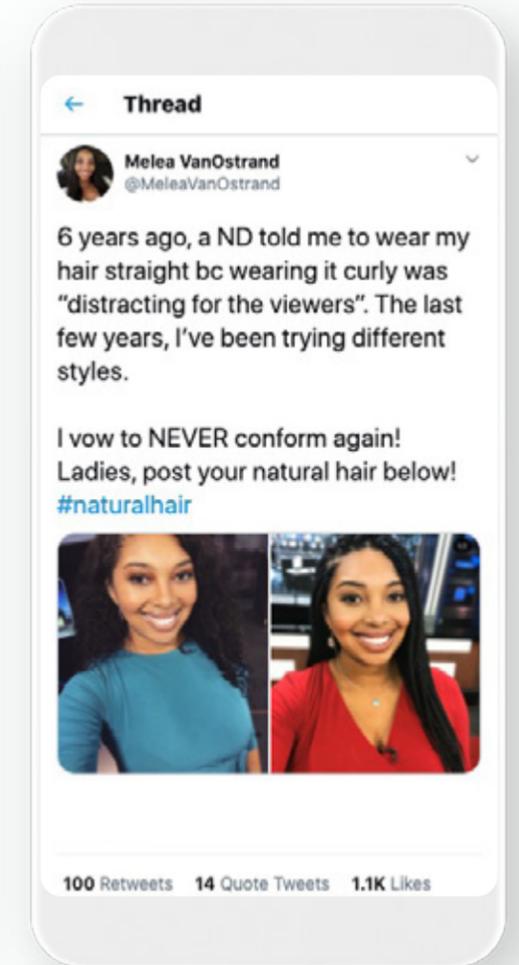
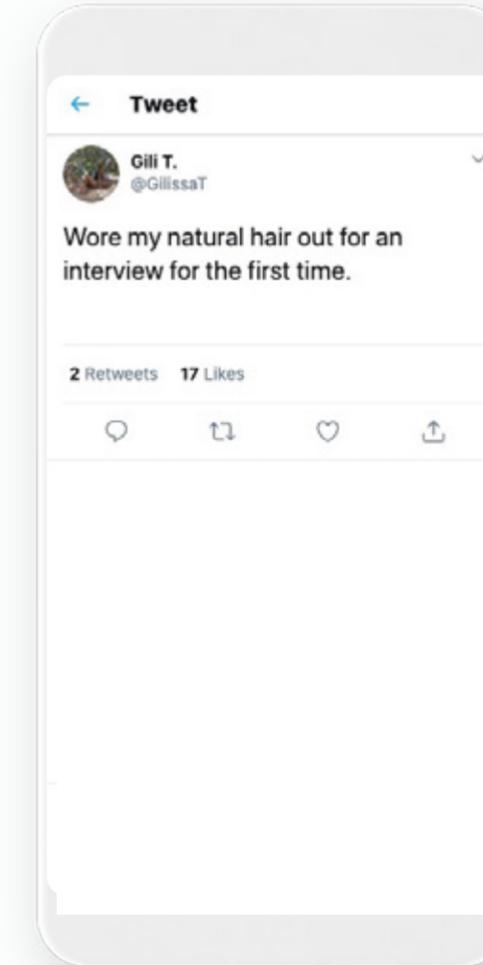
TOPICS DISCUSSED BY BLACK BEAUTY INFLUENCERS

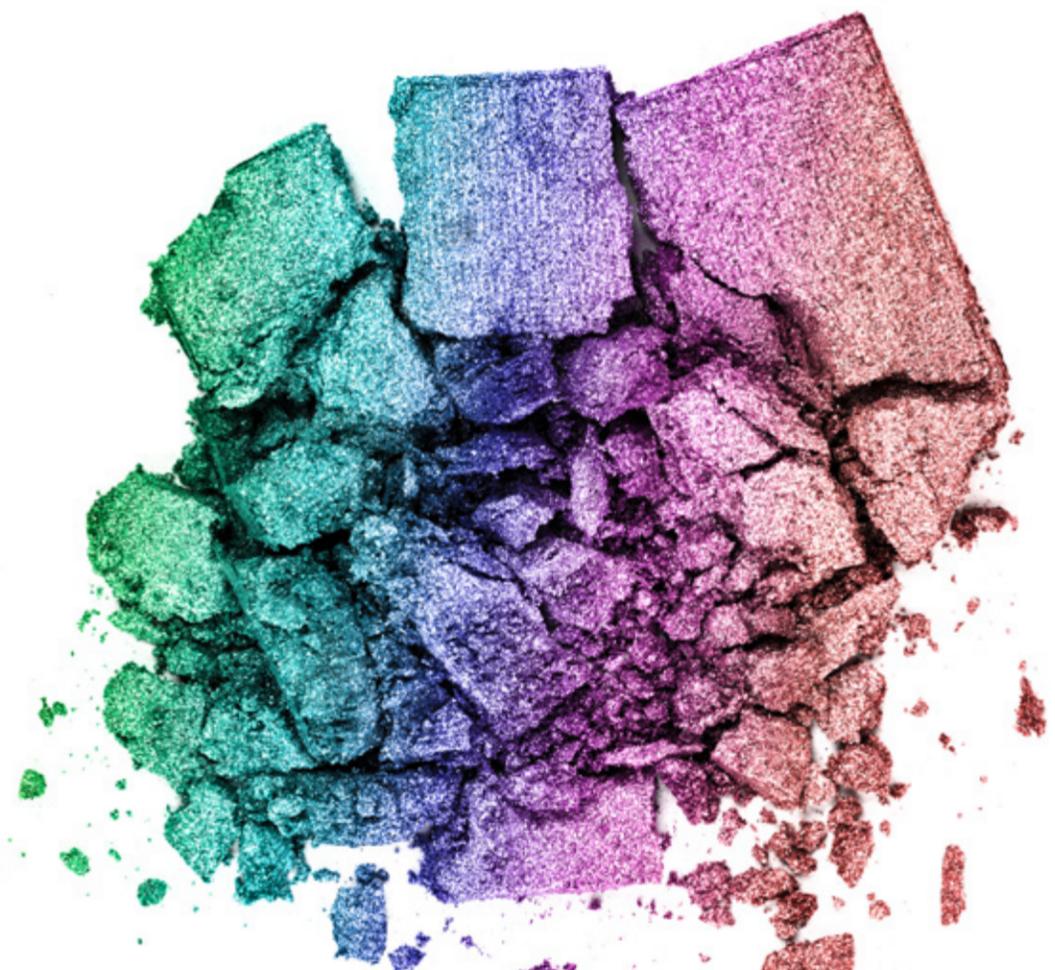


What are we talking about when we talk about the #NaturalHair movement? Natural hair means no wigs, weaves, coloring, highlights, perms, relaxers, texturizers, or any other permanent or semi-permanent treatment. There is some debate on whether curling or straightening one's hair is still considered natural since when it is wet it can return to its normal texture.

- #CurlyHair
- #HairCare
- #Curls
- #NaturalHairStyles
- #Beauty
- #BlackGirlMagic
- #TeamNatural
- #ProtectiveStyles

⁵ <https://www.byrdie.com/what-is-natural-hair-definition-and-in-depth-look-400268>

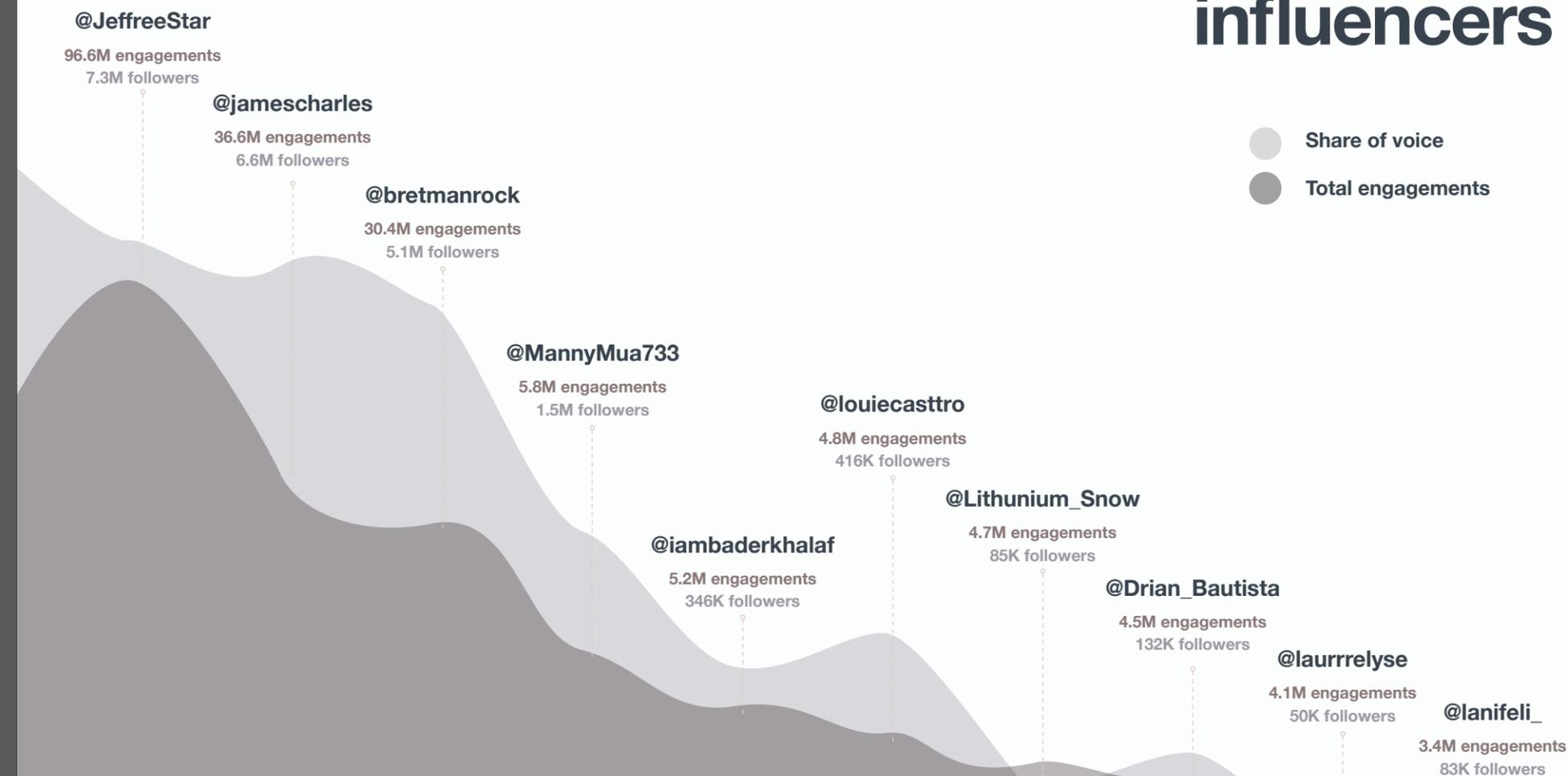




Beauty in the #LGBTQ+ community on Twitter

Most Engaging LGBTQ+ influencers

- Share of voice
- Total engagements



LGBTQ+ Creators have fun celebrating and commenting on pop culture moments, using these moments as springboards for conversation and content creation.

On top of sharing fun moments, opinions on new products, and tutorials; LGBTQ+ Influencers take to Twitter to celebrate authenticity, affect change, and drive accountability within their following as well as other influencers.

45%

of all beauty topics discussed by LGBTQ+ influencers are around makeup

Beauty topics discussed by LGBTQ+ influencers:

- | | |
|-----------------------|---------------------|
| 1. Makeup & cosmetics | 9. Eye shadow |
| 2. MUA | 10. Drag |
| 3. Makeup artist | 11. Contour |
| 4. Skin care | 12. Highlighter |
| 5. Glowing skin | 13. Lip gloss |
| 6. Lip stick | 14. Makeup tutorial |
| 7. Makeup look | 15. Mascara |
| 8. Concealer | |



LOUIE CASTRO

#Perspective: @louiecastro

I definitely notice the difference on Twitter when it comes to engaging with my audience. I find it a lot easier to communicate with my followers and start conversations with them. I feel as if people are more open to voice their opinions/thoughts/creativity on the platform because it's easy for others to engage with a Retweet, like, or share.

opinions ... or engage with it in any way they think will be helpful.

Social media has encouraged so many people (including myself) to express yourself and have fun. I know for me, seeing the love and support other [self-identifying] men were receiving on the platform the platform helped push me to not be afraid and do what I wanted to. I think in the future there will be a lot more [self-identifying] men in the beauty space. There's a lot of support coming from social media and brands that help encourage anyone to express themselves with makeup.

@louiecastro

Latino || YouTube: Louie's Life || Snapchat: thehamielouie || IG: louiecastro ||

91 Following 424.7K Followers

Favorite emojis: 🍷👉👈💎💎

Favorite beauty brand on Twitter:

I believe Fenty Beauty had the best launch on the platform. They did such an amazing job when it came to inclusivity and it was blowing up all over Twitter. So many people were liking, sharing, commenting and supporting the launch which helped it get the attention it deserved.



All brands should be inclusive. I love going to a brands' page and seeing inclusivity with Retweets, reposting other artists, supporting the LGBTQ+ community, being a vegan brand, etc. **Brands have to be openly supporting everyone to receive that love and support from their audience. Being inclusive is very important.**

“

To anyone who is thinking about doing makeup, JUST DO IT AND HAVE FUN! Use it as a creative outlet to express yourself! There are no rules to makeup 💜

To recap,

We hope you found this report inspirational and exciting

There's something for everyone in #BeautyTwitter. Anyone can contribute and make an impact, and the brands and influencers that cultivate their unique voices and engage with the #BeautyFans are doing it right.

Authenticity and honesty in beauty is #BeautyTwitter's strength. Diversity is celebrated and impactful. The most influential voices have strong points of view and celebrate their full lived experience on the platform.

We are endlessly inspired by our #BeautyTwitter community and their contribution of positivity and authenticity into our timelines. Thanks for reading!





The beauty in Twitter: Sprinklr Methodology

[Sprinklr](#), a provider of enterprise software for customer experience management (CXM), analyzed the top 400 Twitter profiles & the top 250 hashtags globally in the Twitter beauty space for the year from July 1, 2019 - July 1, 2020. The Sprinklr CXM platform, specifically Sprinklr Listening and Influencer Networks capabilities, were used to analyze about 7 million global Tweets related to beauty to find trending influencers, top hashtags and topics. To learn more about these tools and how they can benefit your organization, contact Sprinklr.

Analysis prepared by Ian Hensley, Lead Sprinklr Marketing Analyst



Beauty Twitter 
@Twitter



#ThankYou



October 2020

