



# SENIOR VLOG

**“THROUGH SOCIAL MEDIA WE CAN CONVEY AN IDEA  
OF POSITIVE AGEING, TO SHOUT TO THE WORLD  
THAT OLD AGE IS NOT A DISEASE!!”**

SeniorVlog - addressing digital transformation, development of digital readiness, resilience and capacity

SeniorVlog project, funded by the Erasmus+ programme, 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. The aim is to equip senior adult learners with key digital competences and skills allowing them to become visible in the Internet community exactly as they are in the real world.

The research available so far concerning the use of the Internet by the elderly mainly focuses on the general Internet use of this population (Eurostat) and their social media presence. On the other hand, there is no knowledge about the nature of senior vlogging, as there are not many YouTube channels sharing passions, teaching skills, giving advice produced by people aged over 60. However, according to The Coming of Age - an American 50+ marketing agency - seniors are the fastest growing user group on YouTube. Indeed, social media have the strong potential to reduce the social divide between different generations, making older people protagonists and leading them to be equally represented also in the online world.

Therefore, the first objective of the Senior Vlog, was to look deeper into the nature of Senior Vlogging by examining academic articles and other research in this field. The report produced aims to investigate which are the most popular Senior Vloggers in the partner countries, which categories of Vlogs can be distinguished and which are currently the most popular. The report, now available online at this [link](#), innovatively compares this phenomenon among the project partner countries, in order to look for similarities or differences. Furthermore, the methodology applied can be transferable and the report was used as a starting point for discussion with stakeholders.



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In fact, the consultation of relevant stakeholders for the project was carried out in June and July, through the organisation of workshops in Poland, Italy, Cyprus, Greece and Portugal. Complementing the desk research, these workshops allowed for a vivid and concrete opinion from target groups relevant to the project - such as senior adult learners, adult educators and ICT trainers in NGOs.

## NEXT STEP

In the coming months, the partners will engage in the implementation of the training programme, designed to break the digital barrier of the 'big world of social media' and the stereotype of Vlogging as reserved for young people.

The ultimate goal of the course will be to empower older people by improving their ICT skills and boosting their self-confidence by providing them with an opportunity for continuous improvement through a new set of skills and competences.

For more information on the project visit our [website](#) or search us on social channels via the hashtag #seniorvlog

## NOTES TO EDITORS

- To find out more about the SeniorVlog project and to get involved in the activities please follow the link [www.seniorvlog.eu](http://www.seniorvlog.eu)
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