

New

transgenerational VISUAL LITERACY



D5. MULTILINGUAL VIDEO CHANNEL “HOW TO”

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HOW TO GUIDE

A practical overview about how to create a video channel involving Seniors activities on Social Media.

INDEX

Step1
Choose the video channel

- 1.1 YouTube
- 1.2 Vimeo
- 1.3 Viddy

Step 2
Meet the Youngers to plan the activities

- 2.1 Develop activities where they can cooperate
- 2.2 Choose the Social Media
- 2.3 Search for the Creative side

Step3
THE SOCIAL GRAPH THAT DROVE THE CHANGE

- 1. QR CODES
- 2. INSTAGRAM
- 3. FACEBOOK
- 4. TWITTER
- 5. PINTEREST
- 6. GOOGLE MAPS
- 7. GOGGLES

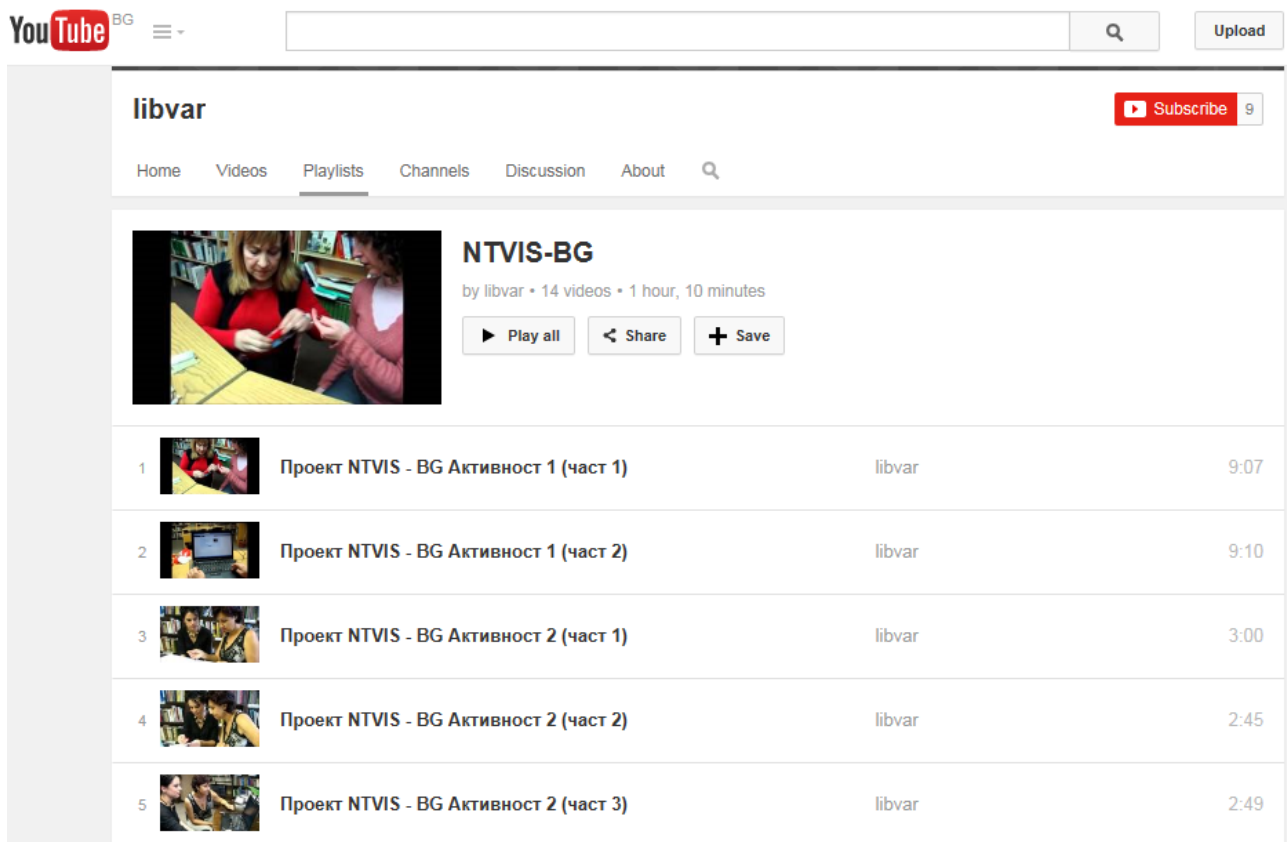
Step 4
Shoot the videos

- 4.1 Give video Tips
- 4.2 The Hero is your prosumer
- 1.3 Understanding the essentials

Steps 5
Publish the content and viralize it.

- 5.1 Designing the channel
- 5.2 The Journey Map
- 5.3 The Publishing

BULGARIAN YOUTUBE CHANNEL



<https://www.youtube.com/playlist?list=PLN3JvluNRy0bVBE-00vR7pQOGzJq0oLHA>

About the Platform:

The Youtube platform has been chosen as it is one of the most popular.

Implementation concept

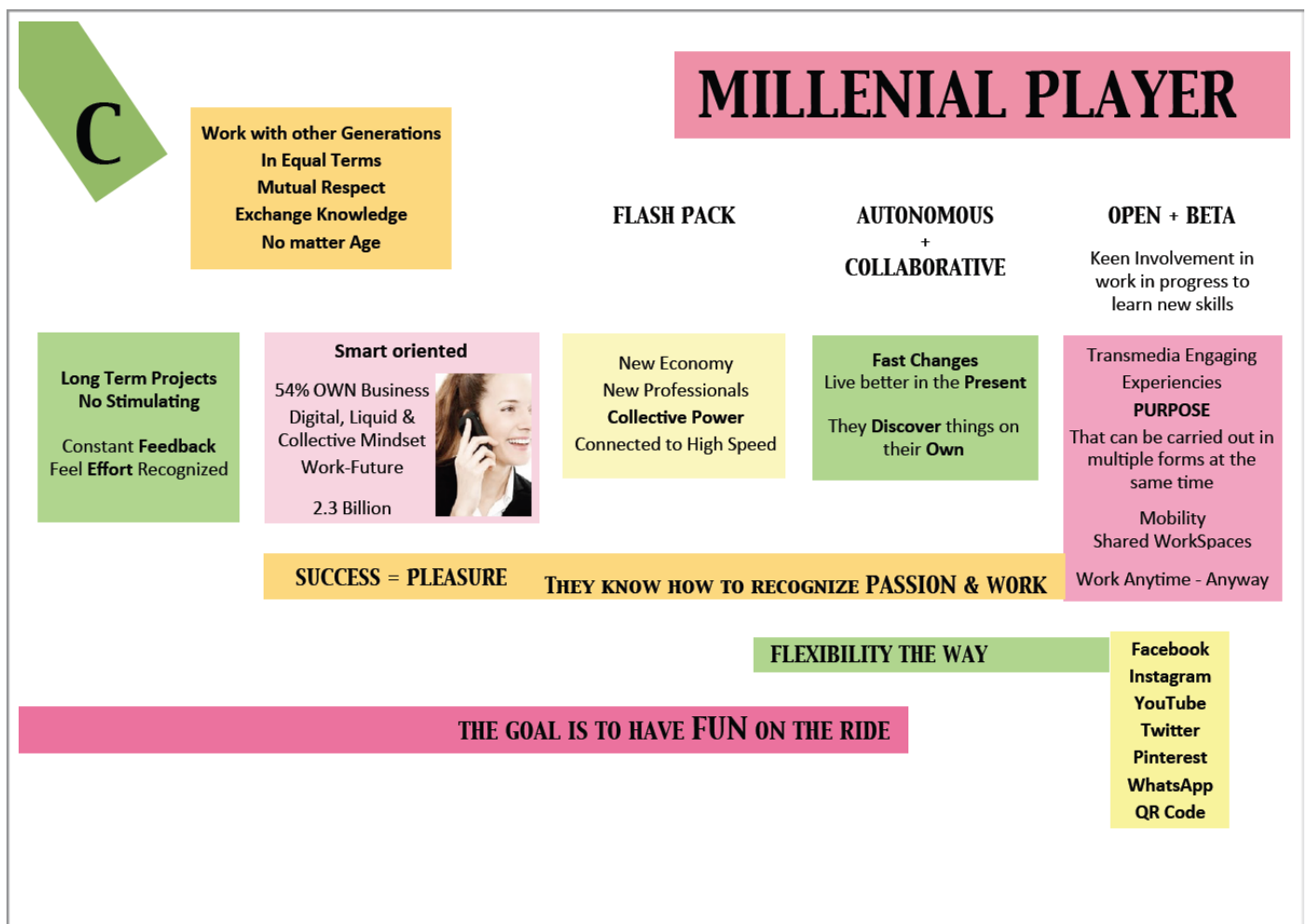
We have created a series of educational videos that collects a Journey through the project so anyone can understand how we did the implementation in the workshops and why we have chosen some particular Social Media tools.

The participant becomes a Hero with a mission to understand the importance of the Social Media tools and how they can reconnect with the society, be part of the social dialogue enabling them to express themselves.

Getting feedback on Social Media from Youngers

We have run with a local NGO a series of meetings with the Younger in order to get advise from them about how they see the cooperation with Seniors.

We wanted to have their vision in this trans-generational literacy. We concluded with a series of graphics that paved the way for the implementation process.

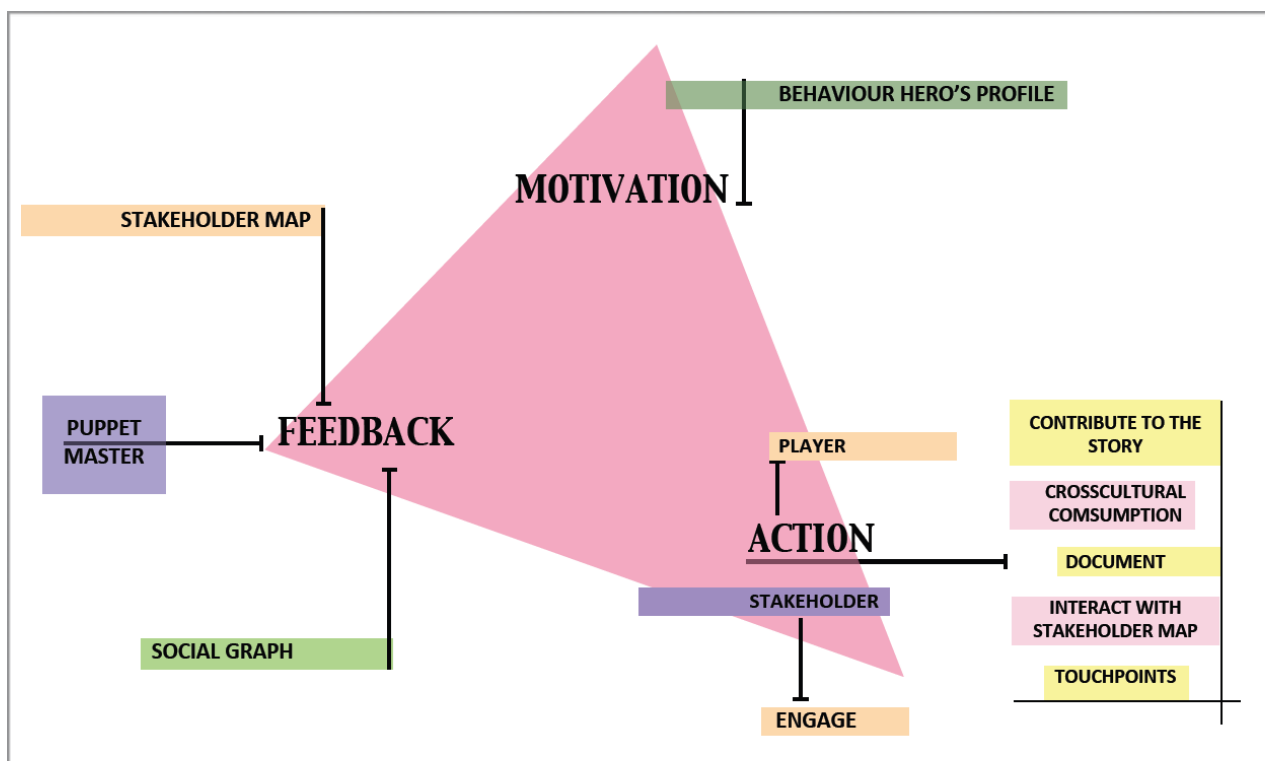


Younger are Millennial so Seniors need to understand what does it mean to be a Millennial and what kind of use they do of the social media channels. Seniors need to understand communication and quick feedback is essential for them. They are driven by a Journey and not for a final material result. Emotions count. They want to be independent and they can carry multiple tasks at the same time anytime anywhere. If seniors want to connect with them they have to adopt this kind of communication behaviour and contribute at the same level.

The Younger looks for the sharing of experiences and alignment.



Seniors need to develop new skills some of them are Judgement, transmedia navigation that was particular critical depending on the mobile devices to be used in the project so we decided to use iPads. Negotiation skills prove to be very important since for them the first connecting point with the Social Media was messaging via What'sApp with relatives. A strong connection some of them claimed was with their grandchildren who are fully operative on multiple Social Media channels.



Finally Motivation and content contribution was the key to the interaction and the feeling of relatedness. Younger acknowledges the idea they can develop a Social Media connection with their grandparents and grant access to their virtual world.

