

Life's Better When You're KEEPING IT "LIGHT"



#FML

= Fun Maltesers Life

"Light Side" =

#LOL

+

Focusing On The Positive

+

Not Taking Everything So Seriously

YOLO!

97%

of teens say it's important to focus on the "lighter" side of life!

And...

98%

of those teens are happier when they do!

THE HOW-TO FOR KEEPING IT "LIGHT"

#LIFEHACK

HOW TEENS ADD "LIGHT"-NESS TO THEIR DAY!

MUSIC

MEMES

MOM

TURN UP

THE VOLUME & THE "LIGHT"-NESS WITH MUSIC!

70% agree listening to music adds "light"-ness

45% agree pop music helps teens feel their best

MEME ME TO THE "LIGHT" SIDE

1 in 5 share a good meme to add "light"-ness

favorite types to share are:

50% awkward humor

48% cute animal

WHO HELPS TEENS KEEP THINGS "LIGHT"?



MOMS KNOW BEST

64% agree

Life is "Lighter"

When You #LOL

FROM #EMBARRASSING

TO #LOL

SOCIAL MEDIA can be embarrassing, but it can't bring down the...

"Light" Side



TEXTING / MESSAGING THE WRONG PERSON

63% have had this happen



BEING TAGGED IN AN UNFLATTERING PICTURE

55% have had this happen



PARENTS ASKING TO FOLLOW THEIR FRIENDS ON SOCIAL MEDIA

40% have had this happen



ACCIDENTALLY LIKING THEIR EX'S NEW BOY/GIRLFRIEND'S PHOTO ON SOCIAL MEDIA

24% have had this happen

#LOL = LIFE OF "LIGHT"-NESS

What's the best hashtag for keeping things "light"?

80% #LOL

28% #YOLO

19% #FacePalm

14% #SMH

7% #NBD

#LOL is best

TEENS USE #LOL EVEN WHEN THEY:

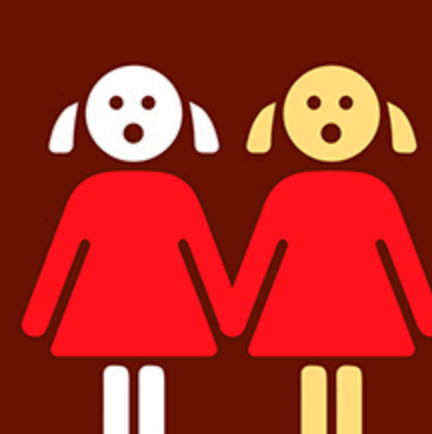


WAVE/SAY "HI" TO A PERSON GETTING THE ATTENTION OF SOMEONE BEHIND THEM



66% #LOL moment

60% have done this



WEAR THE SAME OUTFIT AS THEIR BEST FRIEND TO SCHOOL #TWINSIES

70% #LOL moment

32% have done this



CALL THEIR TEACHER "MOM" IN CLASS

59% #LOL moment

27% have done this



ARE PICKED UP BY THEIR PARENTS FROM A DATE

35% #LOL moment

30% have done this