

# SENIOR VLOG

## Empowering seniors through digital mentoring

**In the rapidly evolving digital age, the SeniorVlog project stands as a beacon, driven by a mission to enrich the digital experience of seniors. In our society, the prevention of social isolation among older people is emerging as a critical priority for individual and collective well-being. Social isolation, often due to factors such as the loss of loved ones, physical limitations or advancing age, can have a devastating impact on the mental and physical health of seniors. Preventing social isolation is not only a matter of individual well-being, but also plays a key role in creating more resilient and cohesive communities. Seniors who feel connected and supported are more likely to maintain optimal health and actively contribute to their communities. Modern technologies and community initiatives can play a key role in this. The active participation of seniors in the community not only enriches their lives, but also brings tangible benefits to society as a whole and preventing social isolation is not only an act of caring, but a demonstration of our commitment to a society that respects and values all ages.**

The Erasmus+ SeniorVlog Project, dedicated to improving the digital experience for seniors, is pleased to announce its latest initiative focusing on mentoring for seniors. While mentoring is a well-established methodology, there is often a lack of detailed information on specific outcomes, particularly in the context of promoting vlogging skills among older people. At a time when digital connectivity plays a central role in social engagement and access to information, mentoring is emerging as an essential support to enable seniors to use digital tools to amplify their voices, especially online.

The newly launched handbook is a significant step forward, providing tailored guidance for mentors. This is complemented by a comprehensive workshop designed to equip new mentors with the skills and confidence needed for their pivotal role in facilitating seniors' digital journeys. A key aspect of this project is recognising the crucial role of active social engagement for seniors in promoting their overall wellbeing. In the face of challenges such as loneliness and social isolation that often accompany ageing, digital mentoring acts as a valuable bridge, connecting older people to the vast realm of the internet and social media.

Recognising that entering the digital world can be daunting for some seniors, mentoring steps in to provide personalised support in navigating this new area. Through digital mentoring, seniors not only acquire new expressive skills, such as vlogging, but also engage in a stimulating activity that connects them to a wider community.

The SeniorVlog project envisions that this material will not only fill the existing information gap in the field of digital mentoring, but also contribute significantly to fostering a community of confident and competent



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mentors. These mentors play a crucial role in guiding seniors through the challenges and opportunities of the digital world.

For those interested in exploring this innovative resource, we invite you to visit the official SeniorVlog project website, where the guidelines and mentor workshop are easily accessible for free.

#### **NOTES TO EDITORS**

- To find out more about the SeniorVlog project and to get involved in the activities please follow the link [www.seniorylog.eu](http://www.seniorylog.eu)
- SeniorVlog is co-funded by the European Commission under the Grant Agreement: Erasmus+ 2021-1-PL01-KA220-ADU-000028293

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