



Final Newsletter

Newsletter #5 - September 2024

As the Erasmus+ SeniorVlog project draws to a close, we would like to express our deepest gratitude for your unwavering support and participation over the past two years. Our journey has been a remarkable one, focused on harnessing the power of the internet for the benefit of older adults. Our mission was to empower seniors by improving their digital skills, increasing their confidence and encouraging their active participation in social media and content creation. Through this project, we aimed to enrich their lives, foster a sense of community and improve their cognitive well-being.

SENIOR VLOG

The final chapter of SeniorVlog: Insights and Outcomes

As we come to the end of our project, we would like to take a moment to reflect on the significant progress we have made and the milestones we have reached. Over these two years, our efforts have been dedicated to making a meaningful difference in the lives of seniors by providing them with the tools, knowledge and support they need to thrive in the digital landscape. This newsletter highlights the key outcomes and deliverables of our project, illustrating the impact we have had and the progress we have made in supporting and empowering older adults in their vlogging journey.

PROJECT OUTCOMES

- 1. Comparative research and report on the social media presence of senior vloggers:** Our extensive research into the senior vlogging phenomenon has provided valuable insights. Despite the growing presence of seniors on platforms such as YouTube, detailed information on senior vlogging has been limited. Our report provides an in-depth analysis of senior vlogging practices in the partner countries, offering a unique comparative perspective. This work not only fills a critical gap in existing research, but also sets the stage for future studies and the development of targeted training programmes.
- 2. SeniorVlog Training Programme Curriculum:** The SeniorVlog Training Programme Curriculum is a major step forward in addressing the digital divide faced by seniors. By building their ICT skills and confidence, this curriculum challenges the stereotypes associated with social media and vlogging. It offers seniors a structured, innovative programme to develop essential digital skills and become adept content creators. This initiative aims to empower seniors to engage more fully with the digital world and express themselves creatively.
- 3. Mentoring guide and recommendations:** Our mentoring guide responds to the need for specialised support in senior vlogging. It provides detailed guidelines and practical advice for mentors, including workshops to prepare new mentors for their role. This resource aims to build mentors' self-efficacy and ensure that they provide quality support to senior vloggers. By equipping mentors with the tools and confidence they need, we are improving the overall quality of mentoring and support available to senior content creators.
- 4. Senior Vlogging Guide - online version:** In response to the gap in traditional ICT training, we developed the Senior Vlogging Guide e-course. This innovative online resource addresses the specific needs of seniors interested in vlogging and provides a simplified and accessible training platform. Based on the SeniorVlog training programme and mentoring guidelines, this e-course is designed for both seniors and ICT educators. It provides essential knowledge and skills in a user-friendly format, facilitating a smooth transition to vlogging for seniors and enhancing the skills of educators working with them.

Final materials and further reading

We are also pleased to announce the release of new materials, including the "Synthesis of Country-Specific and EU Level Recommendations for the SeniorVlog Training Programme". This document captures the experiences and lessons learned from the implementation of the training programme in different partner countries and offers tailored recommendations for each region.

To explore these new resources and to learn more about all the results of the SeniorVlog project, we invite you to visit our [website](#) or follow us on the most popular social networks with the hashtag #SENIORVLOG.

As we close this chapter, we encourage you to continue to advocate and support digital inclusion for older people. By working together, we can help break down the barriers that limit access to technology and create a more inclusive digital environment where every senior has the opportunity to share their voice and connect with others. Your continued support and commitment to this cause is essential to drive further progress and ensure that the benefits of digital engagement are available to all.