* 1 - family
* 13 - business
* 17 - stay home
* 26 - school
* 29 - vaccine and testing
* 33 - work from home
* 36 - voting, trump, BLM
* 41 - close opening restaurant reopen
* 43 - social distancing

Background pattern

Description automatically generatedText

Description automatically generatedBackground pattern

Description automatically generatedText

Description automatically generated

Background pattern

Description automatically generatedText

Description automatically generated with low confidence

Background pattern

Description automatically generated with medium confidenceText

Description automatically generated

Lockdown 1

'Topic 28: covid19, covid, lockdown, style, nyc, fashion, pre, newyork, city, newyorkcity'

Lockdown 2

'Topic 30: watch, shoot, set, video, show, lockdown, talk, movie, feature, film'

Lockdown 3

'Topic 14: week, start, month, end, past, long, pandemic, lockdown, hour, town'

Background pattern

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Description automatically generated  
  
Background pattern

Description automatically generatedText

Description automatically generated

A close - up of some writing

Description automatically generated with low confidenceText

Description automatically generatedBackground pattern

Description automatically generatedText

Description automatically generatedBackground pattern

Description automatically generatedText

Description automatically generated

Chart, line chart

Description automatically generated

PText

Description automatically generated NText

Description automatically generated

Chart, line chart

Description automatically generated

P Text

Description automatically generated N Text

Description automatically generated

A B

Text

Description automatically generated A picture containing text, receipt, screenshot

Description automatically generated

Background pattern

Description automatically generatedA picture containing text, bottle

Description automatically generated

A B

Chart, line chart

Description automatically generated Chart, line chart

Description automatically generated

PText

Description automatically generated NText

Description automatically generated P Text

Description automatically generated N Text

Description automatically generated

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| Topic | keywords |
| Topic 0 | art, hair, cut, color, design, haircut, artist, paint, piece, inspire |
| Topic 1 | love, family, friend, grateful, thankful, bless, hope, send, heart, pray |
| Topic 2 | life, covid19, pandemic, live, covid\_19, coronaviru, stop, save, search, level |
| Topic 3 | night, find, house, leave, light, cool, room, move, spot, point |
| Topic 4 | face, challenge, bottle, hero, shield, soda, recycle, savetheworld, faceshield, SaveTheWorld |
| Topic 5 | case, coronavirus, death, covid-19, number, positive, state, bring, include, report |
| Topic 6 | socialdistance, summer, beach, losangele, sunset, day, water, fire, pool, wave |
| Topic 7 | year, plan, event, pandemic, cancel, wedding, big, happen, hold, suppose |
| Topic 8 | check, link, book, read, visit, appointment, write, website, bio, page |
| Topic 9 | hand, sanitizer, shop, clean, store, wash, buy, supply, stock, shopping |
| Topic 10 | stay, safe, hope, amp, healthy, covid19, ride, foot, remember, strong |
| Topic 11 | corona, [], video, quarantine, music, covid, beat, dance, vibe, drop |
| Topic 12 | covid, season, drink, game, ready, beer, team, win, play, system |
| Topic 13 | business, pandemic, support, stop, small, hit, traffic, company, local, effect |
| Topic 14 | week, start, month, end, past, long, pandemic, lockdown, hour, town |
| Topic 15 | share, covid19, live, music, play, listen, forget, rock, edition, podcast |
| Topic 16 | today, walk, lot, covid, sign, bring, drive, dog, car, street |
| Topic 17 | corona, virus, stayhome, coronaviru, staysafe, quarantine, isolation, funny, stayhealthy, lol |
| Topic 18 | people, lose, pandemic, die, man, kill, world, black, woman, pass |
| Topic 19 | community, support, repost, donate, provide, impact, affect, money, relief, crisis |
| Topic 20 | happy, birthday, celebrate, party, baby, love, girl, holiday, year, weekend |
| Topic 21 | good, feel, thing, make, bad, time, stuff, lot, happen, normal |
| Topic 22 | post, coronavirus, photo, pandemic, news, local, all512, question, story, tip |
| Topic 23 | pandemic, health, care, mind, important, fear, stress, power, concern, speak |
| Topic 24 | day, today, beautiful, great, enjoy, weather, air, yesterday, nice, perfect |
| Topic 25 | pandemic, world, change, life, give, global, experience, thought, dream, opportunity |
| Topic 26 | school, kid, learn, class, student, child, virtual, proud, high, parent |
| Topic 27 | covid, miss, time, wait, thing, pre, favorite, pic, picture, guy |
| Topic 28 | covid19, covid, lockdown, style, nyc, fashion, pre, newyork, city, newyorkcity |
| Topic 29 | test, vaccine, patient, result, doctor, positive, hospital, negative, nurse, receive |
| Topic 30 | watch, shoot, set, video, show, lockdown, talk, movie, feature, film |
| Topic 31 | [], [], []‚ [], [], catch, shit, [], fuck, [], []‚ [] |
| Topic 32 | food, eat, dinner, lunch, cook, delicious, fresh, meal, breakfast, restaurant |
| Topic 33 | work, home, office, workfromhome, workingfromhome, space, wfh, hard, desk, coworker |
| Topic 34 | time, great, spend, good, weekend, remember, fun, enjoy, give, wine |
| Topic 35 | [], [], real, üèæ, worker, essential, line, fight, [], honor |
| Topic 36 | vote, trump, protest, blacklivesmatter, country, election, COVID19, truth, call, lie |
| Topic 37 | morning, covid19, love, amazing, quarantine, beautiful, smile, coffee, photography, coronaviru |
| Topic 38 | quarantine, covid19, quarantinelife, covid, mom, cat, brother, dad, daughter, catsofinstagram |
| Topic 39 | order, run, today, wait, ready, pick, place, covid19, minute, pandemic |
| Topic 40 | covid-19, update, spread, step, family, slow, prevent, follow, stop, contact |
| Topic 41 | close, open, continue, reopen, begin, restaurant, door, place, restriction, announce |
| Topic 42 | today, tonight, job, join, visit, pm, cloudy, great, late, apply |
| Topic 43 | social, distancing, practice, distance, drink, outdoor, dining, table, maintain, dunwoody |
| Topic 44 | amp, free, testing, p.m., tomorrow, join, open, site, date, drive |
| Topic 45 | pandemic, travel, trip, find, nature, enjoy, break, fall, park, adventure |
| Topic 46 | covid19, wearamask, socialdistance, coronaviru, covid\_19, staysafe, facemask, washyourhand, usa, maskup |
| Topic 47 | workout, sell, gym, client, fitness, market, training, exercise, list, goal |
| Topic 48 | mask, wear, face, protect, cover, ppe, glove, facemask, filter, washingtondc |
| Topic 49 | safety, follow, open, service, staff, customer, member, require, guideline, rule |

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| Topic | Theme | Keywords |
| Topic 13 | Business | business, pandemic, support, stop, small, hit, traffic, company, local, effect |
| Topic 17 | Stay home/ stay safe | corona, virus, stayhome, coronaviru, staysafe, quarantine, isolation, funny, stayhealthy, lol |
| Topic 26 | Education | school, kid, learn, class, student, child, virtual, proud, high, parent |
| Topic 29 | Vaccine and testing | test, vaccine, patient, result, doctor, positive, hospital, negative, nurse, receive |
| Topic 33 | Working from home | work, home, office, workfromhome, workingfromhome, space, wfh, hard, desk, coworker |
| Topic 41 | Closing and reopening of restaurants | close, open, continue, reopen, begin, restaurant, door, place, restriction, announce |
| Topic 43 | Social distancing | social, distancing, practice, distance, drink, outdoor, dining, table, maintain, dunwoody |

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| Topic | Lockdown word rank | Keywords |
| Topic 14 | 8 | week, start, month, end, past, long, pandemic, **lockdown**, hour, town |
| Topic 28 | 3 | covid19, covid, **lockdown**, style, nyc, fashion, pre, newyork, city, newyorkcity |
| Topic 30 | 6 | watch, shoot, set, video, show, **lockdown**, talk, movie, feature, film |