

Social media no longer just child's play

Written by Holyoke Enterprise

The Internet and related technologies have been a game-changer for people of all ages. The instant connectivity made possible by these advancements has been valued by young adults and children for years. But now social media is attracting an entirely different demographic—seniors.

More than just a method of channeling information to the comfort of home, the Internet and the various social media platforms, including Twitter, Facebook, LinkedIn and Instagram, are ways for older adults to stay connected with friends and family. For seniors faced with mobility issues, social media helps to bring the world to them.

Despite the stereotype that seniors do not want to learn to use new technology, many seniors are getting on board. Findings from the Pew Research Institute show that social networking use among Internet users ages 50 to 64 grew by 88 percent between April 2009 and May 2010. The research also found that the percentage of those 65 and older using social media grew from 13 percent to 26 percent during that same stretch.

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