



Good Practice Example

Country	Spain
1.	Title Soc Blogger
2.	Type of the practice – volunteering/workshop/citizen journalism program
3.	<p>Objectives of the training Soc_blogger! is a citizen journalism program that trains older people in Barcelona to boost their talents and skills as a journalists and volunteer photographers on municipal social networks.</p> <p>The main objective is to reduce the digital divide and train participants to actively participate in the most important social network today: Facebook. However, they will also learn journalistic techniques to create interesting content, explain stories of the city and offer useful resources for the elderly people of the city, since the final objective of the project is for the elderly people of Barcelona to create through journalistic pieces. , content for the blog of the website of the elderly and municipal social networks.</p> <p>Problem to which it gives solution The digital divide suffered by older people with respect to social networks.</p> <p>Goals</p> <ul style="list-style-type: none"> - Train older people digitally. - Give voice to the elderly through social networks. - Train in the most important social network currently: Facebook.
4.	<p>Description of the practice</p> <p>Soc_blogger is a citizen journalism program promoted by the Department of Promotion of the Elderly of the Directorate of Children, Youth and Senior Services of the City Council of Barcelona.</p> <p>This program is born with three very specific objectives: increase citizen participation, improve and increase the promotion of the elderly and reduce the digital divide. To achieve these goals, senior volunteers who participate in this program will receive digital training and journalism, since the ultimate purpose of the service is to promote the elderly in Barcelona to actively participate in municipal social networks dedicated to this group (mainly Facebook), as well as on the municipal website of the Elderly writing for the community of more than 65 years in Barcelona.</p> <p>Likewise, the participants will create content that is interesting and kind to the older group (they can, for example, explain how they live in the city and how to take advantage of the offer of services for the elderly in Barcelona). All this always from the special perspective of the same group of participants of the program: the elderly.</p>



The challenge

How could we motivate older people in the city to actively participate in municipal social networks?

The strategy

Co-create a program that stimulates the talents of older people as creators of digital content, and that also makes them feel the social responsibility of informing other older people about things that happen in the city.

The same older people have to help to co-design the entire process while participating in training.

In this way we can contribute to their motivation to leave home, to establish social relationships with a creative purpose and to have a more active and stimulating life. At the same time, we will offer a technological and journalistic training that fights the digital divide that older generations tend to suffer.

Methodology

Main actions

- Face-to-face training in the field of journalism and social networks weekly.
- Opening a Facebook page where the content created by the elderly and other topics of interest are hung.

It has 5 levels

- In level 1 we will learn how Facebook, YouTube and a blog of a web page works. We will also learn how to make a story and how to adapt this journalistic piece to a post to publish and schedule it on Facebook.
 - o https://ajuntament.barcelona.cat/personesgrans/sites/default/files/nivell_1_pdf.pdf
- In level 2 we will learn how to prepare and prepare an interview correctly. We will deepen on Facebook and practice the creation and publication of a Facebook post.
 - o https://ajuntament.barcelona.cat/personesgrans/sites/default/files/fitxa_nivell_2_unificada.pdf
- In level 3 we will learn to cover an event from a journalistic point of view how to spread on Facebook.
 - o https://ajuntament.barcelona.cat/personesgrans/sites/default/files/fitxa_nivell_3ok_0.pdf
- In this level 4 we will learn to elaborate a journalistic piece whose main communicative element is the image: the photorecording. In addition, we will learn how to convert this journalistic piece into a Facebook post to disseminate on the networks. We will also learn what Instagram is and what its usefulness is.
 - o https://ajuntament.barcelona.cat/personesgrans/sites/default/files/fitxa_nivell4ok_0.pdf
- In level 5 we will learn to prepare an audio-visual journalistic piece. In



	<p>addition, we will learn to turn this journalistic piece into a Facebook post with the aim of disseminating on the networks. We will also enter the world of Instagram and YouTube</p>
5.	<p>Target group addressed Be 65 years old or more or be a person, pre-retired and have 60 years or more Have smartphone Have interest in writing and in social media Be registered in Barcelona Understand Catalan</p>
6.	<p>Course duration & follow-up activities, if any</p> <p>- each level 4: sessions of one and a half hours, once per week</p>
7.	<p>Necessary materials/resources Presentation in the form of a printout, the booklet containing the basic forms of the program and a brief description of their completion. Workshop took place in computer laboratory with Internet connection.</p>
8.	<p>Impact of the practice Through the “¡Soc blogger!” Program, older people use their talents and skills as reporters, journalists or photographers who volunteer in social networks, to create content that is related to them and generate stories in the first person about how people live in Barcelona In all, the program's focus is based on the special perspective of the elderly, the users of the service themselves.</p>
9.	<p>Name of the initiator / trainer Organization: City Council of Barcelona</p>
C	<p>Website link: https://ajuntament.barcelona.cat/personesgrans/es/canal/soc-blogger https://www.sensitivecities.org/proyectos/soc-blogger/</p>
1	<p>Social media links:</p> <p>1. https://business.facebook.com/socblogger/?business_id=411714362590882 https://www.youtube.com/playlist?list=PL-LinyLOWiHFPltqLrcL-wPAR8HBTYoaW https://www.flickr.com/photos/qualitatdevida/sets/72157694033465955 https://www.flickr.com/photos/qualitatdevida/albums/72157665662386148</p>

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