

Be Digital International Web Conference held on 25 February

Social Media and Different Age Groups: How We Interact with the Digital World

On 25 February SIH in collaboration with the project partners organized International Web Conference Social Media and Different Age Groups: How We Interact with the Digital World.

The conference has attracted interest of over 140 participants from different European countries. During the conference, the participants were introduced to the main output of the project – Be Digital Training Programme for the development of social media competences in the workplace targeted at adults over 50, as well as other important results of the project.

The conference speakers from Lithuania, Iceland, Latvia, Norway and Romania addressed the issue of social media and the digital divide and shared their experience and expertise related to digitalisation, digital interaction and social media, and presented good practice examples.

Get to know our conference speakers



Edita Trečiokienė, Lithuanian Education Exchanges Support Foundation, Lithuania

[Welcome word \(Video\)](#)

Works at Lithuanian Education Exchanges Support Foundation where she is responsible for the programs for adult learners and adult educators - Nordplus Adult, Nordplus Horizontal, NordPlus Nordic Language; Erasmus+ KA2 and Epale.

Daiva Malinauskienė, Soros International House, Lithuania
[Be Digital Project Introduction](#)

[\(Presentation video\)](#)

Director of Soros International House and a coordinator of NordPlus Adult project Be Digital 50+.

Has been working for SIH since the beginning of its operations in 1993.

Besides, has 10 years of experience in working at the Vocational Training Council and the Ministry of Education





Frosti Jónsson, head of Digital at Birtingahúsið, Iceland
[Social Media: How We Interact with the Digital World Across Ages](#)
[\(Presentation video\)](#)

A digital specialist at Birtingahúsið, Iceland's largest independent Media agency. He has over 20 years of experience in marketing, media buying and digital marketing.

Gileta Kierienė, project coordinator at Soros International House, Lithuania

[Taming the Social Media Jungle: Solution for 'Digital Immigrants'](#)
[\(Presentation video\)](#)

Has over 15 years of experience dedicated to adult education for social change. She has contributed to the initiation and successful implementation of many projects at both national and international level with a variety of funding streams and stakeholders.



Evita Brilte, digital marketing specialist, Latvia
[Online customer service as a key element](#)
[\(Presentation video\)](#)

A digital marketing specialist with hands-on experience in online communication and the advertisement world. Experience gained while working in a digital marketing agency, Start-up, and creating her own brand as well. Works in marketing agency "Rich content".

[Teaching During the Pandemic – a Road from Paralysis and Despair to Action and Success](#)
[\(Presentation video\)](#)

Elza Gheorghiu, Mihaela Vatavu, Cristian Timofticiu - teachers / trainers at EuroEd School and International Language Centre, Romania

Elza Gheorghiu, teacher/ trainer at EuroEd School and International Language Centre, Romania

A trainer and teacher of English and Romanian as a foreign Language. Has rich experience in international educational projects. Her field of interest covers work with innovative educational methodologies in teaching / training and non-formal education. Target groups for her teaching and training are young learners and adults. She is a member of the pedagogical training team of EuroED Foundation, RO.





Cristian Timofticiuc, teacher/ trainer at EuroEd School and International Language Centre, Romania

As a project team member, he presents experience in creating various educational resources for ongoing Erasmus+ projects, as well as managing the administrative tasks of project implementation. As a trainer, he presents experience in preparing and delivering public presentations and trainings at national and international level.

Mihaela Vatavu, teacher/ trainer at EuroEd School and International Language Centre, Romania

Has been working for EuroEd, RO for 2 years as an English teacher, as well as a member of the EuroEd Foundation's department of European projects. Her expertise consists of involvement in researching, translating and developing Erasmus+ project contents. A trainer in the pedagogical training team of EuroEd, given her interest in digital teaching.



Is the Digital Divide Between Generations Increasing or Decreasing? Panel Discussion

(Video of discussion)

Frosti Jónsson, IS; Gileta Kierienė, LT; Laura Vavilova, LV; Elza Gheorghiu, RO; Moderator Clare Jortveit, NO



Clare Jortveit, senior adviser, University of Agder, Norway

Currently a senior adviser for internationalization at the University of Agder in Kristiansand. She was previously the Director of Aftenskolen Agder and has also held positions at the Confederation of Norwegian Enterprise and the University of Queensland in Australia.

Laura Vavilova, EU project specialist at Biedriba EuroFortis, Latvia

In Biedriba Eurofortis she is responsible for the coordination and realization of EU supported educational projects in Latvia mainly aimed at the development of different competences both for professional and personal purposes.



Anney Thorunn Thorvaldsdottir, project manager at Mimir, Iceland Conference Summing up

(Conference summing up video)

A project manager at Mimir, IS and has worked on several Nordplus and Erasmus projects. She has taken part in and lead a lot of implementation of digital solutions for Mimir.

Be-Digital

TRAINING PROGRAMME

for the development of social media competences in the workplace

This training programme is designed as a guideline to equip adults over 50 with the knowledge and tools to understand the core social media platforms and how to maximise social media results using the latest statistics, examples and case studies from Facebook, Twitter, LinkedIn, Pinterest, Instagram, YouTube, TikTok and other emerging platforms. The Programme provides learners with social media knowledge, from the basics to advanced strategy execution which is crucial to growing social media effectively.

All project results available at:
<https://be-digital-project.eu/project-results/>

Project partnership



International
House
Vilnius-Soros

www.sih.lt
coordinator



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