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(Project Coordinator)
www.pcgpolska.pl

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www.exelia.gr

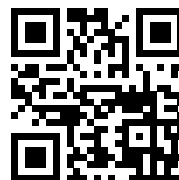
Cyprus
Cyprus University of Technology
www.cut.ac.cy

Portugal
Aproximar
www.aproximar.pt

Italy
Anziani e non solo
www.anzianienonsolo.it

ADDRESSING DIGITAL TRANSFORMATION, DEVELOPMENT OF DIGITAL READINESS, RESILIENCE AND CAPACITY

VISIT THE WEBSITE



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SENIOR VLOG

VLOGGING HAS
NO AGE LIMITS!



INSPIRING AND EMPOWERING SENIORS
TO BECOME VLOGGERS AND CONQUER THE INTERNET



WWW.SENIORVLOG.EU

FOLLOW #SENIORVLOG

Just as for young people the use of the Internet is natural and happens on everyday basis, more than 43% of the EU-27 population aged 65-74 years and over 21% of people aged 55-64 did not use the internet within the last 3 months of being surveyed (EUROSTAT, 2019). Although the digital divide between generations is being closed by older people, they are still rather slow to adopt new technologies.

Among the various private time activities done online by older people aged 65-74, the most popular were sending emails (44%), seeking health information (about 34%), Internet banking (about 31%) and phone/video calls (24%). Older people are generally less likely to use ICT than the population in general.

As for the social media presence, while 54% of EU-27 adults (17-64) use it regularly, only about 18% of seniors (65-74) are active in those communication means.



THE PROJECT AIMS:

SeniorVlog aims at improving the lives of elderly people, by better preparing them to fully use the possibilities of Internet and become more visible in social media. Creating the innovative SeniorVlog Training and Mentoring Program will offer a structured approach to equipping senior adult learners and at the same time Internet users with key digital competences and skills allowing them to become Vloggers visible in the Internet community just as senior citizens are more and more visible in our "real world" societies.

Our innovative SeniorVlog Training and Mentoring Program would help seniors grow and share their passion, knowledge, become more self-confident as providers of content and know-how.

This outcome aims to facilitate the development of high-quality learning opportunities that support and reinforce key competences for wider participation in social life through presence also in social media.

The consortium will design and deliver:

- 1 An innovative comparative research and report on social media presence of Senior Vloggers, which will gather background information on the state of play across partnership countries.
- 2 A Training Program Curriculum, which will be designed to break the digital barrier of "the big world of social media" and the stereotype of Vlogging as reserved for relatively young people.
- 3 A mentoring Guidebook and recommendations for Senior Vloggers support, providing specific guidelines for mentors, including a workshop to induce new mentors and prepare them for that role.
- 4 An online version of a Senior Vlogging Guide, which will have a very practical approach, based on short text information, great use of figures, charts and other dynamic schemes, use of tips and testimonials of participants, and a great use of exercises, multimedia and graphic design to be more appealing.