

Be-Digital

Be Digital- Social Media Skills for 50+ - Bridging the Social Media Skills Gap of Citizens Over 50 in Nordic and Baltic Countries

25 February 2021, Online conference

Daiva Malinauskiene

GENERAL INFORMATION

- Project period – 01 07 2019 – 30 06 2021
- Project theme – ICT and digitalization in education
- Project target group – citizens over 50 from Nordic / Baltic countries
- Sector project aims at – non-formal adult learning

PROJECT PARTNERSHIP

- Soros International House, Lithuania – coordinator



- Biedrība Eurofortis, Latvia



eurofortis

- LLL Center Mimir-simenntun, Iceland



- Aftenskolen, Norway





MÍMIR
mætun

CERTIFICATE

CERTIFICATE

CERTIFICATE

CERTIFICATE

CERTIFICATE

CERTIFICATE

CERTIFICATE

CERTIFICATE

MAIN AIM OF THE PROJECT

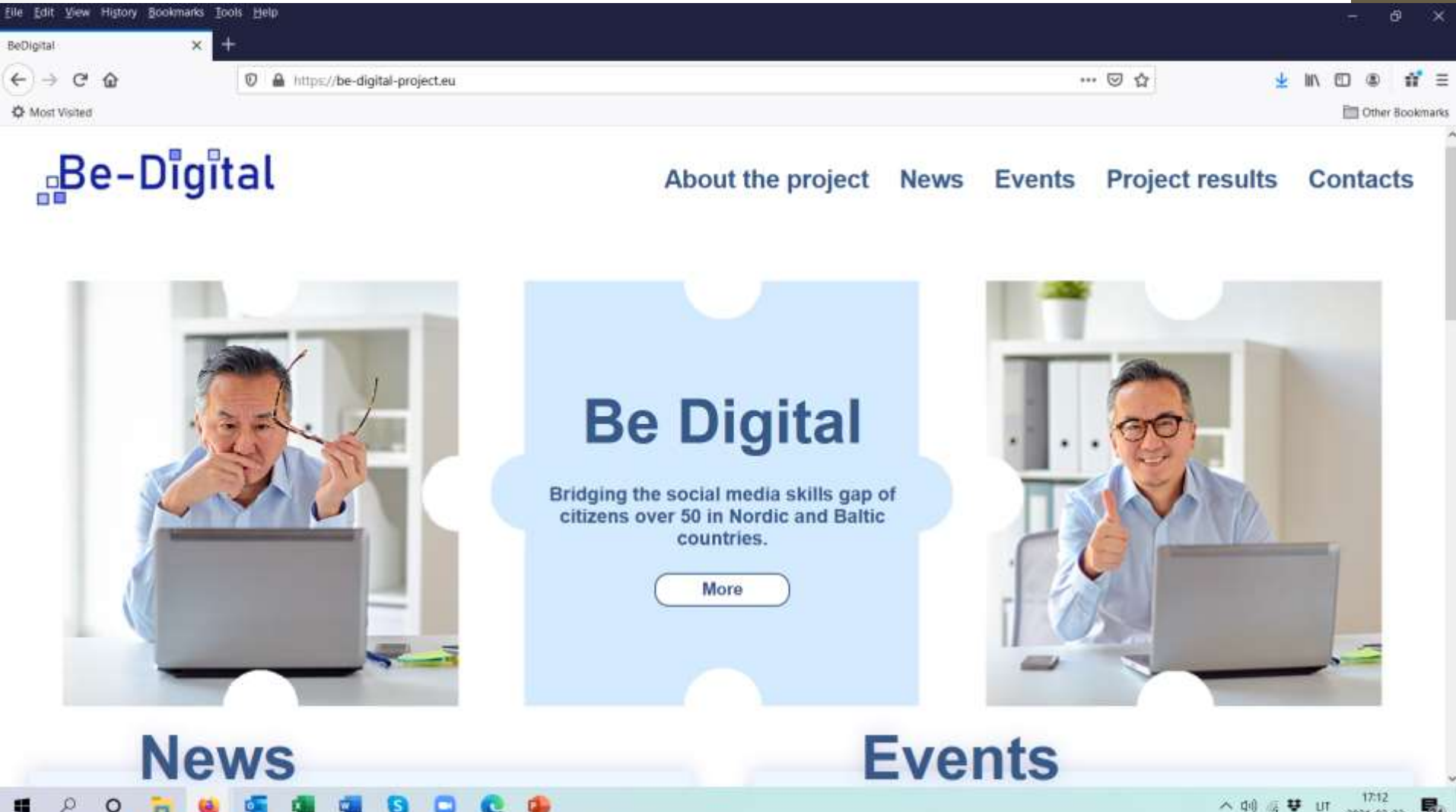
To strengthen social media skills of citizens over 50 in Nordic / Baltic countries in order

- to improve their position in the labour market
- to increase their competitiveness
- to extend their productive working time until retirement and longer

MAIN STEPS AND RESULTS

- To perform a comparative analysis of the main trends in the social media use in the workplace across the Nordic / Baltic countries
- To develop a training program offering a foundation of social media skills for the workplace
- To test the developed program with the selected groups of learners in partner countries and to collect their feedback on its content
- To organize a Live Web conference – the final training event
- To finalize the program following the feedback received
- To run an international conference for presenting the project results

All the results and outputs can be found on www.be-digital-project.eu



The image shows a screenshot of a web browser displaying the homepage of the Be-Digital project. The browser's address bar shows the URL <https://be-digital-project.eu>. The website features a navigation menu with the following items: About the project, News, Events, Project results, and Contacts. The main content area is divided into three sections. On the left, there is a photograph of a man in a light blue shirt sitting at a desk with a laptop, looking thoughtful with his hand to his chin. On the right, there is a photograph of the same man smiling and giving a thumbs-up gesture while sitting at the desk with the laptop. In the center, a large blue puzzle-piece graphic contains the text "Be Digital" in a large, bold, dark blue font. Below this, in a smaller font, it reads "Bridging the social media skills gap of citizens over 50 in Nordic and Baltic countries." At the bottom of this puzzle-piece is a white button with the word "More" in blue text. Below the left and right photographs, the words "News" and "Events" are written in a large, bold, dark blue font. The browser's taskbar is visible at the bottom of the screen, showing various application icons and the system clock indicating 17:12 on 2021-02-23.

Be-Digital

About the project News Events Project results Contacts

Be Digital

Bridging the social media skills gap of citizens over 50 in Nordic and Baltic countries.

More

News Events

MAIN STEPS AND RESULTS

- Comparative analysis of the main trends in the social media use in the workplace across the Nordic / Baltic countries
<https://be-digital-project.eu/wp-content/uploads/2020/01/Be-Digital-Comparative-Analysis.pdf>
- Training program offering a foundation of social media skills for the workplace – the main project result
<https://be-digital-project.eu/wp-content/uploads/2021/02/Be-Digital Training Programme.pdf>

MAIN STEPS AND RESULTS – Piloting training

- Testing of the initial version of the developed programme with the selected groups of learners in partner countries
<https://be-digital-project.eu/events/be-digital-social-media-training/>
Organized in October-November 2020
A 15-hour course/3-4 sessions
10-15 participants per country
- Live Web conference – the final training event <https://be-digital-project.eu/events/be-digital-live-web-conference/>
Organized on November 12, 2020
55 participants from all partner countries

Meeting Layouts Pods Audio

Be-Digital

'Be Digital - Social Media Skills For 50+'

(No. NPAD-2019/10104)

Live Web Conference

12 November 2020




 Nordplus

 MIMIR
virtu partner

 eurofortis

 AFTEN SKOLEN
LIE DM ASSOCIATION

 LieDM

Start Private Chat
Enable Microphone
Enable Video
Enable Drawing
Request Screen Share
Make Host
Make Presenter

Video (4)



Attendees (53)

Deiva, Lithuania

Presenters (5)

- Clare Norway
- Evita Latvia
- Frosti, Iceland
- Karen, Norway
- Laura Vavilova

Participants (24)

- Anney Iceland
- Anita Oliga
- Arūnas
- Diana Selecka

Chat (Everyone)

VDU ISI 2: we still have not started.)

LieDM association: yes

Karen, Norway: yes

Gilėta Lithuania: Yes, I can hear you

Anita Oliga: Yes

Everyone

EN 17:01 2020-11-12

FINAL STEPS

- Finalization of the programme following the feedback and comments collected from the trainers and trainees
- Online international conference *Social Media and Different Age Groups: How We Interact With The Digital World* – the final project event
- Dissemination and sustainability of the project results – only the implementation of those projects make sense, the results or products of which are used later by those for whom they were developed

Thanks for joining us today 😊

