

# State of Social Report



Jan-Mar 2023

Garden Industry Trends



© garden media group



# gardens & social media: the COVID effect.

When COVID shutdowns hit in early 2020, the public turned to gardening and houseplants in droves. On social media, plant pics, gardening questions, and home projects flooded our feeds. **By April 2020, there were ~2x as many social media posts each month about houseplants and gardening as there had been the year before.**

## what happened next

**In 2021, gardening social media posts peaked**, with over 2M posts on Twitter alone during the month of June. Gardening soared to become a top-ranking TikTok topic, and Instagram plant posts skyrocketed. However, **we began to see the fever begin to cool slightly in 2022**, as many social media networks saw either modest year-on-year growth or a slight decline in posts.

## which leads us to 2023...



## 2023 first quarter social traffic

How did the popularity of gardening and houseplants on social media in early spring (January through March) of 2023 stack up to prior years?

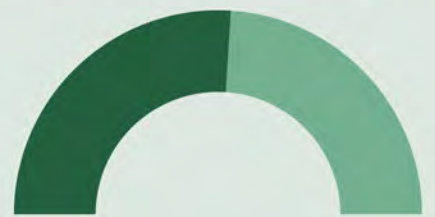
The results were mixed. On most social platforms, 2023 saw declining or flat growth in posts compared to the same months (Jan-Mar) in 2022. YouTube was a notable exception.

On Google, gardening searches fell behind the prior year's numbers, while houseplants were flat.

Is interest in gardening waning online? April and May numbers will be critical, as many states experienced a long, cold winter that may have put a chill on early gardening. Also, a rise in autumn gardening posts suggests that many are spreading their gardening activities throughout the year rather than concentrating in spring.

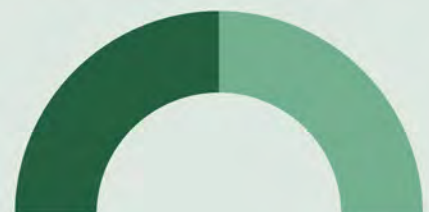
google  
trends:  
gardening

2022 OUTPERFORMS 2023



google  
trends:  
houseplants

2022 FLAT WITH 2023

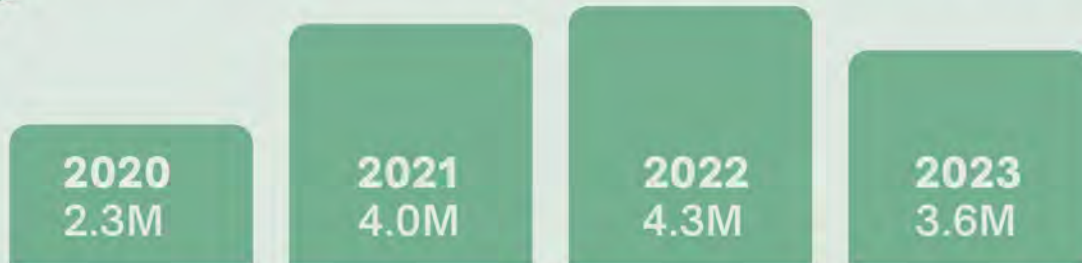


# first quarter social traffic by platform

## twitter



Compared to Q1 of 2022, garden and houseplant tweets have **declined by 17.1%** in Q1 2023, with the largest decline in March. Accounting for the overall Twitter usage decline, 2023 still shows a 10% decline.

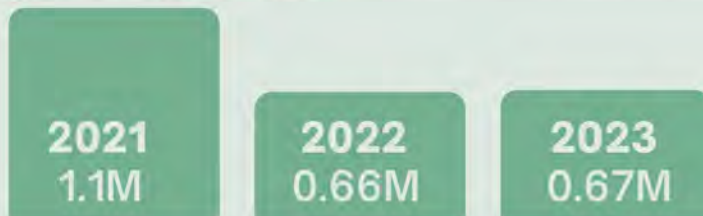


Twitter usage has declined 9% since the platform's Oct 2022 acquisition by Elon Musk.

## instagram



Q1 2021 was the strongest quarter for garden and houseplant content on Instagram. Q1 2022 saw a 39% drop in content from the prior year. However, Q1 2023 is flat with Q1 2022, with a **0.93% increase** in gardening content.



## youtube



In Q1 2023, YouTube saw a **whopping 52.7% increase in plant videos over 2022!** Possible reasons include YouTube's new Shorts format, Instagram canceling financial incentives for video creators, and YouTube's reputation for compensating content creators well.

