Joseph Rice

"Clark University's Oldest Living Student" ™

Social Media Marketing

November 2012

Social Media and Aging

(You're not getting older, you're getting Twitter)

An aging population:

Photo from http://www.medimanage.com/parents-health/articles/exercises-in-elderly.aspx

This group is growing older and growing larger.

- From U.S. Census Survey 2010:

Total population: **308,745,538**

The older working-age population, ages 45 to 64, made up 81.5 million persons (26.4 percent); the 65 and over population was 40.3 million persons (13.0 percent).

The population aged 45 to 64 grew at a rate of 31.5 percent. The large growth in this age group is primarily due to the aging of the Baby Boom population.

The population aged 65 and over also grew at a faster rate (15.1 percent) than the population under age 45.

Where is this group on social media?

Older Americans and the Internet (Pew Research Center)

Mar 28, 2004Susannah Fox
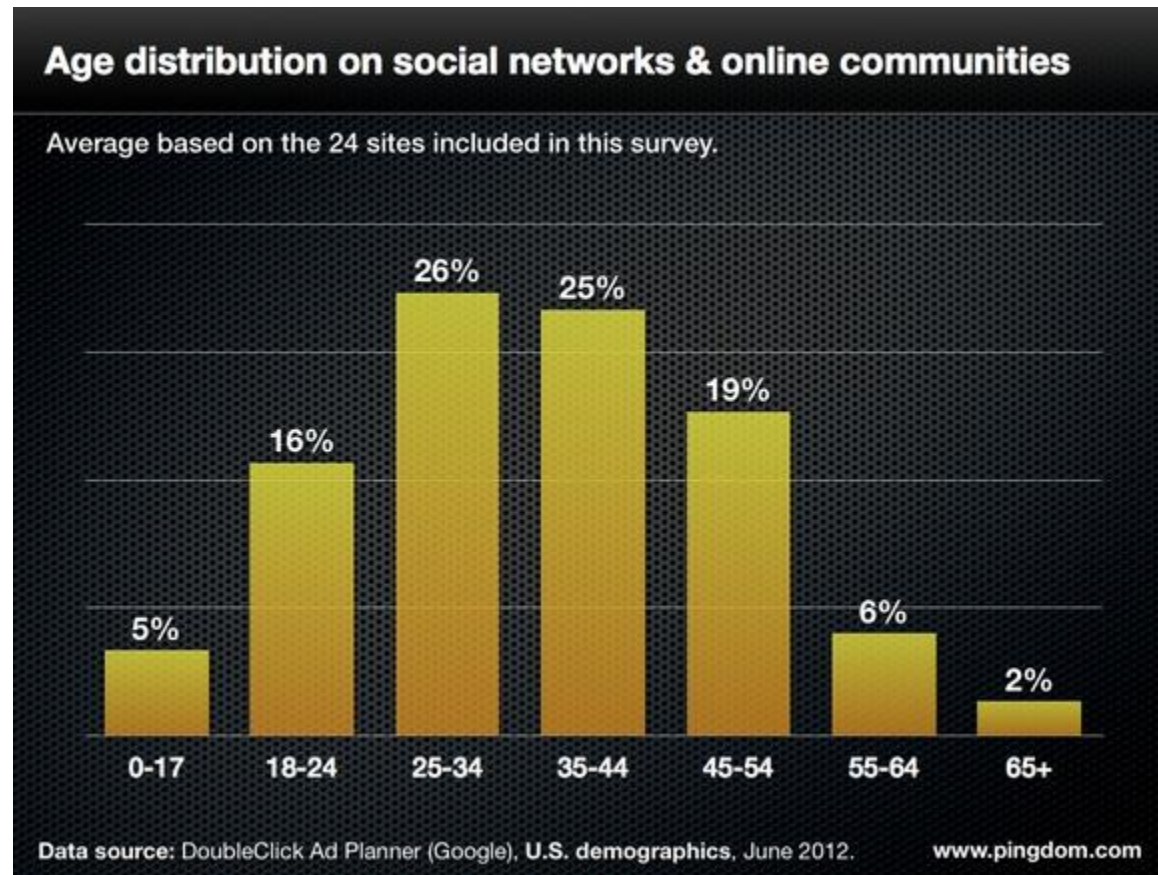22% of Americans 65 and older use the Internet.

Aug 27, 2010Mary Madden
Social networking use among internet users ages 50 and older
nearly doubled—from 22% in April 2009 to 42% in May 2010

Jun 6, 2012Kathryn Zickuhr, Mary Madden
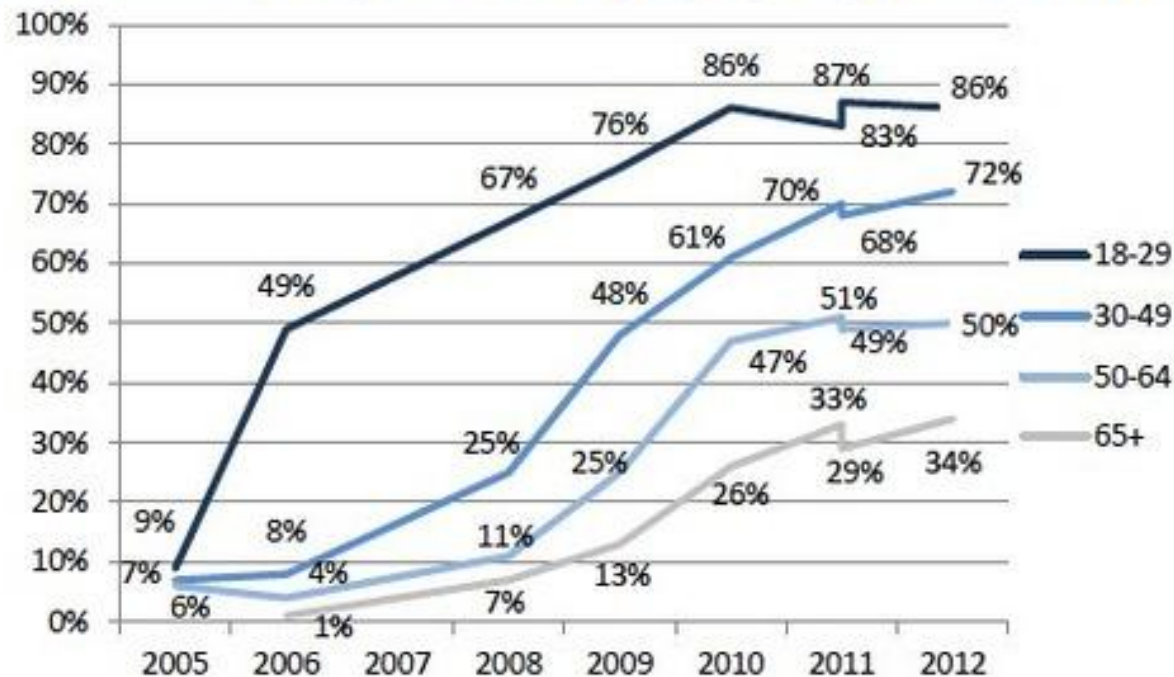For the first time, half of American adults ages 65 and older are
online.

Still a digital minority

Age distribution on social networks & online communities

Average based on the 24 sites included in this survey.

- 0-17: 5%
- 18-24: 16%
- 25-34: 26%
- 35-44: 25%
- 45-54: 19%
- 55-64: 6%
- 65+: 2%

Data source: DoubleClick Ad Planner (Google), U.S. demographics, June 2012.

www.pingdom.com

But growing:

Social networking site use by age group, 2005-2012

Note: Total n for internet users age 65+ in 2005 was < 100, so results for that group are not included.

Source: Pew Research Center's Internet & American Life Project surveys: February 2005, August 2006, May 2008, April 2009, May 2010, and May 2011, and February 2012.

Some issues with aging

- General health issues
- Physical: mobility/vision impairment
- Emotional: Isolation and depression
- Financial/digital divide

And what they have to do with social media –

Accomodations

Quite possibly the world's easiest computer.

Telikin is a simple and easy to use family computer that combines video chat, photo sharing, email and many more popular features into a sleek, touchscreen device.

It's fun for young and the young at heart and easy to use for seniors, the elderly and their families.
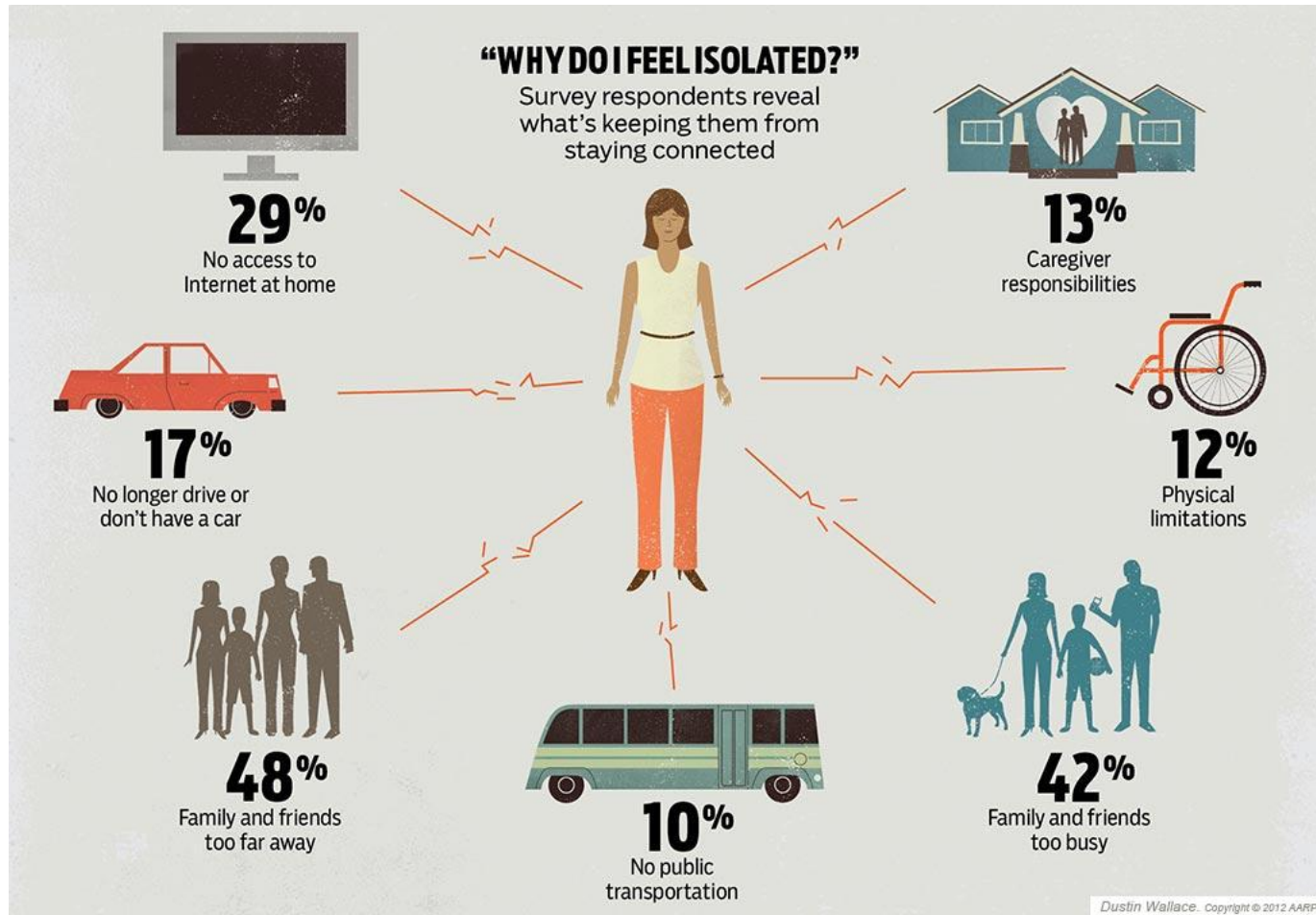
WATCH VIDEO

telikin *touch*

http://www.telikin.com/

Isolation

"WHY DO I FEEL ISOLATED?"
Survey respondents reveal what's keeping them from staying connected

29% No access to Internet at home

17% No longer drive or don't have a car

48% Family and friends too far away

10% No public transportation

13% Caregiver responsibilities

12% Physical limitations

42% Family and friends too busy

Dustin Wallace. Copyright © 2012 AARP

http://www.aarp.org/aarp-foundation/our-work/isolation/info-2012/alone-and-at-risk-isolation-survey.html

Support Groups/Access

There are some ways to address the digital divide for the older population, and these will likely increase:

- Libraries
- Senior Centers/Retirement Communities
- Government and health provider programs

What makes this segment different?

- Privacy concerns
- Security
- On-line behaviors (of others)
- "Not for public disclosure" cultural norms

"In a qualitative study involving use of an existing social networking site, and group and personal interviews, we found that understanding the internet as a dangerous place, and social networking sites as places of socially unacceptable behavior, hinders the use of these technologies."

Lehtinen, Näsänen, Sarvas: "A little silly and empty-headed": older adults' understandings of social networking sites. BCS-HCI '09 Proceedings of the 23rd British HCI Group Annual Conference on People and Computers: Celebrating People and Technology; British Computer Society Swinton, UK, UK ©2009

And what makes them the same?

- There are seniors who do embrace social media
- Just as with most groups or cultures, they differ as individuals
- Still have a variety of interests and needs requiring information.
- Same as "why do people participate in the groundswell" (friendships, social pressure, etc. P.60)

Aging Online
Tech & Social Media for Elders - Boomers to Seniors

About   Trends   Graphics   Essays   Twitter

- www.Aging-online.com has good information about how seniors are remaining part of the social media world.
- http://www.aging-online.com/are-seniors-obsolete

  ◦ One of the things that I found intriguing was the reporter's description of seniors in broad strokes, as if everyone thinks a certain way just because they're the same age. This is pretty common with stories like this, but I think it also can be misleading.

  -Jamie Carracher

The Shift from Analog to Millenials

A "rolling wave" as the analogs age out and next generations arrive.

- In a survey about the future impact of the internet, a solid majority of technology experts and stakeholders said the Millennial generation will lead society into a new world of personal disclosure and information-sharing using new media. …the communications patterns "digital natives" have already embraced …will carry forward even as Millennials age, form families, and move up the economic ladder.

http://pewinternet.org/Reports/2010/Future-of-Millennials/Overview.aspx

How older users interact

- More discriminating in their information sources, interests
- Reliance on "gatekeepers", trustworthy sources (organizational and personal)
- Reluctance to provide information to strangers on-line

So what does this have to do with your social media marketing?

- Will you need to look at niche sites?
- For wide audience initiatives, be aware of differences and needs of this group
- If focusing on this group, be responsive to their attitudes.
- Pay attention to design/accessibility issues.
- And for the moment, be careful about smartphones – very low penetration rate.

Opportunities and market niches

▸ Addressing the specific needs of the age group for products and services.

▸ Adaptive uses of social media to keep your organization alive.

▸ Health care: support groups, Twitter updates, Facebook groups and pages (or custom tailored applications to address privacy and security issues). *See Groundswell p. 58*

Key Points:

- What we have today is a snapshot – changes daily. Keep monitoring.
- Members of an age group may have much in common, but they are not all the same.
- When focusing on narrow target, go to where that group is (or create a community).

A MUSICAL FINALE

(Feel free to sing along)

http://www.youtube.com/watch?v=ldIfhc1pJpk

Some resources

- Web3.0 Accessibility Initiative (http://www.w3.org/WAI/)
- American Association of Retired Persons (www.aarp.com)
- Can technology help us to support the ageing population? http://www.guardian.co.uk/social-care-network/2012/may/30/technology-caring-ageing-older-society
- AARP Foundation Isolation Survey http://www.aarp.org/aarp-foundation/our-work/isolation/info-2012/alone-and-at-risk-isolation-survey.html
- Pew Internet & American Life Project http://pewinternet.org/Reports/2012/Older-adults-and-internet-use.aspx
- Social Network Demogaphics in 2012 http://royal.pingdom.com/2012/08/21/report-social-network-demographics-in-2012/
- Aging Online – Technical and Social Media for Seniors http://www.aging-online.com/

- Social Media Users are Older http://fastwonderblog.com/2009/04/27/social-media-users-are-older-and-more-business-like-than-you-think/
- Your Fear of Social Media—Your Older Target Audience is Within Reach http://www.socialearth.org/your-fear-of-social-media%E2%80%94your-older-target-audience-is-within-reach
- "A little silly and empty-headed": older adults' understandings of social networking sites http://dl.acm.org/citation.cfm?id=1671017
- Demographics on mobile social media from Nielson http://blog.nielsen.com/nielsenwire/online_mobile/for-social-networking-women-use-mobile-more-than-men/
- U.S Census Data: http://www.census.gov/prod/cen2010/briefs/c2010br-03.pdf