EVERYDAY OPTIMISM

How humour and empathy can make the world a better place

@loreoxford
The world is an anxious place right now

We are in the midst of a mental health crisis - advice about jogging and self-care is not enough
Yes, the internet has played a role...

*We don't talk enough about the impact social media has on parents' mental health*

Too much bad news can make you sick
... but it can also serve as an antidote

Three Memphis students to be on 'Ellen' after act of kindness goes viral
HUMOUR

INTERNET

EMPATHY

HUMAN CONNECTION
3 ways humour can be used for better communications AND make the world a better place
Humour can remind people that they’re not alone
1. **OBSERVATIONAL LOLS**

Humour can remind people that they’re not alone
1. OBSERVATIONAL LOLS

Humour can remind people that they’re not alone.
2. **LIGHT BANTER**

Humour has the ability to form in-groups and out-groups.
2. **LIGHT BANTER**

Humour has the ability to form in-groups and out-groups
2. **LIGHT BANTER**

Humour has the ability to form in-groups and out-groups
3. **SELF-DEPRECATION**

Humour can translate to authenticity and, in turn, likability
3. **SELF-DEPRECIATION**

Humour can translate to authenticity and, in turn, likability

@aoc on Instagram
3. **SELF-DEPRECIATION**

Humour can translate to authenticity and, in turn, likability

@aoc on Instagram

Amazon – ‘Not Everything Makes the Cut’
THANK YOU.

Lore Oxford, Global Head of Culture and Insight at We Are Social
lore.oxford@wearesocial.net
@loreoxford on social