

SENIOR VLOG

Unlocking digital potential: SeniorVlog's new e-course for seniors

Across partner countries, ICT courses for seniors vary widely in content, ranging from basic computer skills to advanced internet use. While these courses often include a social media component, they do not usually provide proactive support for seniors to start their own vlogs. The SeniorVlog training and mentoring programme aims to fill this gap by providing comprehensive support for seniors interested in vlogging. The Senior Vlogging Guide, now available as an e-course, fills a critical need for online knowledge and motivation, especially in the post-pandemic era.

Based on the SeniorVlog training programme and mentoring guidelines, the e-learning course offers a streamlined version that covers essential aspects of vlogging and its implementation. The course is aimed at adult Internet users interested in starting vlogs, regardless of their age, as well as ICT educators in NGOs, senior activity centres and other institutions working with seniors. Educators can use this new content to enhance their own programmes.

The online training is delivered using the Moodle platform and open source applications, with no additional licensing fees. It is structured into thematic modules, allowing participants to explore different facets of vlogging at their own pace. The course provides both theoretical insights into vlogging and practical guidance on creating a vlog, including video structure, necessary platforms and tools, and strategies for promotion and community engagement. Once users have acquired the basic vlogging techniques and skills, they can also learn how to pass on their knowledge through mentoring.

The e-learning course has a modular approach, allowing users to follow the course step by step for comprehensive learning, or focus on the sections that are most relevant to them. It is highly practical and includes short text information, extensive use of images, videos, dynamic diagrams, tips and participant testimonials. The course also includes exercises, multimedia and graphic design elements to enhance engagement.

The course consists of the following modules

- Module I: What is vlogging and why should I vlog?
- Module II: Getting Started - How to Vlog
- Module III: The Future - My Vlog Continues
- Module IV: How to become a mentor

Our research shows that there are currently no similar e-learning courses available for adult learners. This innovative e-course offers valuable insights for many organisations involved in adult learning across Europe. With pilot results from five countries and translations into four languages (Polish, Greek, Italian, Portuguese

and English), we are confident that this e-learning course will be highly transferable, benefiting both users and organisations beyond the partner countries and across the EU.

Digital literacy is essential for seniors to fully participate in today's technology-driven world. The Erasmus+ SeniorVlog project makes a significant contribution by equipping seniors with the skills and confidence to use vlogging and digital storytelling effectively. In addition, vlogging and other social media platforms play a crucial role in helping seniors to pass on their legacy to future generations and to foster intergenerational connections, enriching the exchange of experience and wisdom across age groups.

NOTES TO EDITORS

- To find out more about the SeniorVlog project and to get involved in the activities please follow the link www.seniorevlog.eu
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