

Teaching Digital Literacy with TechBoomers.com and Other Online Resources

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Meet Steve

- Software engineering student turned professional poker player
- In 2007, built a social network for poker players, PokerSpace.com
- Search Engine Optimization (SEO) consultant since 2013
- Seeking a more purposeful entrepreneurial opportunity, launched TechBoomers.com in January 2015.
- Work from home so I can hangout and run with my dog Samson everyday



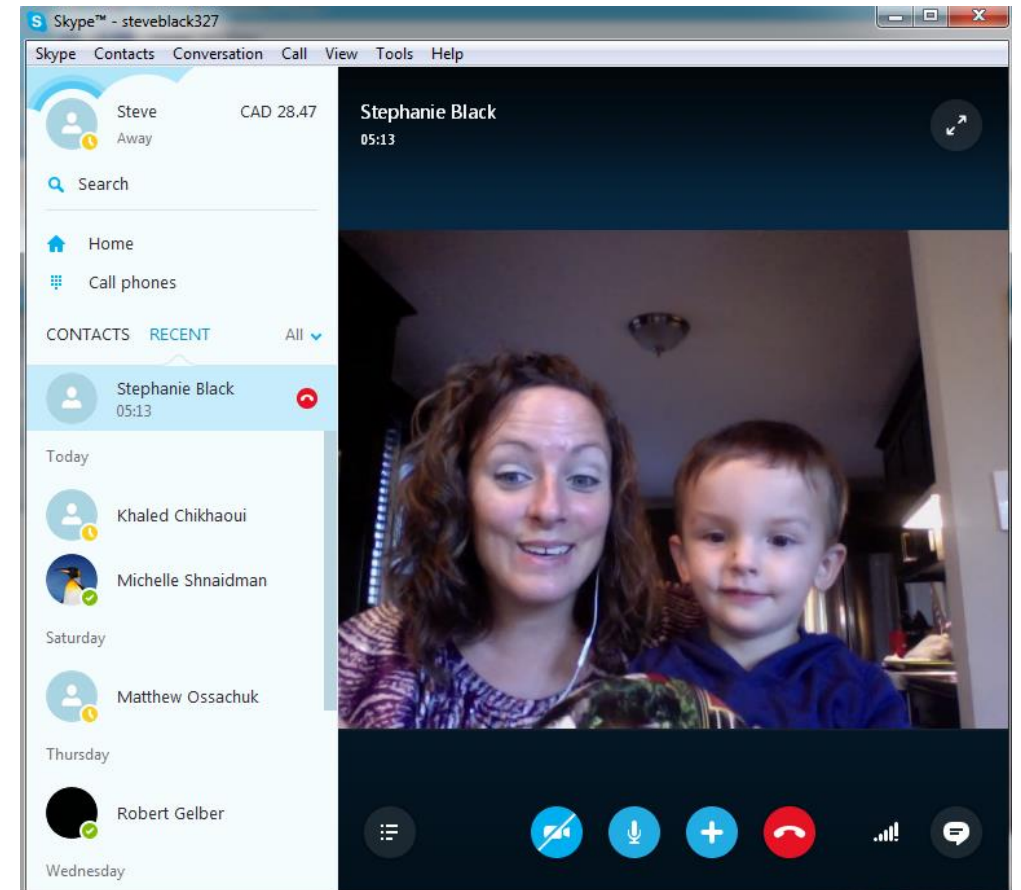
Inspired By My Mom, Linda



- Used email actively
- Did some online banking
- And dabbled with other websites
- Was interested in learning more...

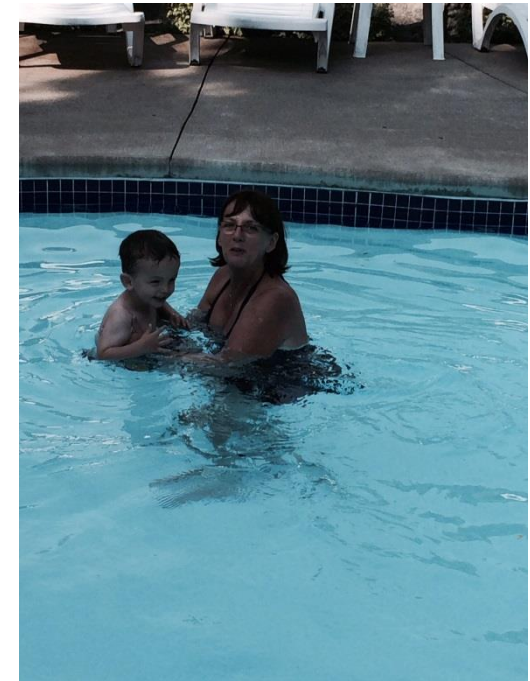


Free Long Distance Calling with Video Chat



facebook®

Share Photos
and Post Updates with
Family and Friends



NETFLIX

- Unlimited commercial-free TV and movies!
- Thousands of shows and movies to choose from
- Only \$8.99 versus paying the \$70 cable bill!



Technology Can Improve Life in Many Ways

More Social



Save money



Makes Life Easier



Lifelong Learning



Most importantly...

Digital literacy will protect you online

Everything is going online whether you like it or not. So you need to:

- Understand the dangers of the Internet: safety and privacy
- Use proper protection: antivirus software, password managers, etc.
- Use best practices when it comes to online safety and privacy
- Stay up-to-date about new Internet threats and risks

But... How To Get started?

- I lived an hour away
- The article and video tutorials I did find were:
 - Out-of-date
 - Missing information
 - Confusing
 - Not in a structured learning environment

~~wikiHow~~

~~YouTube~~

The Internet Can Be Overwhelming

What is this
Twitter thing?

Can I trust
this
website?

How much
will this really
cost me?

This is so
confusing!

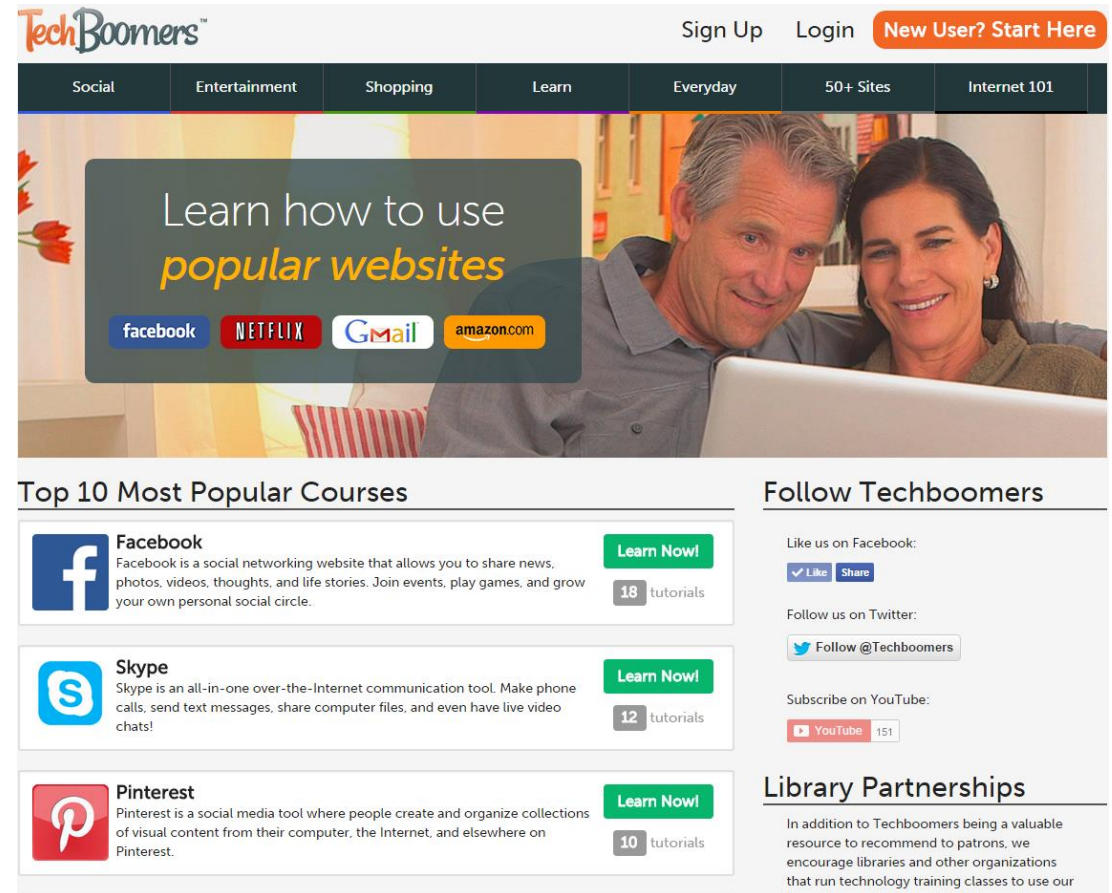
How do I find
the websites
that are right for
me?



I GIVE UP!

Introducing: TechBoomers.com

- Launched in January 2015
- Over **100 free online courses** and 1000 video and article tutorials
- New course released every Monday
- Create an account to track your course progress.
- Our mission: **improve the quality of lives of older adults** by empowering them to learn how to use technology

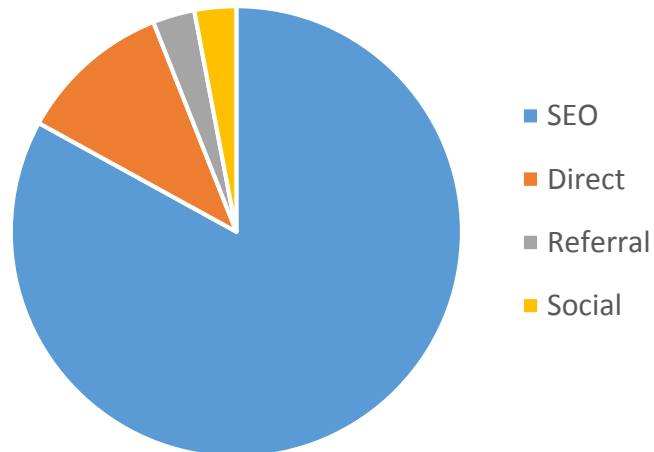


The screenshot shows the TechBoomers.com website interface. At the top right, there are links for "Sign Up", "Login", and "New User? Start Here". Below the navigation bar, there are tabs for "Social", "Entertainment", "Shopping", "Learn", "Everyday", "50+ Sites", and "Internet 101". The main banner features a photo of an older man and woman looking at a laptop, with a text overlay that says "Learn how to use popular websites" and lists logos for Facebook, Netflix, Gmail, and Amazon.com. Below the banner, there is a section titled "Top 10 Most Popular Courses" with three entries: Facebook (18 tutorials), Skype (12 tutorials), and Pinterest (10 tutorials). To the right, there is a "Follow Techboomers" section with links to Facebook, Twitter (@Techboomers), and YouTube (151 subscribers). At the bottom right, there is a "Library Partnerships" section.

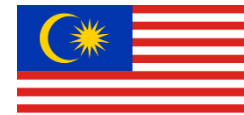
Teaching Technology All Over the World

- Last month, we taught over **300,000 people across 100 countries** how to use technology
- Forecasting that number to grow to **1,000,000 monthly students** a year from now

Traffic Channel Breakdown



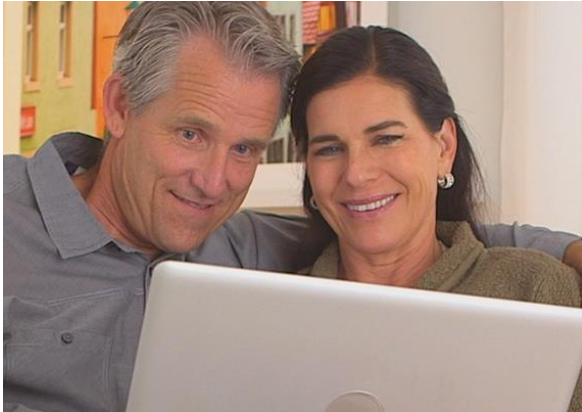
Top 10 Countries That Use Techboomers



How does TechBoomers make money?

- Courses will always be free for both users and our partners
- Focus will be advertising websites and online services we teach
- We will also look to establish sponsorship partners with different types of online sites and services
- We are not and have no plans of selling usage data. Online privacy is important to us, our partners, and our users

Who was Techboomers.com built for?



50+ Adult Focus

But is useful for anyone with limited computer skills



Tech Teachers

Anyone who teaches friends and family how to use technology



Tech Training Organizations

Libraries, retirement centers, non-profits, and many more.

Working with Tech Training Organizations



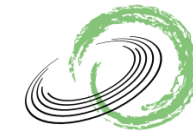
- Thousands of libraries and nonprofits in North America teaching digital literacy
- Many create training materials on their own
- Early adopters who providing feedback
- In-person training goes hand-in-hand with online



Joining the Digital Inclusion Community

Many types of websites, services, and tools:

- Tech training organizations
- Online safety-focused organizations
- Digital inclusion organizations
- Community websites
- Interactive tools for computer basics
- Training material resources



Family
Online Safety
Institute

StaySafeOnline.org
Powered by National Cyber Security Alliance

INTERNET
ESSENTIALS
from Comcast



Digital Literacy Communities

- DigitalLearn.org
 - Digital literacy news, trends, tools, upcoming webinars, resources, etc.
 - Sign up for bimonthly newsletter
- TechSoup.org / TechSoupforLibraries
 - Forums: forums.techsoup.org
 - Webinars
 - Resources and news



Digital Literacy Interactive Tools

- Mouse exercises
 - www.gcflearnfree.org/computers/mousetutorial/play
 - [SeniorNet mouse exercises](#)
 - For more search “mouse exercises games”
- Keyword exercises and resources
 - <http://www.gcflearnfree.org/computers/typing>
 - <http://www.learnmyway.com/get-started/keyboard>
 - <http://www.sense-lang.org/typing/tutor/keyboarding.php>

Free Educational Websites

- TechBoomers.com
- GCFLearnFree.org
- Get.Google.com/tips (google only)
- DigitalLearn.org
- DigitalUnite.com
- ComputerHope.com
- Directory sites
 - DigitalLiteracy.gov
 - lam.alaska.gov/digitalliteracy/internet



6 Ways To Leverage Educational Resources

1. Free resource to direct students towards
2. Share courses and tutorials with social media followers
3. Use our tutorials to supplement your current digital literacy classes
4. Create new programs based on our training materials
5. Run drop-in self-learning sessions
6. Expand your students' knowledge by reposting articles

1. Free Resource for Students to Self-Learn

- Recommend TechBoomers when:
 - You don't offer a class or program about the topic
 - You don't have time for one-on-one training
 - You aren't familiar with a specific website or app
- Download our flyer, postcard, and bookmark designs
 - www.techboomers.com/marketing-designs
- Add a link to TechBoomers on your website
 - www.techboomers.com/link-to-us

Where To Add TechBoomers.com Link?

- Homepage (with or without logo)
- Resources menu item
- Various resources pages
 - Digital literacy / tech training
 - Seniors / older adults pages
 - Research and databases

2. Share Content with Social Media Followers

- Motivate and excite students about different types of websites and apps
- A wealth of worthy content to share
- Share our course and tutorial pages directly from the sites
- Sign up for newsletters for updates
 - www.techboomers.com/partner-newsletter



3. Training Materials to Use in Existing Programs

- Difficult and time consuming to maintain up-to-date training materials for websites and apps
- Print article tutorials for handouts
- Share tutorial videos with your students
- Assign online tutorials for homework to encourage continued learning at home

4. Start New Classes with our Training Materials

- Choose from the 100+ website and app courses we offer:
 - Social sites: Pinterest, Instagram, Skype, Gmail
 - Educational sites: **Ancestry**, **Lynda.com**, WebMD, Wikipedia
 - Entertainment sites: **Overdrive**, Netflix, Spotify
 - Shopping sites: eBay, Amazon, Etsy
 - *Let us know what other websites you'd like us to teach!*
- GCFLearnFree.org has a great selection of courses on computer basics, operating systems, social media, etc.

5. Run Drop-In Self-Learning Sessions

- Regular classes where students come in with their devices (or you provide them)
- Students choose a topic on TechBoomers, work their way through our tutorials, and ask questions as they come up.
- Benefits of this type of class
 - Encourages self-learning
 - Teach more students at a time
 - No ongoing preparation for teachers

6. Repost Articles From TechBoomers.com

- Blogging can be very time consuming
- We've created a pool of 40+ articles you can repost
- Types of posts:
 - Intros to popular websites and apps
 - Important Internet safety and privacy tips
 - Top 10 and "Best of the Web" lists
- www.techboomers.com/post-our-articles, or email steve@techboomers.com for more information

TechBoomers.com Site Tour

How to Engage and Motivate Students

- Establishing relevance is most important task to help them past the “My life is fine the way it is” barrier
- More relevance and less information early on
- Get to know them to find a targeted example of how technology can improve their life
- Hobbies and passions, communication tools, lifestyle, frustrations, transportation, shopping methods, etc.

Social Websites and Apps

- Stay connected with friends and family
- Free and inexpensive communication tools
- Meet new people with similar interests
- Real-time news and information



Save money on just about everything

- Free and less expensive entertainment
- Free games: start with Solitaire
- Classified sites to buy used goods
- Discount and coupon websites
- Travel booking and other vacation websites

The word "NETFLIX" in red, bold, uppercase letters.The YouTube logo, with "You" in black and "Tube" in white on a red rounded rectangle.The eBay logo, with "e" in red, "b" in blue, "a" in yellow, and "y" in green.The word "craigslist" in purple, lowercase letters.The Airbnb logo, featuring a white "a" icon on a red background with the word "airbnb" in white lowercase letters.The Groupon logo, with the word "GROUPON" in white uppercase letters on a black tilted rectangle.

Learn anything online for free

- University level courses
- Search for answers to any and all questions
- Discover new interests and passions
- Stay up-to-date with the world of tech and science



Technology can simply make life easier!

- Shop from the comfort of your own home
- File storage and other cloud-based apps
- Google Maps for directions
- Yelp to find a great place to eat out



Other Tips for Engaging Students

1. Compare digital things you are doing with real-life actions
2. Lessons should be as interactive as possible
3. Have students complete tasks in the moment
4. Encourage self-learning as much as possible – in the classroom and at home
5. Offer both video and text-based training materials when possible

4 Ways to Continuously Motivate Your Students

Provide regular “touchpoints” with students to motivate them to try new online products and services using:

1. Word of mouth
2. Social media
3. Newsletters: physical and digital
4. Blogging: look for quality guest bloggers



WORDPRESS





Questions?
Ideas?
Suggestions?

Email Me If You'd Like To

1. Learn more about TechBoomers
2. Join our partner mailing list
3. Learn more about guest blogging
4. Receive flyers and bookmarks

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