



 **Break The Internet: Women and the blockchain, homelessness and the metaverse.**

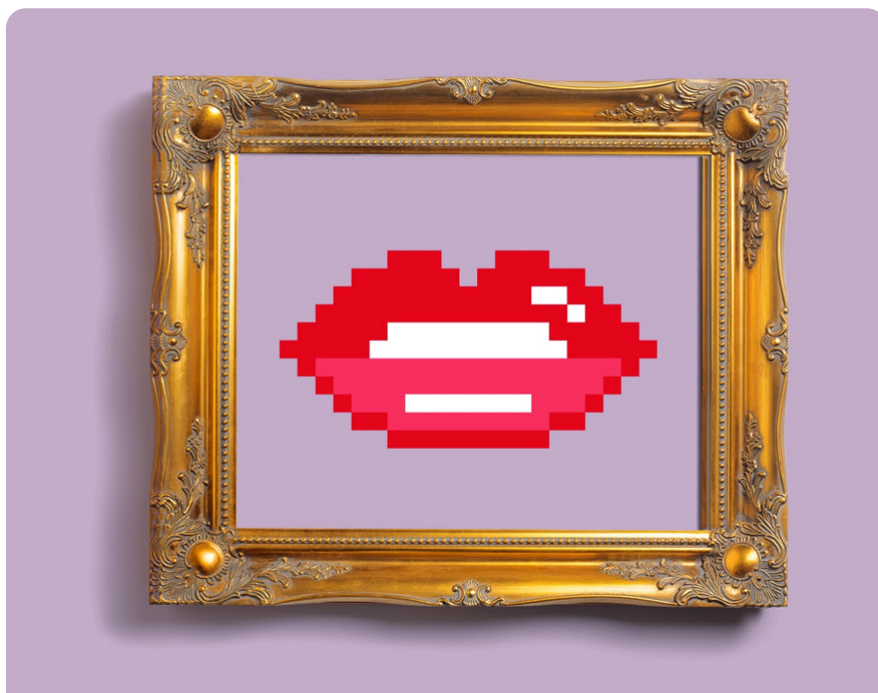
1 message

**Apple Social Team** <no-reply@wearekettle.com>  
To: team@wearekettle.com

Thu, Apr 28, 2022 at 12:37 PM

# Break The Internet

The stories from social you should know about.



## Can the women of Web3 break the blockchain's glass ceiling?

With Web3 and the blockchain promising to upend old power structures, there's been a rise in NFT projects and crypto education collectives that give women a seat at the table. Beyond simply addressing a gender imbalance in NFT avatars, these female-led ventures often ditch the indecipherable lingo, avoid "girlboss" tropes, and offer a chance for financial empowerment. But in trying to close the Web3 gender gap, skeptics worry that these efforts may not be as equitable (or transparent) as they seem.



## On Pinterest, Jameson rhymes with Orange.

Pinterest users search for “orange” and related terms 16 million times a year. Now, thanks to a collaboration with the platform, Jameson’s new Orange whiskey will show up in the results whenever someone does. Combine the continuing de-emphasis of cookies with the fact that 86 percent of Pinterest users say the app helps them figure out what they like to drink, and the boozy brand’s logic starts to make sense.



## **Metaverse fashion rakes in millions.**

With the metaverse gradually becoming “the new mall”, a whole lot of VC firms are looking at fashion-focused metaverse startups and seeing dollar signs. From the physical/digital sneaker hunting of Aglet to Eon’s sustainability-minded approach and Fabricant’s democratization of metaverse fashion design, investors are clearly hoping that people care as much about what they wear in “the next version of human interaction” as they do in the real world.



## Exploring homelessness in the age of virtual real estate.

The metaverse may promise unlimited possibilities, but the offline world is a different story. To heighten the contradictions between metaverse wealth and real-world poverty, TBWA Paris created Will, the “first homeless person in the metaverse.” In a minute-long spot, Will talks pricy pixels and IRL isolation before touting Entourage, an app that helps those without homes form social bonds with those who do. As more interaction moves to the metaverse, it’s worth remembering what — and who — may be left behind.

## NUMBERS TO KNOW

Not everyone’s migrated just yet, but YouTube upload and viewing data suggests we’re more curious than ever about what’s going on in the metaverse. (AdAge)

# 26,800

metaverse-related videos uploaded to YouTube in the first 3.5 months of 2022.

# 342 million

views on metaverse videos uploaded so far in 2022 (336 million in all of 2021).

With Gen Z planning to spend (and make) money in the metaverse, they're ready for brands to join them and set up shop. ([MarketingDive](#))

Among Gen Z gamers:

# 52%

hope to make money in the metaverse.

# 33%

want to build a career in the metaverse.

# 20%

plan to shift their "fun budget" to in-game purchases over the next five years.

# 33%

want to see brands offer metaverse storefronts.

# 30%

want to see brands sell skin and apparel for virtual avatars.

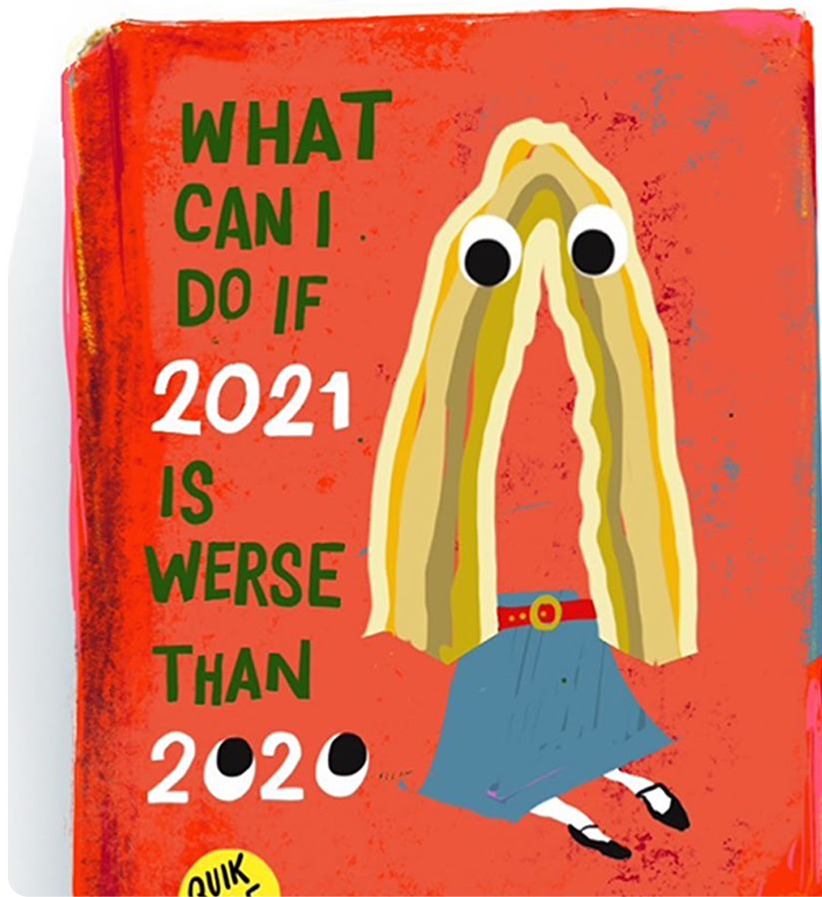
# 63%

are concerned about data privacy in games and the metaverse.

## ACCOUNTS TO ADD

**@annahoyleart**

Inventive artist who paints whimsical, comical (and fake) book covers.



**@myriamaucitron**

Moroccan-French illustrator mixes her love of pastel and pastries into a series of delightful scenes.



**@deedoubleyoo\_**

Incorporating the spirit and aesthetics of children's books, Dylan Woodall's work draws out the good vibes.





## PLATFORM UPDATES



To boost in-stream ad engagement, TikTok trots out Interactive Add-Ons including stirkcers, visuals, and more.



Facebook pushes podcasts aside in its quest for metaverse relevance.



YouTube Shorts adds video remixes and a web-based version.



**TikTok and YouTube improve accessibility with the addition of automated captions.**



**Every user in the US now has access to Instagram's product tags.**



**In another blow to social audio, Spotify closes the door on its Greenroom creator fund.**



**Meanwhile, Meta launches a creator fund to fuel growth in the metaverse.**

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