



Social Media Trend Report

December 1 2021 - January 10, 2022

HEADLINES

- HxO Instagram audience grew by 23%
- Easy-to-digest **static grids** that highlight HBO characters with loyal fanbases and queer inside jokes resonate with our audience.
- **Euphoria is extremely popular on social media**, particularly Twitter. To increase our presence on both platforms, we should find ways to participate in the Euphoria trend in real time.

Our Channels

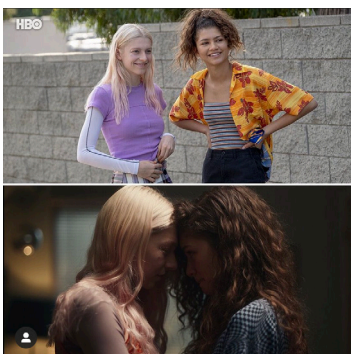
FOLLOWER GROWTH

Instagram
22.7%
+ 3,546

Twitter
.1%
+ 3

TOP POSTS

1



No Labels, All Love (Euphoria)

PERFORMANCE

6,546 impressions and 1,143 engagements.
5.4% engagement rate (~0.5% engagement increase from HxO's average) and 0.5% follower increase.

RATIONALE

Tapped into the Euphoria fan base at the right time.
Simple, easy-to-digest content that features two recognizable characters from an extremely popular show.

2



I Love You (Harley Quinn)

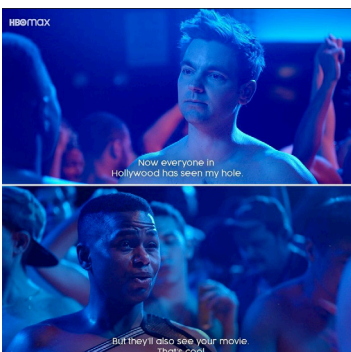
PERFORMANCE

6,689 impressions and 963 engagements.
5.1% engagement rate (higher than our average benchmark).

RATIONALE

Huge nerd subculture within the queer community, especially in the superhero realm (ex: Batman and Robin). 2017's Harley Quinn #25 highlights the relationship between Poison Ivy and Harley Quinn (an already popular character), thereby increasing Harley Quinn's queer fanbase.

2



All Over Hollywood (The Other Two)

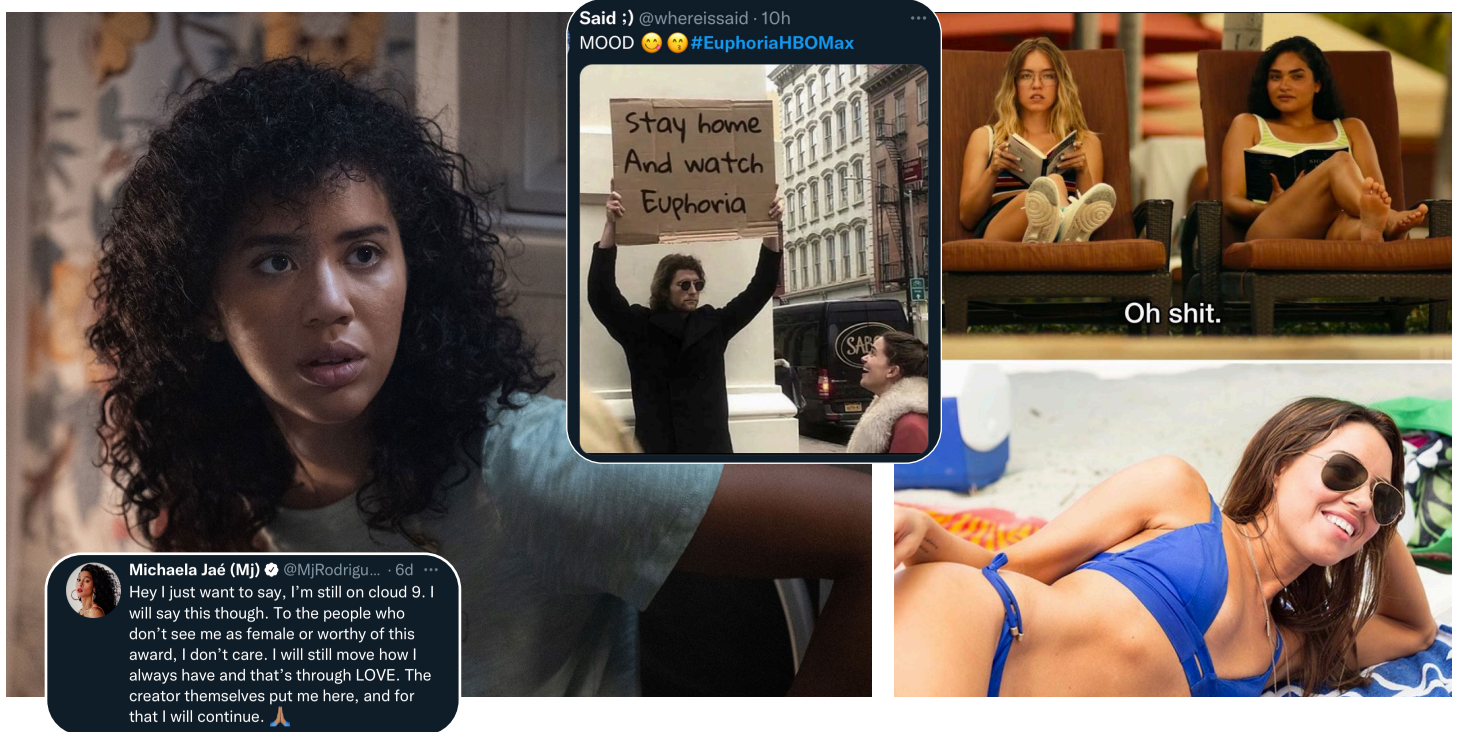
PERFORMANCE

7,349 impressions and 1,095 engagements (includes 2 comments from high-profile talent).
5.7% engagement rate (higher than our average benchmark).
0.6% follower increase.

RATIONALE

Balance is key when using hashtags. This increases the likelihood of the post landing on "Explore."
#TheOtherTwo (1000+ posts) and #Hollywood/#Gay (over 40M posts each)

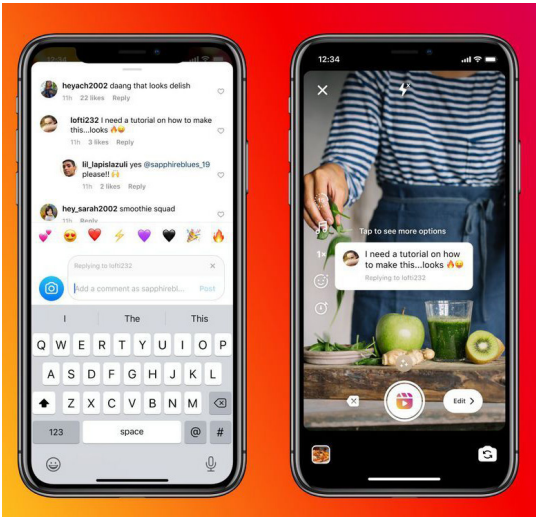
Queer Culture & Social Conversations



- The number two trending hashtag on Twitter (1/16) was **#EuphoriaHBOMax**: from memes to character “ships”, social users can’t get enough Euphoria content.
 - Euphoria’s season 2 premiere **broke HBO Max’s rating records** with 2.4 million viewers. The overwhelming amount of subscribers tuned into the show actually crashed HBO Max’s interface (Them.).
 - Conversations tend to center around the relationship between **Rue and Jules**, new character arcs, and new friendships/romantic relationships. The show is so popular, fans have actually dubbed Sundays as “Euphoria Day.”
- **MJ Rodriguez is the first openly transgender performer to win a Golden Globe** for her incredible performance in the FX original, Pose. Other queer nominees included Sarah Paulson (Ratched), Cynthia Nixon (Ratched), Lena Waithe (Onward) and Abril Zamora (The Life Ahead) (GLAAD).
- Out and proud bisexual **Aubrey Plaza joins the cast of HBO’s The White Lotus**. The news heavily resonated with queer women and made its way into meme pages that target this specific audience (Them.).
- **Jasmin Savoy Brown** recently described how exciting it was to play the first openly queer character in Scream’s franchise, stating “it’s very cool, and anytime I get to do any gay representation, it’s very exciting” (Gay Times).

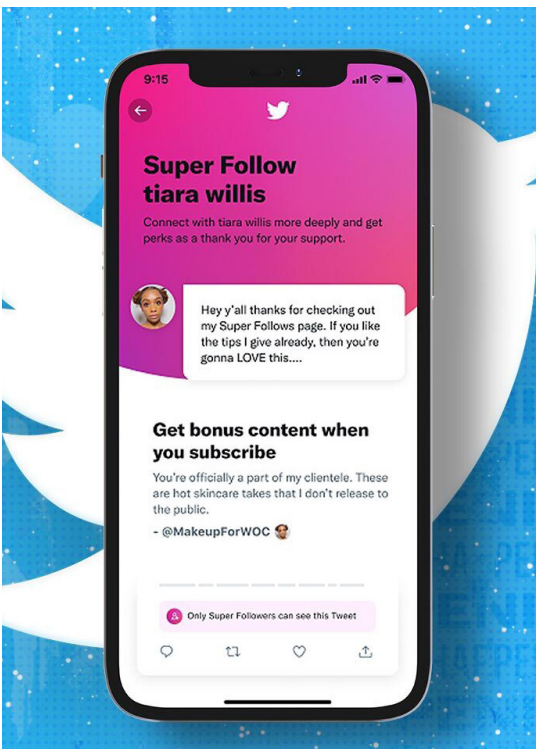
Platform Updates

INSTAGRAM



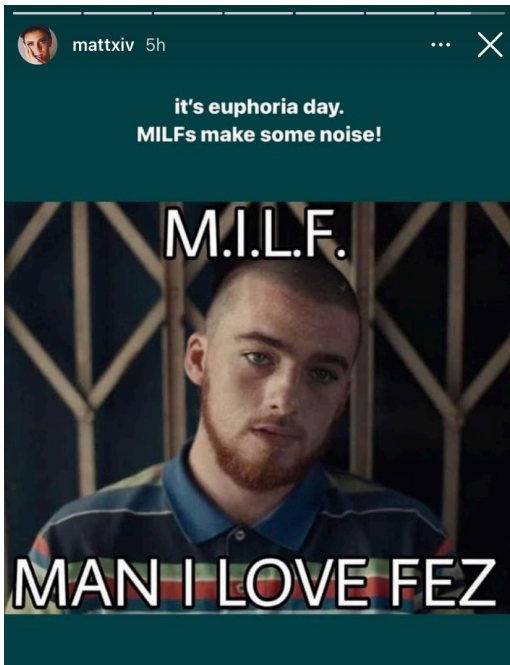
- The As of 1/16, Instagram live viewers can provide creators with **cash badges**.
- Users can now add “**reminders**” to in-feed posts so followers never miss an IG live or IRL event.
- IG recently updated its interface so users can view a **full 9x16 reel** without having to tap on a 1:1 square preview.
- Reel **visual replies** allow creators to take a comment from a previous post and create a reel from that comment.
- Users can now **embed a miniature version of their Instagram profiles** to a website.
- [Source: Hootsuite](#)

TWITTER



- The “**Communities**” feature lets users create hubs based on common interests and locations, so they can discuss any topic with like-minded individuals.
- “**Super Follows**” allow paid users to receive exclusive content from their favorite Twitter pages.
- “**Audio spaces**,” a feature inspired by Clubhouse, lets content creators set up audio-only chat rooms for direct discussions with fans and followers.
- [Source: Beebom](#)

Insights & Action Items



- **Capitalize on Euphoria on Twitter:** #EuphoriaHBOMax and #Euphoria actively trend on Sundays. Let's hop on with available assets ready to post on each episode premiere date. Because the trend is strongest on Twitter, let's explore making show content that lives solely on and best speaks to that platform; we may also tap other HBO Max social channels and talent to retweet, thereby increasing our audience reach/following.
- **Increase quantity of static grids:** Grids perform well on the Human by Orientation channels. Let's utilize the power of simplicity and up the quantity of content going live through quick, easy-to-produce static assets (WME or screen grabs) that resonate with fans of the show featured.
- **Educate through entertainment:** "Bury the medicine" through the lens of pop culture and entertainment - content that ignites important conversations between members of the queer community and allies drastically increases engagement, so let's pull clips that can educate without derailing from the brand.