



THE CYBERSMILE FOUNDATION

PRESS RELEASE

The Cybersmile Foundation, Instagram and Cosmopolitan Reunite to Unveil The Positivity Index 2021 – a Joyful list of Game-Changers Bringing Optimism to your Feed

London, UK, April 1st 2021 - The Cybersmile Foundation has once again joined forces with Instagram and Cosmopolitan, the UK's leading media brand for young women, to introduce The Positivity Index 2021, an ultimate list of changemakers working hard to make social media and the wider world a better place.

The list of 24 people includes the likes of: Premier League Footballer, Marcus Rashford, who used his platform to raise awareness and funds for families experiencing food poverty; Bridgerton actress, Nicola Coughlan, who is a fierce crusader for equal rights and the ambassador for LauraLynn House (Ireland's only children's hospice); Alex George, the former Love Island contestant, turned government mental health adviser, who has worked tirelessly throughout the pandemic as a doctor; Oti Mabuse, who began leading online dance classes for kids when the lockdown first hit; and the author of *Anti-Racist Ally* and *Millennial Black*, Sophie Williams.

The Positivity Index will be published in the May issue of Cosmopolitan, along with inspiration for aspiring changemakers and tips for people to get the most out of Instagram.

“We are honoured to be working with Instagram and Cosmopolitan again to raise awareness and celebrate those people who are working hard to make Instagram feeds and the world a brighter place.” Dan Raisbeck, Co-founder, The Cybersmile Foundation.

Quotes from individuals on The Positivity Index include:

Nicola Coughlan

On how it can be difficult using your voice, but ultimately well worth it:

“Sometimes people will go, ‘Well, why don’t you care about this or that too?’ – there are so many worthy causes to champion, it can be overwhelming, but I can’t know everything about everything. I just try to hold myself to my own standards and do my best.”

On how she tries to keep upbeat during the pandemic:

“I try to focus on the positives, like being able to spend more time with my family.”

Dr Alex George

On his advice for starting your day right from the moment you wake up:

“I post a lot about self-care routines – we need positive and uplifting messaging online.”

On his advice for avoiding looking at your phone for an hour first thing in the morning:

“You’re opening the doors to your day, and will be influenced by what you see. Set a happy tone offline first.”

Oti Mabuse

On wanting to help people when lockdown first hit:

“I felt strongly about giving back, but a doctor told me the best thing I could do was to stay home, so I started online dance classes for kids with my friend Karen [Hauer].”

Sophie Williams

On lending your voice for change on socials:

“Post about the things that matter to you. It’s really important you don’t feel like you’re too small to make a change.”

The full list includes:

- Nicola Coughlan ([@nicolacoughlan](#))
- Milly Pickles ([@milypickles1](#))
- Sarah Lamptey ([@sarahlamptey](#) / [@showerboxldn](#))
- Sophie Williams ([@sophiewilliamsofficial](#) / [@officialmillennialblack](#))
- Wednesday Holmes ([@hellomynameiswednesday](#))
- Dr Alex George ([@dralexgeorge](#))
- Maddy Lucy Dann ([@maddylucydann](#))
- Carissa Potter Carlson ([peopleloved](#))
- Oti Mabuse ([@otimabuse](#))

- **Professor Sarah Gilbert**
- **Stacie Swift** ([@stacieswift](#))
- **Malin Andersson** ([@missmailinsara](#))
- **Tilly Lockey** ([@tilly.lockey](#))
- **Glory Edim** ([@guidetoglo](#)) / ([@wellreadblackgirl](#))
- **Khalia Ismain** ([@khaliaismain](#) / [@ukjamii](#))
- **Tori Tsui** ([@toritsui](#))
- **Dr Kemi Fabusiwa** ([@dr.fab](#))
- **Marcus Rashford** ([@marcusrashford](#))
- **Izzie Rodgers** ([@izzierodgers](#))
- **Dr Joshua Wolrich** ([@drjoshuawolrich](#))
- **Jemma Finch** ([@jemmafinch](#)) / ([@storiesbehindthings](#))
- **Ruby Stevenson** ([@rubyrare](#))
- **Nina Tame** ([@nina_tame](#))
- **Zeena Shah** ([@heartzeena](#))

ABOUT COSMOPOLITAN UK

Cosmopolitan is the UK's leading media brand for young women. It engages its audience in every aspect of their lives via multiple platforms including the magazine, which is the UK's best-selling women's glossy, digital platforms such as Snapchat Discover, campaigns and large-scale consumer events like the Cosmopolitan Influencer Awards. Cosmopolitan aims to empower and champion young women everywhere and has built a reputation for its fearless, award-winning investigative journalism.

ABOUT INSTAGRAM

Instagram brings us closer to the people and things we love. With over 1 billion daily active users, people across the world use Instagram every day to unite over shared passions, connect with others and express themselves.

ABOUT THE CYBERSMILE FOUNDATION

The Cybersmile Foundation is a multi-award-winning non-profit organization committed to digital wellbeing and tackling all forms of bullying and abuse online. They work to promote kindness, diversity and inclusion by building a safer, more positive digital community and encouraging people to realise their full potential without the fear of ridicule and abuse. Through education and the promotion of positive digital citizenship, The Cybersmile Foundation reduces incidents of cyberbullying and provides professional help and support services to children and adults around the world.

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