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Co-funded by the
Erasmus+ Programme
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Best practices used for adult education in the ICT field with a specific focus on social networks:

COURSES FOR SENIOR CITIZENS TO DEVELOP BASIC AND ADVANCED ICT SKILLS AT AUSER ASSOCIATION

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SPEAKERS:

PARENTE NICOLA
SANSARO AGATA
TOPPUTO VINCENZO



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Every year, the association Auser Trani organizes courses of basic and advanced IT called: “**NONNO CLIC**”.

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This course has a dual function:

- Keep elderly's mind active
- Fighting digital illiteracy, that is widespread among the elderly and beyond.



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HOW ARE THE COURSES STRUCTURED ?



Courses start from the simplest action of turning on and shutting down a computer, and after develop in several more advanced steps.



By the end of each course, participants are able to use the computer autonomously, and perform textual (use of Word) and interactive (use of PowerPoint) activities as well as using social media channels, specifically Facebook, Instagram and Skype.



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HOW DO YOU GET THESE RESULTS?



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Auser employs as volunteers, established professionals in different sector: such as

social media Managers

web Marketers

Seo Specialists

in addition to experienced volunteers in computer technology.

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The courses are divided
into PRACTICAL and
THEORETICAL
LESSONS.

It starts with theory,
and after a consisting
number
of lessons, learners move
on to practices.



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Practical lessons consist of quizzes, oral questions and / or exercises.



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ADVANCED COURSES

Students who acquire more skills,
can implement them attending advanced courses.

Advanced courses can range from in-depth studies on
the use of computers or additional courses related to
news of the digital world.

EXAMPLES OF ADVANCED COURSES



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NONNO FUNNEL COURSE

Nonno Funnel
Course allows
seniors to use the
various online tools
in a fun way.



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NONNO INFLUENCER COURSE

Nonno Influencer
Course allows
seniors to use
Instagram in depth
and become the first
promoter of the
association.



NONNO BLOGGER COURSE

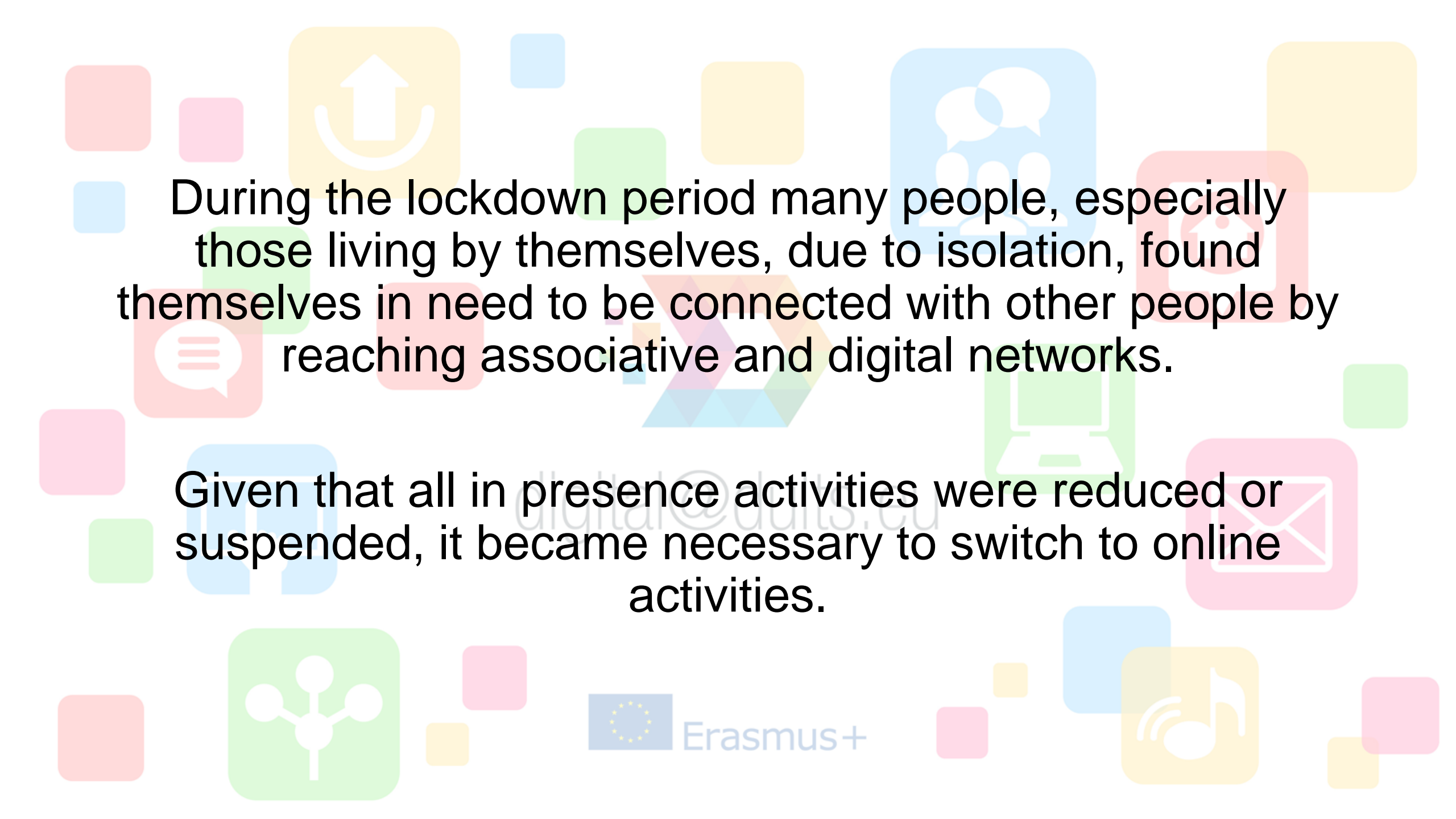
Nonno Blogger Course trains seniors to write articles on various topics that will be included on the association website.



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THE LOCKDOWN PERIOD AND ITS EFFECTS IN TERMS OF USING NEW TECHNOLOGIES



The background of the slide is decorated with various colorful squares and icons. There are pink, blue, yellow, and green squares of different sizes scattered across the page. Several icons are also present: a yellow square with a white upward arrow, a blue square with a white speech bubble, a red square with a white speech bubble, a green square with a white laptop, a pink square with a white envelope, a blue square with a white speech bubble, a green square with a white network diagram, and a yellow square with a white musical note. A large, faint watermark of a stylized 'X' is visible in the center of the slide.

During the lockdown period many people, especially those living by themselves, due to isolation, found themselves in need to be connected with other people by reaching associative and digital networks.

Given that all in presence activities were reduced or suspended, it became necessary to switch to online activities.

online activities required
the use of innovative
tools



Facebook Page Auser
Trani and Facebook
exercise group Auser

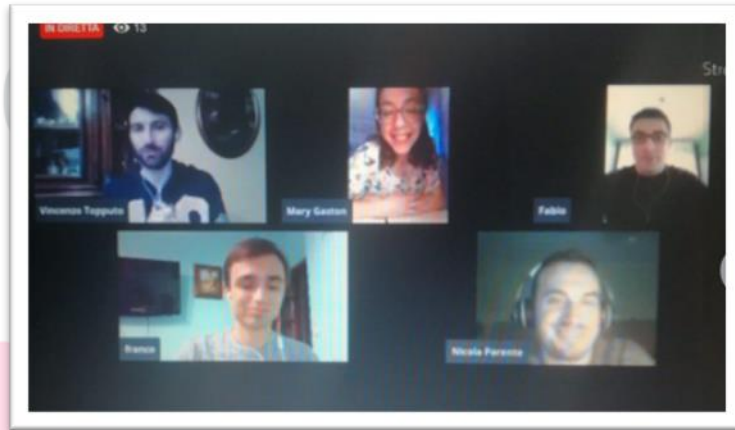
Streamyard to guarantee
live broadcasts on the
Facebook page with
multiple speakers at a time

Zoom for video calls and group
meetings

Google Meet for
meetings with no
time limit

Messenger for cheerful
and carefree video calls

Thanks to these technological tools it was possible not only creating online events, but keeping in touch and celebrating birthdays and special occasions, accelerating the process of personal and group growth of the participants.



Some online initiatives developed during the lockdown period are :

- #nonnohashtag
- Smartphone and English Courses
- online and training meetings

#NONNOHASHTAG



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The initiatives took place online, live on the Auser Trani Facebook page and on the Auser exercise group



Auser Trani

@auser.trani · Community



ESERCITAZIONE AUSER

Gruppo Privato · 181 membri



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Participants could intervene live
by asking questions
in the appropriate comments section.
Participants heard and saw the speakers.



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A TOOL CALLED STREAMYARD

This amazing tool, also available in a free version, offers the opportunity to have up to a maximum of six speakers simultaneously connected online.



How it works:

The procedure is very simple: the organizer logs in to Streamyard and indicates on which Facebook group or page the live session should take place; the organizers copies and forwards the link to the others speakers, they must click on the link and activate the audio and webcam, at this point they enter a " virtual room".



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Upon entering this room, they are not yet visible to the course participants, but the speakers can interact among themselves, for example, establishing a schedule of interventions.



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Once ready, the organizer that clicks on the button
"GO LIVE" goes live and from that moment
Facebook group or page users can listen to and
see the different speakers.

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SMARTPHONE COURSE

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This course deals with different topics such as current topics related to the pandemic, information topics like where to find images for free and useful day-to-day life insights like how to create a Paypal account to buy things online.

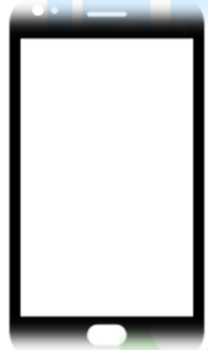


SOME OF THE SPARTHPHONE COURSE TOPICS:

- WHATSAPP FROM A TO Z
- FAKE NEWS AND ONLINE SCAMS
- SOCIAL AND SECURITY
- IMMUNE APP (COVID-1 tracing app)
- QR CODE AND QR CODE READER
- FACEBOOK FROM A TO Z
- ELEMENTARY GRAPHICS
- HOW TO INSTALL, UPDATE AND UNINSTALL AN APPLICATION

SUPPORTS USED TO TAKE PART IN THE COURSE

This course is accessible via Smartphone but also
on the computer,
it is only needed an Internet connection
and a Facebook profile.



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COURSE STRENGTHS AND WEAKNESSES

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STERNIGHTS

- Counteracting loneliness
 - Keeping busy
 - Seeing friendly faces
 - Listen to professionals advice
- Become familiar with online tools
 - Stay up to date

WEAKNESSES



Accessing this course requires an ICT basic level, in fact, those who participate in the online smartphone course where mainly people who attended classroom lessons.

Therefore it is an obstacle for those who do not even have basic ICT training.

Also, a Facebook profile is required and many people are reluctant to create it or do not have the right knowledge required to do so.



However, despite the difficulties we are sure that continuing with the trainings and online courses is the simplest and most immediate way to keep carrying out our activities even during this pandemic, guaranteeing a level of involvement and activity for the participants.



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TIPS FOR THE APPLICATION OF THESE EXAMPLES TO digital@dults.eu PROJECT

First of all, we suggest creating the right mix between traditional (paper and analog) and digital communication and aggregation tools.



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We can take these projects as an example to highlight that in the digital world everyone can achieve results regardless of the starting point, and is important to believe in it and deepen the arguments thanks to the support of more experienced and competent people.



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