

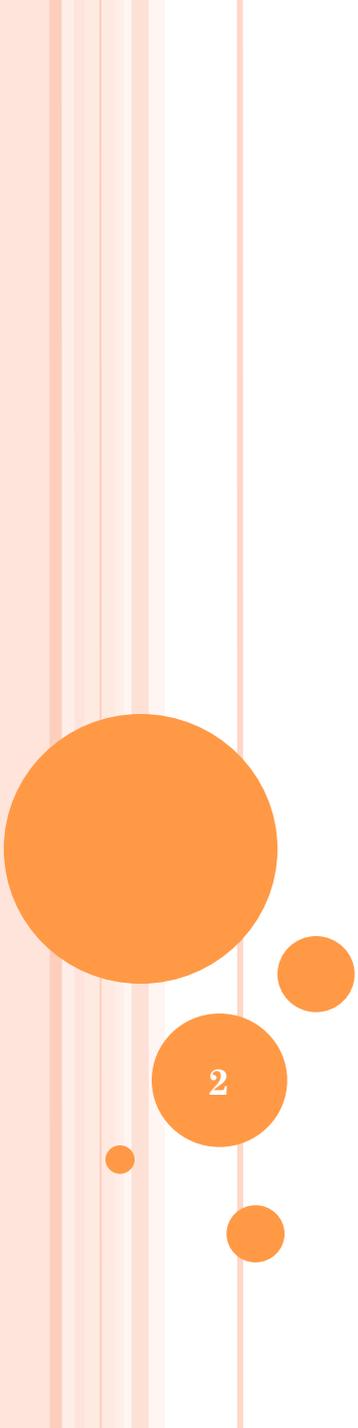
SIX DEGREES and SILVER SURFERS

1

SOCIAL MEDIA AND SENIOR CITIZENS

Ingrid Sturgis

11/16/11



What is social media?

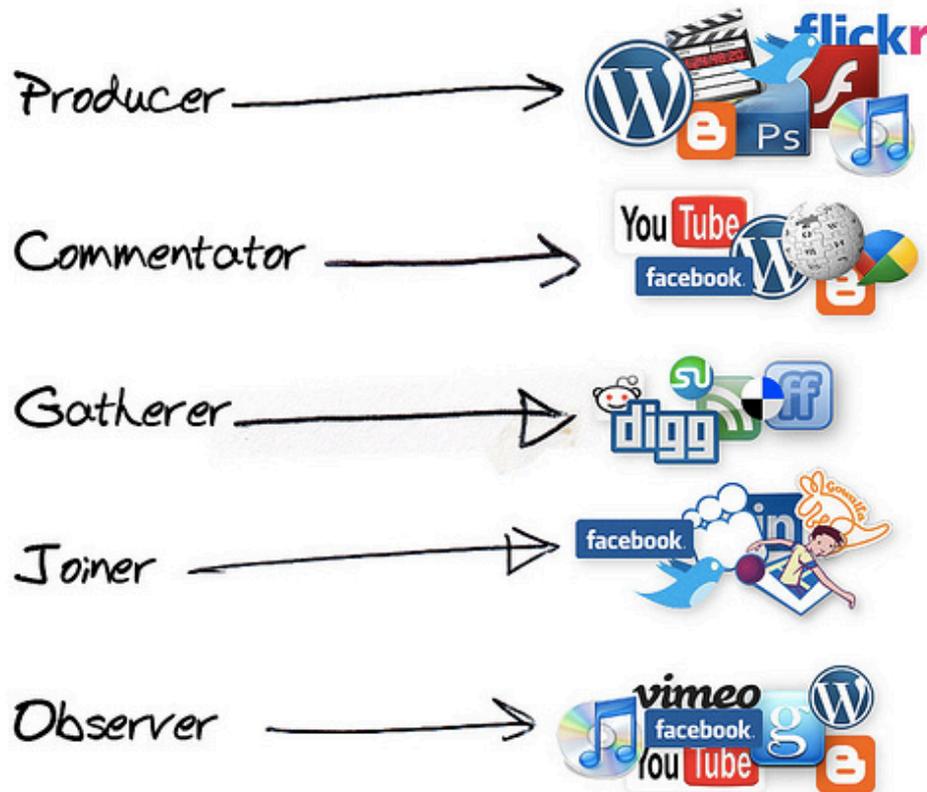
2

Visiting social or professional networking sites, visiting photo or video sharing sites, visiting online forums or message boards or using social tagging or bookmarking at least once in the last 30 days.

Social media tools

22 Amazing Social Media Graphics

1. Social Media Participation Chart by Oversocialized



Seniors face the future

- "I came from the horse and buggy days all the way to outer space. I've seen amazing things happen, and the technology -- the iPhone and everything that has developed since just then. It blows my mind to see what we have now and where we came from."
- "It's a wonderful thing. For those of us that can't get out, we can bring the world in."
-- Goodykoontz, 100 years old

Who's online

- 98% of online 18-to 24 year-olds already use social media each month.
- 129 million online Americans use social media. 91% of online adults today, or 129 million individuals, access social media in a typical month.

Who's online?

- But recent trends show older people are among the fastest-growing demographics online.
- Social network use among Internet users 50 years old and old has nearly doubled to 42% over the past year.
- Nearly 19 million people ages 55 and over used Facebook in July, up from about 9 million one year ago. -- comScore

Who's going online

- The 74-plus demographic is the fastest growing demographic among social networks
- Social networking among Internet users ages 65 and older grew 100 percent between April 2009 and May 2010 to 26 percent.

Who's online?

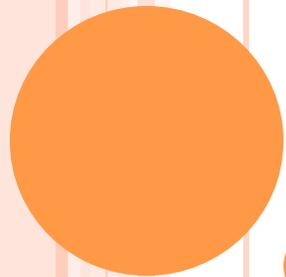
- Baby boomers are using new technology at rates nearly equal to younger consumers.
- They are likely to continue as they join the ranks of senior citizens,
- This trend will establish digital communication and commerce as a senior activity.

What are they doing?

- The percentage of all adult Internet users who watch video online jumped 14 points in the past two years, from 52% in May 2008 to 66% in May 2010.
- 51% of all online adults listen to music online, compared with 34% in June 2004
- As of May 2010, 53% of online adults have used a classified ads website such as Craigslist, up from 32% in September 2007.

What are they doing

- Facebook, Twitter, and Skype all show the most growth in the older adult demographic and with 39 million people currently aged 65 and older -- and an estimated 55 million by 2020 -- social networks are sure to continue to see a surge in their older base.



11

Who's not online

Senior citizens have typically been slow to use new technologies, including social media.

Who's not online?

- Large numbers of older Americans not online
 - No smartphones,
 - No electronic healthcare tools

Why go online?

- Costs of not participating are growing.
- Government and private sector shifting to online tools as dominant form of public communication.
 - Saves time and money
 - Provides more responsive public services.

Why go online?

- U.S. Social Security Administration to stop sending paper statements to recipients explaining their Social Security benefits.
- Statements would be available online.
- Social Security to end paper-based benefit checks by May 2013.

Why go online?

- More and more of our lives being lived online
 - Check weather report
 - Read news
 - Download a recipe
 - Monitor a bank account balance
 - Maintain a calendar
 - Share family photos
 - Online sales and promotions

Why go online

- To stay in touch now.
- No landline phone
- Watch video from a grandchild's birthday party
- Getting photos of a new baby
- Download family photos

Why go online?

- Technology easier to use
- More practical purposes

Why seniors should go online

- “Loneliness, helplessness and boredom are the three plagues of nursing homes. Arguably, much of the institutionalized practice induced this.”
 - Robert Jenkins, a director at NCB Capital Impact, a nonprofit community development finance institution

Why use social media?

- “One of the greatest challenges or losses that we face as older adults is not about our health, but about our social network deteriorating on us because our friends get sick, our spouse passes away, friends pass away or we move.”
- -- Joseph F. Coughlin, director of the AgeLab at the Massachusetts Institute of Technology.

How social media can help

- Internet use was associated with a 30 percent decrease in depressive symptoms among older adults who used it regularly, while other studies have shown similarly impressive results.
 - Dr. Shelia Cotten, sociologist and Associate Professor from the University of Alabama, Birmingham

How social media can help

- Social networking is an entrance into technology for older adults.
- With Facebook, vastness of the Web seems less intimidating, fears about computers and technology are put at ease

-- Dr. Laura Carstensen, director of Stanford University's Center on Longevity

Who's using social media

- In Newport News, Va., city recreation department offers computer classes for seniors.
- Courses include Computer Basics, Beginning Word and How to use a USB, Facebook, MySpace and YouTube
- Internet Safety course to help new users protect their privacy online, one of the biggest concerns for older adults new to the Web.

Who's using social media

- At the Balfour Retirement Community in Louisville, computers in common areas come equipped with Web cams and computer courses, and social networking help is available.
- In Alabama, the Social Network Technology Initiative, is aiming to teach seniors about communications trends by making them familiar with the internet, including the use of Skype.

Longview

ook  Search   Ingrid Sturgis | H



Longview, an Ithacare Community

Non-Profit Organization · Ithaca, New York

Create a



Wall Longview, an Ithacare Com... · Everyone (Most Recent) ▾

Share:  Post  Photo  Link  Video

Write something...



Longview, an Ithacare Community
Longview's at the forefront of using technology!



Seniors and Social Media? Longview Says Yes!
www.nonprofitmarketingguide.com

Think because your organization caters to seniors, you don't need social media? Think again! Kerry Barnes explains how her organization used Facebook to create buzz about their community as well as keep family members informed. Added bonus: computer use has

 Like ·  Comment ·  Share · Friday at 4:29pm · 

 4 people like this.

Write a comment...

Recommend This Place



Help your friends discover places to visit by recommending this.

Write a recommendation...

People To Subscribe To



Jennifer Van Grove
Writer at VentureBeat
4 friends are subscribed.
 Subscribe



Brian Solis
1 friend is subscribed.
 Subscribe

Sponsored Story



Tomika Anderson, Barry Co...
and Tara L Newton like Walmart



Walmart
 Like

d Activity

js

:S

tions

n South Hill,
ng Cayuga Lake,
is a residential s...

out this

Summerville at Farm Pond

- In 2008, 12 Summerville residents between 80 and 95 participated in a six-week pilot study, which is now being implemented community-wide.
- The seniors in the pilot study changed their daily activities and diets. They meditated and took Portuguese, sign language, tai chi, yoga, music, creative writing and art classes. They added more fish and vegetables to their diets and learned to use computers, the Internet and joined the social networking site, MyWayVillage, or a “Facebook for seniors.”

Jewish council for the aging

- The Jewish Council for Aging (JCA), Washington, D.C., area, has a Senior Tech program. Computer courses to learn the tech skills for job searching, adding a profile to LinkedIn and social media. In their program, teachers work with seniors as peers.

Oakmonte



Home
 About
 Photos
 Events
 Reviews

Oakmonte Village is a beautiful 100-acre luxury senior community...

More about this

More

See All

Oakmonte Village at Lake Mary

Real Estate · Lake Mary, Florida



Wall

Oakmonte Village at Lake Mary created an event.

Lunch N Learn with Chaplain Dave
 Tomorrow at 12:00pm
 Oakmonte village

Like · Comment · Share · RSVP to this event · 2 hours ago

Oakmonte Village at Lake Mary created an event.

Seminole Hard Rock Casino
 Thursday at 7:30am
 5223 North Orient Rd, Tampa, FL 33610

Like · Comment · Share · RSVP to this event · 3 hours ago

Oakmonte Village at Lake Mary created an event.

The ENCORE Concert Series
 Today at 6:30pm
 Seminole State College of Florida

Like · Comment · Share · RSVP to this event · 4 hours ago

Create a Page

Recommendations (1) See All

Naomi Schneider Gaylor Brooks It is a great place!

Write a recommendation...

Find Friends from Washington, District of Columbia



18 of your friends live in Washington, District of Columbia. Find more people you know from Washington, District of Columbia.

People You May Know See All

Link Brown Jr
 13 mutual friends

Sponsored See All

Home Decor Sales
 onekingslane.com

Discover exquisite

Aarp overhauls website

Welcome, Please Log In

[Español](#) | [Join/Renew](#) | [Find a Discount](#) | [Donate](#) | [Volunteer](#) | [Video](#) | [Music](#) | [My Account](#) ▼ | [Community](#) ▼ | [Help](#) |



- MEMBERSHIP
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- PERSONAL GROWTH
- TECHNOLOGY & SOCIETY
- RELATIONSHIPS
- HOME & GARDEN
- HOBBIES
- LEVEL
- ENTERTAINMENT
- MOVIES
- TECHNOLOGY
- Innovations
- Privacy & Security
- Social Media
- How-to Guides
- Discounts
- GOING BACK

AARP Home » Technology



Facebook Gets a Face-lift (Again): Learn what changes to the social network mean to you. [Read](#)



in the
SPOTLIGHT



Get Connected, Easily

We show you how to set up Wi-Fi in your home.

technology RESOURCES

Social Networking

Step-by-step instructions on how to use some of the Web's most popular networking sites. [Go](#)

How to Use Your PC

Guides covering everything from setting up your desktop, to getting the most out of Excel. [Go](#)

Protect Your Digital Life

Keep your computer secure, your web surfing safe, and your inbox spam free with these tips. [Go](#)

ADVERTISEMENT

AARP

- Online communities nationally and other social networking sites.
- New navigation and enhanced search capability also provides better results.
- Articles, pictures, and videos are easier to access and use.
- Content available on handheld devices, such as e-readers, smart phones and mobile phones.
- Games

Google teaches parents tech



Hello: Mom Dad

I'm really: shocked impressed worried jazzed
that you've been using your computer these days.

CATEGORIES:

THE BASICS

WORLD WIDE WEB

COMMUNICATION

MEDIA

FINDING INFORMATION

SELECT VIDEOS TO SEND:

[VIEW ALL VIDEOS](#)

- COPY & PASTE
- ADJUST THE TIME ON YOUR CLOCK
- CHANGE YOUR DESKTOP BACKGROUND (MAC)
- CHANGE YOUR WALLPAPER (PC)
- MAKE TEXT BIGGER (OR SMALLER)
- TAKE A SCREENSHOT
- CHANGE YOUR SCREENSAVER (MAC)
- CHANGE YOUR SCREENSAVER (PC)

Hope you find these **0** videos helpful! Now, I...

- trust you'll be self sufficient
- just need to get Grandma online!
- can answer your questions over video chat

Love, Good luck (you'll need it)! Keep me posted,



PREVIEW

Connected living

The image shows a Facebook page for 'Connected Living'. The page header includes the Facebook logo, a search bar, and the user's profile 'Profsturgis Sturgis'. The main content area features the 'Connected Living' profile picture and name, followed by a 'Like' button. Below this is a gallery of five photos: a table with food, a glowing yellow light, a table with American flags, a group of people, and a group of people in a room. A 'Wall' section shows a post from 'Connected Living' dated November 11 at 6:59pm, which includes a video link and a comment from '3 people like this'. The right sidebar contains several sections: 'Find Friends from Washington, District of Columbia' with a 'Find Friends' button; 'People You May Know' featuring 'David M. Castain' with 14 mutual friends and an 'Add Friend' button; and a 'Sponsored' section for 'Home Decor Sales' from 'onekingslane.com' with a photo of a table and a 'Hot Shoes. Just \$39.95' advertisement from 'shoedazzle.com'.

Facebook

Search

Profsturgis Sturgis Find Friends Home

Connected Living Like

Product/Service

Find Friends from Washington, District of Columbia

18 of your friends live in Washington, District of Columbia. Find more people know from Washington, District of Columbia.

Find Friends

People You May Know

David M. Castain
14 mutual friends
Add Friend

Sponsored

Home Decor Sales
onekingslane.com

Discover exquisite pieces for your home and buy them for up to 70% off! Join One Kings Lane Now!

Hot Shoes. Just \$39.95
shoedazzle.com

Influencer: Inin Kim Kardashian

Connected Living

Wall Connected Living · Everyone (Most Recent)

Share: Post Photo

Write something...

Connected Living

In honor of Veterans Day and as a Thank You to everyone who shared words of gratitude and wisdom for our veterans, we want to share this video with you. Happy Veterans Day everyone!

<http://www.youtube.com/watch?v=p4ZKBOsFekI>
www.youtube.com

Like · Comment · Share · November 11 at 6:59pm

3 people like this.

Write a comment...

Connected Living added 5 new photos to the album Veterans Day.

AARP Illinois

eons

Home Welcome, guest! Log in or Sign up Help Search Eons

my eons profile explore groups people games

explore » Photos Videos Blogs

eons We're the online community for BOOMers!

- Stay in touch with your friends and make new ones
- Join or start Groups to fuel your passions and interests
- Play games, build your brain, and have fun!

Sign up today – it's free!

Already a member? Log in:

Email or Screen Name

Password [Forgot your password?](#)

Log in Remember me

Featured Members

LoriKB caradocs MartiInMexico BajaHorseLady sugerlump Nate54

➔ Search/browse members

Today's Features

Random sampling of today's active Groups

Eons Asks: (what's this?)

Are you planning to buy the new iPhone 4S?

Yes, definitely

No way

I haven't decided yet

Vote

tributes

PLAY MUSIC AAA Like Tweet | [Help](#) | [Feedback](#) | [Login](#)

tributes.com *Because Every Life has a Story*

Obituary Search Advanced

Search

First Name Last Name State

[Obituary Search](#) [National News](#) [Build a Tribute](#) [1800flowers.com](#) [Sympathy Gifts](#) [Grief Recovery Center](#)

Living Memorial Wall

my Parisi "I live next door to Tony & Mary just found out today..."
Conner - St. Petersburg, FL | 2 minutes ago

 Clyde W. Herron, Sr. "Our heart-felt sympathies and prayers are with the Herron family..."
The Fred Ellison Family - Easley, SC | 4 minutes ago

 Lucien Oliver Jourdan "Pl..."
Conrad Madden - Man...

MY LOCAL OBITUARIES [RSS](#)

Current Location: Somerset, NJ
(Change Location)

Sorted by: Date of Death | Sort by Last Name

Mary Lee TYSON
April 29, 1926 - November 12, 2011
Piscataway, New Jersey | Age 85

John A. Brungo
November 9, 2011
Franklin Park, New Jersey | Age 57

Mildred Susan PROHASKA
April 8, 1932 - November 9, 2011
Piscataway, New Jersey | Age 79

Rudolph Pleasant, Sr.
September 18, 1930 - November 6, 2011
Piscataway, New Jersey | Age 81

Helen A. End

OBITUARIES IN THE NEWS (More) [RSS](#)

Evelyn Lauder

NOVEMBER 12, 2011

Breast health advocate dies at 75

Evelyn Lauder, a member of the Estee Lauder cosmetics family who helped create the pink ribbon symbol for breast cancer awareness, has died. She was 75.

[Share a Memory](#) [Light a Candle](#) [Send](#) [Tweet](#)

Evelyn Lauder | Ilya | Francisco Blake | Joe Frazier | Andy Rooney | Heavy D

what's next

- Don't ignore growing number of older adults taking advantage of the web
- Build web and social media to empower everyone
- New technologies must be intuitive and easy
- Accessibility has to include design, text size and usability.
- Education is key to prevent seniors becoming victims of “digital divide.”

Caveats – Hipaa violations

- Doctor in Rhode Island fired for posting information about a patient online, which gave enough information about the patient that others knew who it was.
- Hospitals have also fired nurses and staff members for revealing information online or posting pictures of patients.
- Posting a picture of a smiling patients without written consent
- Kaiser Permanente -- what employees can do on their blogs and social channels, when related to their work.

Social media policies

- Don't start with the creation of a Facebook page or Twitter account.
- Instead start with social media policy, to protect the company from exposure HIPAA violations.

Marketing to families of seniors

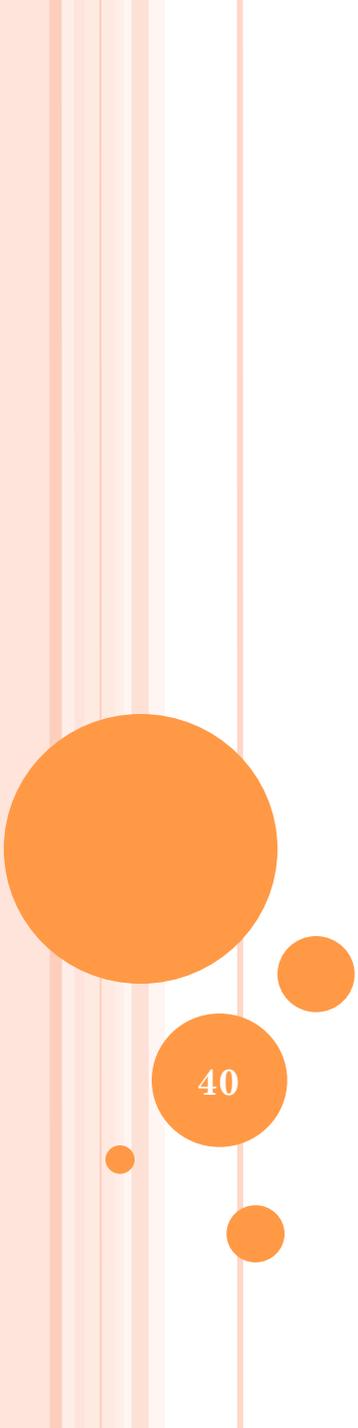
- Your website should be strategically designed to do four things:
 - Attract new visitors
 - Inform site visitors
 - Engage site visitors
 - Create business value by converting site visitors to customers

resources

- <http://www.ncoa.org/national-institute-of-senior-centers/>
- <http://www.walker-marketing.com/1063/social-media-poli>
- <http://www.aarp.org/technology/>
- <infographics/senior-citizens-and-facebook.html>
- <http://www.generationsonline.com/>
- <http://www.csmonitor.com/Innovation/Tech/2010/0724/Senior-citizens-carve-their-own-niche-with-laptops-and-Facebook>
- <http://www.carenetworks.com/blog>

resources

- <http://www.facebook.com/pages/Riderwood-Village/124998194206194?ref=sgm>
- <http://seniorsintouch.com/social-media-success-for-senior-living-2>



SIX DEGREES and SILVER SURFERS

SOCIAL MEDIA AND SENIOR CITIZENS

40

Ingrid Sturgis

4/28/10