

Training manual

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PROJECT TITLE

Seniors4Change

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1

Introduction

Welcome to the Seniors4Change Training Handbook, a comprehensive guide designed to empower seniors to become champions of climate awareness and digital literacy. In a rapidly changing world, the wisdom and experiences of our senior population are invaluable. This handbook is crafted to help seniors harness their knowledge, improve their digital skills, and actively participate in the global conversation on climate change through modern communication platforms.

Objectives of the Handbook:

1. **Understanding Climate Change and the Power of Reusing:** We live in a time where the effects of climate change are becoming increasingly apparent, impacting our daily lives and future generations. This handbook will help seniors and their potential audiences understand the critical importance of climate change and how small, sustainable actions—such as reusing and repurposing everyday items—can contribute to a healthier planet.
2. **Enhancing Digital Skills in Videography:** With the rise of digital media, storytelling through video has become a powerful tool for communication and education. This handbook will guide seniors through the basics of videography, including filming, editing, and publishing videos. Whether sharing personal stories, educational content, or advocacy messages, seniors will gain the confidence and technical skills to create compelling video content.
3. **Leveraging Social Media for Communication:** Social media platforms like Instagram, YouTube, TikTok, and Facebook are not just for the younger generation—they are valuable tools for seniors to connect, share, and influence. This handbook will encourage seniors to embrace these platforms, teaching them how to effectively use social media to share their life-long experiences and insights with a broader audience.
4. **Spreading Knowledge Through Video Content:** Videos are an engaging way to spread knowledge and connect with others. This handbook will provide

step-by-step guidance on creating and uploading videos to various platforms, ensuring that seniors can share their wisdom, hobbies, and advice with the world in an accessible and impactful format.

- 5. Promoting DIYs as a Tool to Combat Climate Change:** Do-It-Yourself (DIY) projects are more than just a hobby—they are a practical way to reduce waste and promote sustainability. Through this handbook, seniors will learn how to create and share DIY projects that encourage reusing materials and reducing environmental impact, furthering the fight against climate change.

By the end of this training, seniors will not only be equipped with the knowledge and tools to contribute meaningfully to climate change awareness but also with the digital skills to share their voices widely. Together, we can harness the power of experience and technology to make a lasting difference.



2



Module 1 – Embracing DIYs for Climate Action

Module developed by bit management

2.1 Introduction and learning objectives

Welcome to Unit 1 of the Seniors4Change training program! In this unit, we will explore the transformative power of Do-It-Yourself (DIY) projects in addressing one of the most pressing challenges of our time: climate change. As we delve into the world of DIYs, we will uncover their significance in fostering creativity, promoting socialisation, enhancing affordability, and, most importantly, contributing to environmental sustainability.

At the heart of this unit lies a fundamental question: How can seniors play a pivotal role in combating climate change through DIY initiatives? Historically, seniors have been revered as repositories of wisdom, experience, and resourcefulness. Now, more than ever, their invaluable contributions are needed to tackle climate change's complex and far-reaching impacts. By harnessing the collective power of seniors' knowledge and skills, we aim to empower them to become change agents in building a more sustainable future for future generations.

The following learning objectives are addressed in this module:

- Define DIYs and their relevance in addressing climate change.
- Acquire practical skills for planning and executing sustainable DIY projects.

- Analyse case studies illustrating the impact of DIY projects on climate change mitigation.
- Reflect on personal interests, skills, and resources to identify potential DIY projects related to climate change.

Before we embark on our exploration, let us take a moment to reflect on the gravity of the challenge we face. Climate change poses an existential threat to our planet, endangering ecosystems, livelihoods, and the well-being of billions of people worldwide. The signs of climate change are all around us, from rising temperatures and extreme weather events to dwindling natural resources and biodiversity loss. However, amidst the daunting challenges lie opportunities for innovation, collaboration, and collective action.

Now, more than ever, it is imperative that we mobilise all segments of society to address climate change comprehensively. With their wealth of knowledge and life experiences, seniors have a crucial role in this endeavour. By embracing DIY projects to foster sustainability, seniors can contribute to the global effort to mitigate climate change while leaving a positive legacy for future generations.

So, what exactly are DIY projects, and how do they relate to climate change? DIYs encompass diverse activities that involve creating, repairing, or repurposing items using one's skills and resources. From gardening and crafting to home repair and upcycling, DIY projects offer countless opportunities for individuals to express their creativity, connect with others, and reduce their environmental footprint. By engaging in DIY activities, seniors can enhance their quality of life and make meaningful contributions to environmental conservation.

Throughout this unit, we will explore the multifaceted benefits of DIY projects for seniors and their potential to address climate change. We will examine case studies and success stories of seniors who have embraced DIY initiatives to create positive change in their communities. Additionally, we will provide practical tips, resources, and hands-on activities to empower seniors to initiate and sustain their DIY projects for environmental sustainability.

As we embark on this journey together, let us approach it with an open mind, a spirit of curiosity, and a commitment to making a difference. By harnessing the power of DIYs, we can empower seniors to become sustainability champions, driving positive change in their communities and beyond. Together, we can build a greener, more resilient world for current and future generations.

2.2 Focus

What do we mean by sustainable Do-It-Yourself projects?

DIY (Do-It-Yourself) Projects: DIY projects involve creating, building, or repairing something on your own, without the direct aid of professionals. These projects can range from home improvements and crafts to technology modifications.

Significance:

- Creativity: DIY projects allow individuals to express their creativity and personal style. They provide a platform for experimentation and innovation, leading to unique, customised outcomes.
- Socialisation: Participating in DIY projects can foster social connections. Group projects, community workshops, and online forums unite people, allowing them to share ideas, skills, and experiences.
- Affordability: DIY can be a cost-effective alternative to purchasing new items or hiring professionals. Individuals can save money by using readily available materials and tools and often achieve similar results.
- Environmental Sustainability: DIY projects promote the reuse and recycling of materials, reducing waste and encouraging sustainable practices. This can significantly lower the environmental impact compared to mass-produced goods.

How can we define sustainability?

Sustainability is about making choices today that won't hurt our grandchildren's ability to make choices in the future. It's about balancing making a good living, being fair to everyone, and caring for our environment.

The idea of sustainability became popular with the Brundtland Report in 1987. This report defined sustainability as meeting the needs of the present without compromising the ability of future generations to meet their own needs. It guides us to balance economic prosperity, social fairness, and environmental protection.

Think of sustainability as a way to enjoy life without using up all our resources or damaging the world around us. It encourages us to rethink how we make and use things, aiming for smarter and greener solutions.

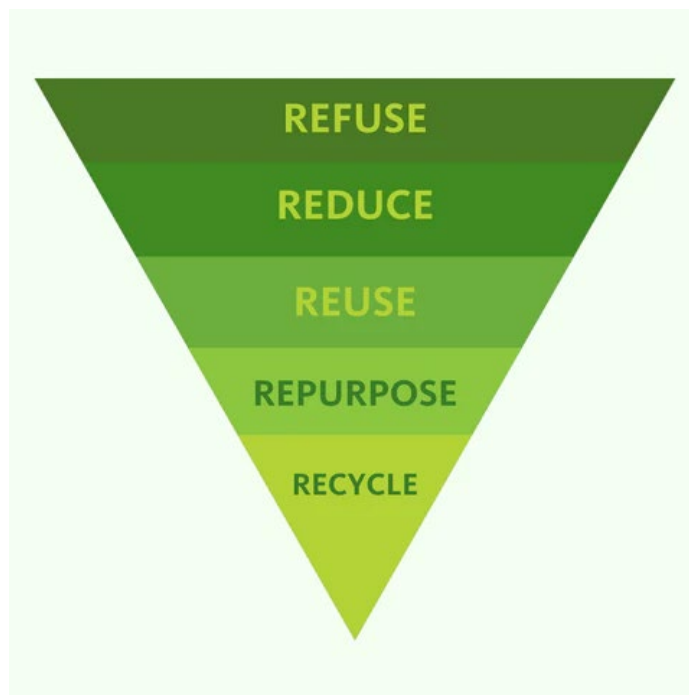
Adopting practical approaches becomes essential in the pursuit of sustainability. One such effective method involves implementing strategies that not only reduce our environmental impact but also promote conscious consumption. This brings us to the concept of the 5R strategies. These strategies serve as actionable principles within the broader framework of sustainability, guiding us towards more responsible resource management and waste reduction. Let's delve into each of these strategies to understand how they can empower us to make tangible contributions to a more sustainable world.

The 5R strategies

One of the most effective approaches to a more sustainable lifestyle is adopting the 5R strategies: Refuse, Reduce, Reuse, Repurpose, and Recycle. These strategies offer practical ways to minimise waste, conserve resources, and lessen our environmental impact.

Refuse: The first step in the 5 R-strategies is to refuse what we don't need. This means avoiding unnecessary purchases, single-use items, and excessive packaging. By being mindful of what we consume, we can reduce the demand for goods, which contributes to waste and pollution.

Reduce: Next, we aim to reduce our consumption and minimise our ecological footprint. This involves cutting back on non-essential items, conserving resources like water and energy, and simplifying our lifestyles. We can lighten our environmental burden by embracing minimalism and prioritising quality over quantity.



Reuse: Reusing items is a simple yet powerful way to extend their lifespan and reduce waste. Instead of throwing things away after a single use, we can find creative ways to reuse them. This could mean repurposing old jars for storage, using cloth bags instead of disposable ones, or donating gently used items to charity.

Repurpose: Repurposing involves giving new life to old items by transforming them into something else. This could involve upcycling furniture, turning old clothes into rags or quilts, or using leftover materials for DIY projects. By tapping into our creativity and resourcefulness, we can minimise waste and add value to items that might otherwise be discarded.

Recycle: Finally, recycling plays a crucial role in closing the loop and reducing the amount of waste that ends up in landfills. Seniors can participate in recycling programs offered by their communities, separate recyclable materials from their trash, and support businesses that use recycled materials in their products. Recycling responsibly can conserve resources, save energy, and protect the environment for future generations.

Every individual can contribute to sustainability through DIY practices by:

Reducing waste and pollution by opting for second-hand items, maintaining, sharing, reusing, repairing, and refurbishing products whenever possible. Recycling should be considered only as a last resort.

Keeping products and materials in circulation for as long as possible by maintaining and reusing them within local communities or by utilising organisations that offer leasing or share services.

Supporting nature regeneration by prioritising purchases from companies and brands that practice sustainable agriculture methods such as agroecology, conservation agriculture, and agroforestry.

Above all, embracing a mindset of consuming less. Contrary to societal norms, consuming more does not equate to greater happiness. By consuming less, we reduce waste, conserve resources, and contribute to the long-term sustainability of our planet.

How can seniors actively contribute to sustainability through DIY practices?

Seniors play a crucial role in promoting sustainability through hands-on DIY projects tailored to their interests and abilities. Embracing sustainability in later years involves reimagining consumption patterns and finding innovative ways to minimise waste.

While governments and businesses drive systemic change, seniors have unique opportunities to lead by example within their communities. They can inspire others to adopt sustainable practices by sharing their knowledge and skills.

Whether it's repurposing household items, gardening, or upcycling furniture, seniors can make a significant impact by embracing DIY projects that reduce waste and promote resourcefulness. Through small, daily actions, they can contribute to a more sustainable future for future generations.

2.3 Explore

In 2015, the United Nations (UN) and its member states developed a strategy for sustainable development. This is “[...] a shared blueprint for peace and prosperity for people and the planet, now and into the future” ([United Nations](#)). The strategy will run for 15 years, which ends in 2030 and is called Agenda 2030. 17 Sustainable Development Goals (SDGs) and 169 subgoals were developed to ensure sustainable economic, social, and ecological development. The five key messages are people, planet, prosperity, peace, and partnership (“5Ps”). And the rule is: Leave no one behind!

The central aspects of the goals are the advancement of economic growth, the reduction of disparities in living standards, the creation of equal opportunities, and the sustainable management of natural resources. It is about transforming economies toward sustainable development, for example, through responsible consumption and production patterns as well as clean and affordable energy. It becomes clear that climate policy, sustainable development and poverty reduction are inextricably intertwined.


SUSTAINABLE DEVELOPMENT GOALS


What SDGs does the Seniors4Change project address?

Four critical Sustainable Development Goals (SDGs) that directly impact our global community are SDG 3 (Good Health and Well-being), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action).

SDG 3: Good Health and Well-being aims to ensure healthy lives and promote well-being for all ages. This goal addresses various health issues, including communicable diseases, maternal and child health, mental health, and access to essential healthcare services. Achieving this goal requires investing in healthcare infrastructure, promoting preventive measures, and ensuring universal access to quality healthcare services.



SDG 11: Sustainable Cities and Communities focuses on making cities and human settlements inclusive, safe, resilient, and sustainable. This goal addresses challenges such as urbanisation, inadequate housing, air pollution, and lack of basic services in urban areas. To achieve SDG 11, efforts are needed to improve urban planning, upgrade slums, enhance access to affordable housing and transportation, and create green and public spaces.



SDG 12: Responsible Consumption and Production

promotes sustainable consumption and production patterns. This goal emphasises the need to decouple economic growth from resource use and environmental degradation. Achieving SDG 12 involves reducing waste generation, increasing resource efficiency, promoting sustainable lifestyles, and ensuring the sustainable management of natural resources throughout their life cycle.



SDG 13: Climate Action addresses the urgent need to combat climate change and its impacts. This goal calls for measures to mitigate greenhouse gas emissions, adapt to climate change impacts, and build resilience to climate-related hazards. To achieve SDG 13, countries must strengthen climate policies, invest in renewable energy sources, promote sustainable land use practices, and enhance climate resilience in vulnerable communities.



By working towards these SDGs, governments, organisations, and individuals can contribute to building a more sustainable and equitable world for current and future generations.

How do DIYs promote creativity, social connection, affordability, and eco-consciousness?

Firstly, DIYs encourage creativity by allowing individuals to express themselves through hands-on activities. Seniors often find joy and fulfilment in exploring their creative sides through crafting, woodworking, gardening, or other DIY endeavours. This creative expression enhances cognitive function and promotes emotional well-being and a sense of accomplishment.

Secondly, DIY projects offer avenues for socialisation and community engagement, vital for seniors' mental and emotional health. Participating in group activities like crafting circles, community garden projects, or repair workshops fosters connections with peers and strengthens social bonds. These interactions combat feelings of loneliness and isolation often experienced by seniors, promoting overall well-being and a sense of belonging.

Moreover, DIYs can be a cost-effective alternative to purchasing new items or hiring repair professionals. Seniors with fixed incomes or limited financial resources can benefit significantly from learning DIY skills to maintain and improve their living spaces. By repurposing materials, refurbishing furniture, or growing their food, seniors can save money while reducing their environmental footprint.

In terms of environmental sustainability, DIY projects promote resourcefulness and waste reduction. By reusing materials, upcycling old items, or repurposing household goods, seniors can minimise their consumption of new resources and divert items from landfills. For example, repurposing old clothing into quilts or turning household containers into planters reduces waste and contributes to a more sustainable lifestyle. Case studies further highlight the impact of DIY projects on seniors and sustainability. For instance, a community garden initiative involving seniors provides fresh produce for participants, fosters a sense of community, and promotes sustainable agriculture practices. Similarly, a repair café where seniors share their skills in fixing household items extends the lifespan of those products and reduces the demand for new replacements, thus decreasing environmental impact.

In summary, DIYs hold immense significance for seniors and sustainability by fostering creativity, socialisation, affordability, and environmental consciousness. Through hands-on projects and community engagement, seniors can enhance their well-being while contributing to a more sustainable future for generations.

Case Studies and Best Practices

In a previous stage of the project, we diligently gathered best practices from various partner countries. These practices shed light on the sustainable habits already embraced by seniors in their daily lives. Below, you'll find an overview of the practices identified, showcasing the innovative ways seniors contribute to a greener and more sustainable future. Let's explore the knowledge and inspiration gleaned from this collaborative effort.

Community gardens/Shared urban gardening: These initiatives provide spaces where community members can collectively grow fruits, vegetables, and herbs. They foster a sense of belonging, promote sustainable food production, and encourage healthy eating habits.

Repair cafés: Repair cafés offer a supportive environment for individuals to learn repair skills and fix broken items like electronics, clothing, and furniture. By extending the lifespan of products, they promote resource conservation and reduce waste sent to landfills.

Foodsharing/Foodsaving: These movements aim to minimise food waste by redistributing surplus food from businesses and households to those in need. Whether through community fridges, food banks, or online platforms, they help address food insecurity while promoting sustainability.

Handicrafts: Engaging in handicrafts allows individuals to create unique, handmade items while promoting creativity and self-expression. Handicrafts contribute to cultural preservation and sustainable consumption practices by supporting local artisans and traditional crafting techniques.

- **Woodwork:** Woodworking involves crafting objects from wood using sustainable materials and techniques. By creating durable and long-lasting wooden products, woodworking promotes resource efficiency and reduces the environmental impact of furniture and construction.
- **Knitting/Crocheting:** Knitting and crocheting are textile crafts that enable individuals to create clothing, accessories, and home decor items using yarn or thread. By producing handmade items, knitting and crocheting promote sustainability by reducing reliance on mass-produced goods and supporting local fibre producers.
- **Upcycling:** Upcycling involves repurposing discarded or unused materials to create new, higher-value products. It encourages creativity, reduces waste, and promotes sustainable consumption by giving new life to old items.

Zero Waste/Recycling: Zero waste and recycling initiatives aim to minimise waste generation and maximise resource recovery. They involve composting organic waste, recycling materials, and reducing single-use items to minimise environmental impact and conserve resources.

2.4 Discover more

Practical Tips and Resources for DIY Projects:

- [5 DIY Home Projects for Seniors with a Creative Side](#) - A guide to engaging DIY projects that are perfect for seniors looking to stay creative.
- [Senior Living Trends: Green Senior Living Communities](#) - Learn about the growing trend of eco-friendly senior living communities and how sustainability is being integrated into senior care.
- [A Look At Sustainability In Senior Living](#) - An overview of sustainability practices in senior living environments, focusing on environmental impact and long-term viability.
- [14 Earth Day Activities For Seniors](#) - A collection of activities that seniors can participate in to celebrate Earth Day while promoting environmental awareness.

Case Studies:

- [Have a look at our collection of best practices!](#)

Collection of links to use:

- [Are We the Last Generation — or the First Sustainable One? | Hannah Ritchie | TED](#) - A thought-provoking TED talk discussing sustainability and the role we play in shaping the future.
- [What is Sustainability - UCLA](#) - A brief introduction to the concept of sustainability and its importance in today's world.
- [Causes and Effects of Climate Change | National Geographic](#) - A comprehensive video by National Geographic explaining the causes and impacts of climate change.
- [Swiss Pensioners Win Climate Victory in Strasbourg | DW News](#) - A news report on Swiss pensioners who successfully won a case in Strasbourg advocating for climate rights.
- [Repair Café](#) - A video exploring the concept of repair cafés where communities

come together to fix household items, reducing waste and fostering sustainability.

- [Sustainable City Living on 1/10th of an Acre | Degrowth in the Suburbs](#) - A look into sustainable living practices in urban settings, focusing on maximizing small spaces.
- [Learning from the Past - Creating a Sustainable Future | Tonje Frydenlund | TEDxBergen](#) - A TEDx talk on how lessons from history can guide us toward a more sustainable future.
- [50+ Sustainable Tips for Beginners](#) - A video offering practical tips for adopting a more sustainable lifestyle, perfect for beginners.
- [Daily, Weekly, and Monthly Zero Waste Habits](#) - Learn how to incorporate zero waste habits into your daily routine to contribute to environmental sustainability.
- [Do You Know All 17 SDGs? - United Nations](#) - A UN video explaining the 17 Sustainable Development Goals and their significance.
- [How We Can Make the World a Better Place by 2030 | Michael Green | TED Talks](#) - A TED Talk exploring ways to improve the world by 2030, focusing on sustainable development.
- [Take Action for the Sustainable Development Goals](#) - A call to action from the United Nations encouraging global efforts to achieve the Sustainable Development Goals.

2.5 Practice

As we conclude this unit on DIYs and their role in promoting sustainability, it's time to put our knowledge into action. We've explored the transformative potential of do-it-yourself projects in fostering sustainability and empowering seniors to make a meaningful impact on our planet. Now, it's your turn to take the reins and apply the key takeaways from this unit to your own life.

Think about the personal examples—the community gardens, repair cafes, upcycling initiatives, and more. These are tangible manifestations of how DIYs can contribute to a greener, more sustainable world while also enriching the lives of seniors. By embracing the DIY mindset, we have the power to not only reduce our environmental footprint but also build stronger communities and enhance well-being.

So, each of you take a leap of faith and embark on your DIY journey to address climate change. Whether starting a small garden, repairing broken household items, or upcycling old materials into something new, every action counts. By applying your newfound knowledge and skills, you'll make a positive impact on the planet and inspire others to join the movement towards a more sustainable future.

Checklist

Starting a DIY project can be exciting and rewarding, but planning carefully is important to ensure success. Here's a detailed checklist to help you get started:

1. **Define Your Project:** Clearly define what you want to accomplish with your DIY project. Whether it's building furniture, repairing electronics, or crafting home decor, having a clear vision will guide your efforts.
2. **Research and Gather Information:** Take the time to research different techniques, materials, and tools needed for your project. Gather information from reliable sources such as DIY websites, tutorials, books, and videos.
3. **Assess Your Skills and Resources:** Be honest about your skills and abilities. Determine if you have the necessary knowledge and experience to complete the project or need to learn new skills. Assess your available resources, including time, budget, and space.
4. **Create a Budget:** Estimate the cost of materials, tools, and any other expenses associated with your project. Create a budget to ensure you stay within your financial means.
5. **Gather Materials and Tools:** List all the materials and tools you'll need for your project. Purchase or gather everything in advance to avoid interruptions during the construction process.
6. **Prepare Your Workspace:** Set up a designated workspace that is clean, well-lit, and ventilated. Ensure you have enough space to work comfortably and safely. Consider using protective equipment such as gloves, goggles, and masks when working with certain materials.
7. **Plan Your Timeline:** Create a realistic timeline for your project, taking into account your schedule and any potential setbacks. Break down the project into smaller tasks and set deadlines for each stage to stay organised and on track.
8. **Follow Instructions and Safety Guidelines:** Read and understand all instructions, manuals, and safety guidelines related to your project. To prevent

accidents and injuries, follow proper safety protocols when handling tools, materials, and equipment.

9. **Take Measurements and Test Fit:** Measure twice, cut once! Take accurate measurements and test fit components before making permanent modifications. This will help ensure precision and avoid costly mistakes.
10. **Stay Flexible and Problem-Solve:** Be prepared to encounter challenges and setbacks. Stay flexible, patient, and adaptable, and don't be afraid to problem-solve creatively if things don't go as planned.
11. **Document Your Progress:** Track your progress by taking photos, making notes, or creating a project journal. This will not only help you stay organized but also serve as a record of your achievements.
12. **Celebrate Your Success:** Once your DIY project is complete, take a moment to celebrate your success and admire your handiwork. Reflect on what you've learned and consider how you can apply your newfound skills to future projects.

By following this detailed checklist, you'll be well-prepared to embark on your DIY journey confidently and enthusiastically!

2.6 Conclusion

Now that we've explored the significance of DIYs in promoting sustainability and empowering seniors, it's time to put our knowledge into action. By applying the key takeaways from this unit to our personal lives, we can make a tangible difference in addressing climate change and creating a more sustainable future.

For example, consider starting a backyard garden. By growing our fruits and vegetables, we reduce our reliance on store-bought produce, which often has a significant carbon footprint due to transportation and packaging. Additionally, gardening provides a therapeutic outlet for seniors, promoting physical activity and mental well-being while contributing to local biodiversity.

Another personal example could involve learning basic repair skills and sharing this with younger generations that are not used to repairing anymore. Instead of discarding broken items, seniors can take pride in repairing them, extending their lifespan, and

reducing waste. Whether fixing a leaky faucet, mending a torn piece of clothing, or refurbishing old furniture, every repair counts towards a more sustainable lifestyle.

Everyone can harness their newfound knowledge and skills to initiate their DIY projects to address climate change. Whether through upcycling, repurposing, or creating from scratch, there are endless opportunities to make a positive impact. By taking action in our lives, we inspire others to do the same and contribute to collective efforts to build a more sustainable world for future generations.

Let's roll up our sleeves, embrace the power of DIY, and embark on this journey towards a greener, more sustainable future. Together, we can make a difference.

3

Module 2 – Improving Social Media Skills

Module developed by KMOP

3.1 Introduction and learning objectives

In Unit 2, you will explore the basis of social media and the benefits you can draw from it. Firstly, we aim to **understand the basic principles and functionalities** of major social media platforms as well as their **importance for senior people**. This includes a brief overview of popular platforms such as TikTok, Instagram, YouTube, and Facebook. You will learn how each platform operates, focusing on their primary features, user interface, and unique characteristics.

Secondly, you will learn how to **create and manage your social media profiles** effectively. From setting up your profile to understanding key features and creating engaging and interesting posts, this Unit will help you create a strong online presence, connect with other people, and make the most out of social media.

Furthermore, this Unit presents basic **privacy settings** that most social media platforms provide. While having social media profiles provides you with many advantages, you should always be aware of the potential risks that it entails. Thus, some tips that will help you stay safe while being online are also mentioned.

Taking all the above into consideration, by the end of this Unit, you will be equipped with the knowledge and skills to navigate social media **effectively**, create **impactful** content, and engage **meaningfully** with various audiences.



3.2 Focus

Why is mastering social media important for seniors?

In today's digital age, social media are valuable tools for staying in touch with others, sharing information, and self-expression. Learning and understanding their basic characteristics and functions can provide you with many opportunities, making it easier to reconnect with old friends and explore new interests and communities. Social media platforms provide you with a unique platform to bridge generational gaps, stay abreast of current events, and maintain social connections. They help combat feelings of isolation by allowing interaction with loved ones, no matter the distance. Moreover, these platforms serve as repositories of information and resources. You can join different groups according to your hobbies and engage in discussions with other people. Furthermore, effective communication on social media ensures that your voices are heard and respected within online conversations, creating a feeling of belonging and connectedness. By taking advantage of social media, you can confidently navigate the digital world, creating meaningful connections and exploring new ways to engage with the world around you.

Introduction to Social Media Platforms

TIKTOK



TikTok is a social media platform for creating and sharing short videos, 15 to 30 seconds, often accompanied by music. The app is mostly used by young people and the videos can range from funny skits and memes to educational content, dance and lip sync videos, and more. You can like, repost videos as well as share them with your community in private messages.

Visit TikTok: <https://www.tiktok.com/login>

INSTAGRAM



Instagram is a visually-focused platform for sharing photos and videos, often with captions and hashtags. Users post content to their profiles, visible to their followers. Stories allow temporary sharing, while Reels offer short, engaging videos. Explore helps discover new content. For private messaging, Instagram Direct is available. In order to have a successful presence on Instagram, focus on high-quality visuals, post regularly, and use relevant hashtags to reach a wider audience.

Visit Instagram: <https://www.instagram.com/>

YOUTUBE



YouTube is an online video sharing platform with more than 80 million subscribers globally in 2022¹. Users can create channels to upload their videos, which are visible to their subscribers and the broader YouTube audience. The Search tab helps users discover the content they are interested in. On YouTube you can find different kinds of videos such as music videos, vlogs, news and commentary, educational videos, gaming, comedy, DIY and crafting and so many more. To maintain a successful presence on YouTube focus on producing high-quality videos and engage your audience by uploading consistently.

Visit YouTube: <https://www.youtube.com/>

FACEBOOK



Facebook is a well-known social media platform for connecting with friends and family, sharing updates, and discovering content. Users create profiles to post text, photos, videos, and links. Connect through friend requests, join interest groups, and follow public pages for updates. You can use Facebook Messenger for private

¹Source: [YouTube](#)

conversations. To get the most out of Facebook, you can adjust your privacy settings, engage by liking and sharing other peoples' posts, and keep your profile updated with photos and posts.

Visit Facebook: <https://www.facebook.com/>

TWITTER/X



Twitter/X is a "microblogging platform"² where users post short messages called tweets, which can include text, photos, videos, and links, up to 280 characters long. Besides interpersonal communication, Twitter is also popular for real-time information and debates on news, politics, business, and entertainment³. Tweets are shared with your followers, and you can follow others to see their updates. Use retweets and likes to share and appreciate content. Hashtags categorise tweets and connect them to broader conversations and trending topics. To get the most out of Twitter/X, tweet regularly, engage with replies, retweets, and likes, and use relevant hashtags. Follow news outlets, public figures, and organisations to stay updated on real-time events and interests.

Visit Twitter/X: <https://x.com/>

3.3 Explore

Basics of creating social media accounts

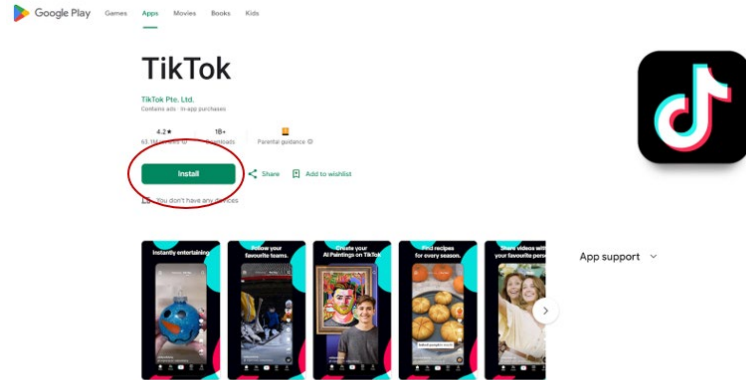
Creating and managing a social media account is quite easy, as long as the user has a clear understanding of each step.

²Weller, K., Bruns, A., Burgess, J., Mahrt, M., & Puschmann, C. (2014). Twitter and society: An introduction. Twitter and society [Digital Formations, Volume 89], xxix-xxxviii.

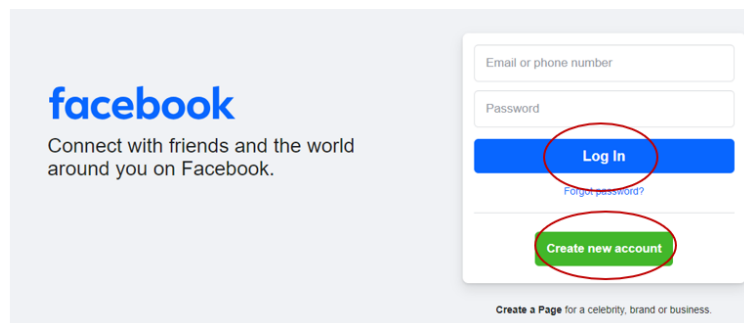
³ Ibid.

To begin, choose which social media platform you want to join. Popular choices include TikTok, Instagram, YouTube, and Facebook, each offering unique features and benefits as explained above. Taking into consideration your preferences and what each platform is best for

(e.g., Instagram for photos, TikTok for short videos, and YouTube for larger videos) choose the platform that best suits your interests and goals. Once you've decided on a platform, **visit its website or download** the app from your device's app store.



Start the **account creation** process by clicking on the "Sign Up" or "Create Account" button. You'll be prompted to enter some basic information such as your name, email address, and a password. Some platforms may also require you to provide a phone number for verification purposes.



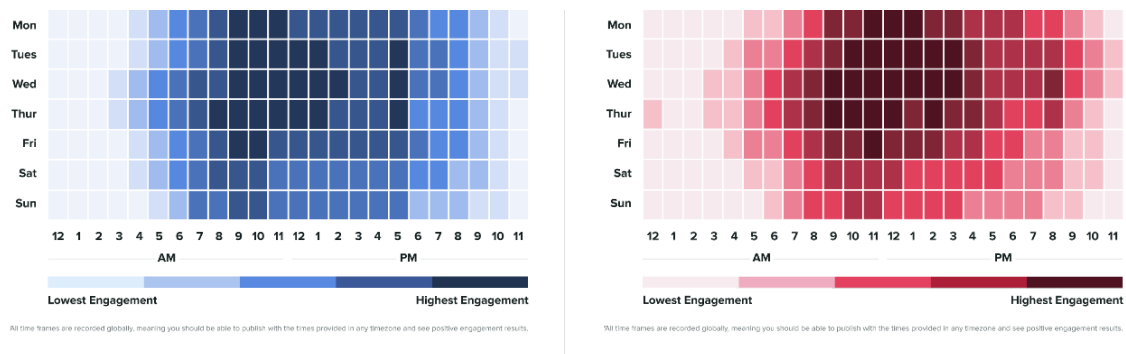
After entering your basic information, you'll need to **set up your profile**. This typically involves uploading a profile picture and writing a short bio or description about yourself. Your profile picture should be clear and friendly, helping people recognise you. Your bio should provide a brief summary of who you are. For instance, on Instagram, it could outline your personal interests or hobbies. Additionally, you may be asked to provide other information such as your location, birthday, and personal interests, which can help personalise your experience on the platform. You are not obliged to share this personal information in case you don't want to.

Managing your social media account

Once your account is set up, managing it effectively will help you get the most out of your social media experience. **Posting content at optimal times** is important for staying active and engaging with your network. Regularly share updates, photos,

videos, and articles that are relevant and interesting. Whether you're sharing a personal milestone, a beautiful photo, or an insightful article, make sure your content is engaging. Timing significantly impacts how many people see and interact with your posts⁴ thus, you will identify the best times to post on different platforms based on when users are most active, helping you maximise your reach and engagement.

Best times to post on Facebook and Instagram in 2024 - Figure from [sproutsocial.com](#)



Interacting with others is another important aspect of managing your account. Engage with your friends, family, and followers by texting, liking, commenting on, and sharing their posts. This interaction not only strengthens your online connections but also increases your visibility on the platform.

It's also essential to periodically **review and update your profile information**. As your life changes, so should your profile on social media platforms. Keep your bio and profile picture current, and ensure your privacy settings still align with your comfort level.

Additionally, monitor the **security** of your account. Be cautious of suspicious messages or friend requests from people you don't know and report any suspicious activity to the platform. Regularly **update your password** and review your security settings to protect your account from unauthorised access.

By following these steps, you can create a vivid and secure social media presence that allows you to connect, share, and engage with others. Social media can be a powerful tool for staying connected with friends and family, exploring new interests, and engaging with a broader community.

⁴ Spasojevic, N., Li, Z., Rao, A., & Bhattacharyya, P. (2015, August). When-to-post on social networks. In Proceedings of the 21th ACM SIGKDD International Conference on Knowledge Discovery and Data Mining (pp. 2127-2136).

Creating engaging posts

Engaging on social media requires thoughtful content creation that resonates with your interests and preferences. Here are some best practices for creating posts that captivate and inspire:

1. **Clear and concise messaging:** Keep your posts concise and easy to understand. People on social media prefer straightforward language and visuals that are simple yet impactful.
2. **Visual appeal:** Incorporate visually appealing elements such as photos, videos, and graphics to enhance your posts. Visual content tends to grab attention and is more likely to resonate with other seniors. Ensure that images are clear, high-quality, and relevant to your message.
3. **Personalisation:** Tailor your content to resonate with the interests and preferences of your audience. Share stories, anecdotes, or memories that evoke emotions and foster connections.
4. **Interactive content:** Encourage interaction and engagement by including interactive elements in your posts. Ask questions, pose polls, or create quizzes to spark conversation and invite participation. Others appreciate opportunities to share their opinions and experiences.
5. **Inclusive language:** Use inclusive language that respects everyone's diverse backgrounds, experiences, and identities. Avoid stereotypes or assumptions and instead focus on creating content that is inclusive and respectful to all.
6. **Consistency:** Maintain a consistent posting schedule to keep your audience engaged and informed. Regular updates help to make everyone anticipate your content and stay connected with your brand or message over time.

By following these best practices, you can create engaging and meaningful social media posts and create positive interactions. Remember to listen to feedback from your audience and adapt your content strategy accordingly to ensure continued engagement and connection.

Understanding privacy settings and safety tips

After creating your profile, understanding privacy settings and following safety tips is crucial to protect your personal information and maintain a secure online presence.

Privacy settings

Each social media platform offers a variety of privacy settings that allow you to control who can see your posts, interact with you, and access your personal information. It's important to familiarise yourself with these settings to ensure your account is as private as you want it to be.

Start by accessing the privacy settings menu on the platform you are using. This can usually be found in the account settings or a similar section. Here, you can adjust who can see your profile information, such as your bio, photos, and posts. Most platforms allow you to choose between options such as "Public," "Friends," "Friends of Friends," or "Only Me". Selecting "Friends" ensures that only people you have accepted as friends can view your posts and personal information.

Review your post visibility settings to control who can see the content you share. Some platforms allow you to set the audience for each individual post, giving you flexibility in how you share information. Additionally, check the settings for past posts to make sure that older content aligns with your current privacy preferences.

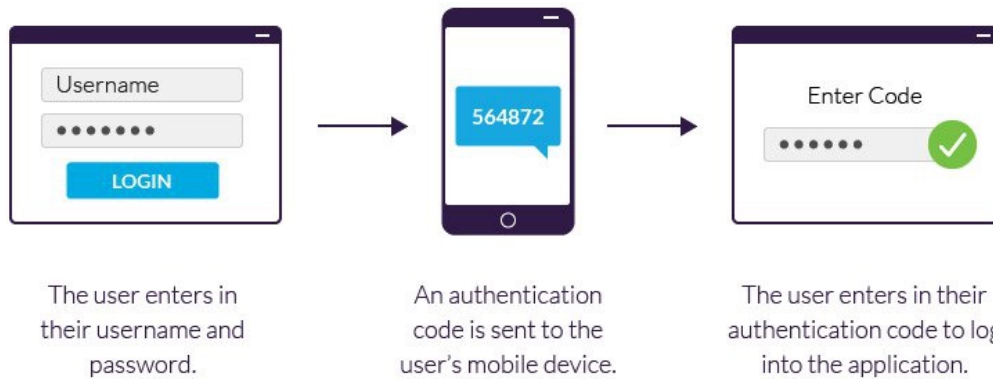
Another important step is managing your friends or followers list. Keep in mind that it is important to regularly review and update your connections, removing people you no longer want to have access to your profile. Just visit their profiles and click the "Friends" or "Following" button. In some cases, different options will appear such as "Mute", "Restrict", "Unfriend", "Unfollow". If you simply want to remove someone from your friends/followers list you can just click the "Unfriend" or "Unfollow" button. In some social media platforms, such as Instagram, if you want to remove people that follow you, you have to visit your profile and click your "followers" list. Find the person you no longer want to follow you and simply click "Remove" button.

Safety tips

Besides adjusting and personalising your privacy settings, here are some basic safety tips to always keep in mind while being online.

1. **Use strong passwords:** Create strong and unique passwords for your social media accounts. A strong password typically includes a combination of small and capital letters, numbers, and characters. Avoid using information that pinpoints the user, or is easily identifiable such as birthdays, names or any sequences. Moreover, you are advised to avoid using the same password for all your social media accounts.

- 2. Enable two-factor authentication:** Two-factor authentication (2FA), also known as two-step verification or dual-factor authentication, is a security measure where users must provide two distinct authentication factors, such as phone number, to confirm their identity⁵. Two-factor authentication employs a second means of identification, such as a code that is sent to the user's phone, to verify the identity of the person logging in and provide users with extra protection. This helps prevent unauthorised access to your account.



- 3. Be cautious with personal information:** Avoid sharing sensitive personal information such as your home address, phone number, or financial details on social media. Be mindful of the information you share in your posts and photos, as well as in your profile.
- 4. Recognise and avoid scams:** Be aware of suspicious messages, links, and friend requests from people you don't know. Scammers, people who make money by implementing illegal methods and especially by tricking people

according to Cambridge dictionary (n.d.), often use social media to trick users into providing personal information or clicking on malicious links. If something seems too good to be true, it probably is. Report any suspicious activity to the platform.

Examples of scams:

- Example 1: Lottery or Prize Scams

You receive a message claiming you've won a large sum of money or a valuable prize, but to claim it, you need to provide your personal details or pay a small fee. Remember, if you didn't enter a lottery or contest, you

⁵ Rosencrance, L., Loshin, P., & Cobb, M. (n.d.). What is two-factor authentication and why is it used?. TechTarget. <https://www.techtarget.com/searchsecurity/definition/two-factor-authentication>

cannot win it. Legitimate lotteries and contests will never ask for money to claim a prize.

- Example 2: Romance Scams

A stranger sends you a friend request and quickly forms a close relationship with you. They share a dramatic story and ask for money to help them with a personal crisis, like medical bills or travel expenses. Be cautious of anyone who asks for money or personal information, especially if you haven't met them in person.

- Example 3: Tech Support Scams

You receive a phone call, email, or pop-up message claiming to be from a well-known tech company, saying your computer has a virus. The scammer will ask you to provide remote access to your computer or pay for a software solution. Genuine tech companies will not contact you in this way; if you are concerned about your computer's security, contact a trusted local technician.

There are several common methods that scammers use to trick and deceive other people. It is important to always be aware of scammers and critically evaluate any new interactions.

5. **Regularly review privacy settings:** Social media platforms frequently update their privacy policies and settings. Regularly review and update your privacy settings to ensure they still meet your needs and take advantage of any new security features.

By understanding and adjusting your privacy settings and following these safety tips, you can enjoy a safer and more secure social media experience. Protecting your personal information helps prevent unwanted access and keeps your online interactions positive and enjoyable.

3.4 Discover more

Case Studies in Social Media Success:

- [The Positive Impact of Social Media on Seniors](#) - An article discussing how social media positively affects seniors' quality of life.
- [Life Advice From 88-Year-Old Instagram Star Baddiewinkle](#) - An interview with the Instagram sensation Baddiewinkle, sharing her life advice.
- [Q&A: Papa Chan and Grandma Marina Create Social Media Time Capsule with 'Drawings for My Grandchildren'](#) - A Q&A session discussing how grandparents are using social media to create a legacy for their grandchildren.
- [Lillian Droniak Interview](#) - A YouTube interview with Lillian Droniak, a senior social media influencer.

Collection of links to use:

- [Social Media for Beginners](#) - A YouTube playlist designed to help beginners understand the basics of social media.
- [Social Media for Seniors – Setting Up Facebook and Tutorial](#) - Video tutorials on how to set up and use Facebook, tailored for seniors.
- [Guide to Social Media for Older Adults](#) - A comprehensive guide to navigating social media platforms for older adults.
- [Social Media for Older People: A Helpful Guide](#) - An informative guide that helps older individuals get started with social media.
- [Steps to Mastering Social Media for Seniors: Enhance Your Digital Communication](#) - A detailed guide to improving digital communication skills through social media.
- [How to Use Instagram – Easy Steps for Seniors](#) - A step-by-step tutorial on how seniors can start using Instagram.
- [Quickstart Guide: Start Your Channel | Ep. 1 ft. OffbeatLook](#) - A video guide to starting a YouTube channel.

- [Quickstart Guide: How YouTube Works | Ep. 2 ft. OffbeatLook](#) - A follow-up guide explaining how YouTube functions and how to optimize your presence on the platform.
- [How to Use TikTok - 2023 Beginners Tutorial](#) - A beginner's guide to using TikTok, perfect for seniors new to the platform.

3.5 Practice

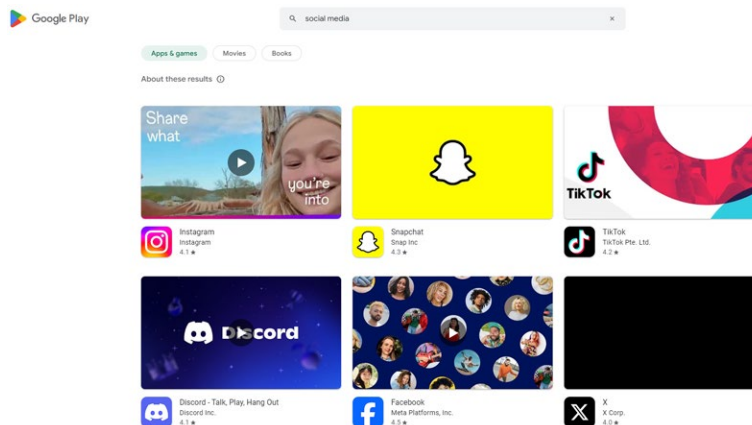
Proposed activities for social media:

Start creating your profile:

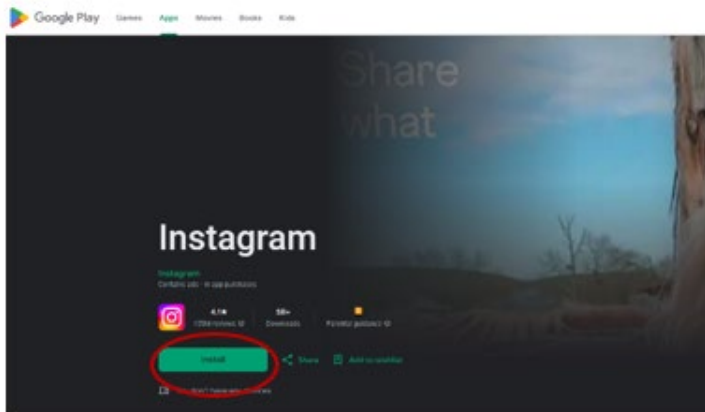
After carefully reading Unit 2 and watching the videos suggested above, you can now start creating your own profile on social media. Take it step-by-step and take your time. It is always better to have someone more experienced to guide you through.

Checklist for your first steps:

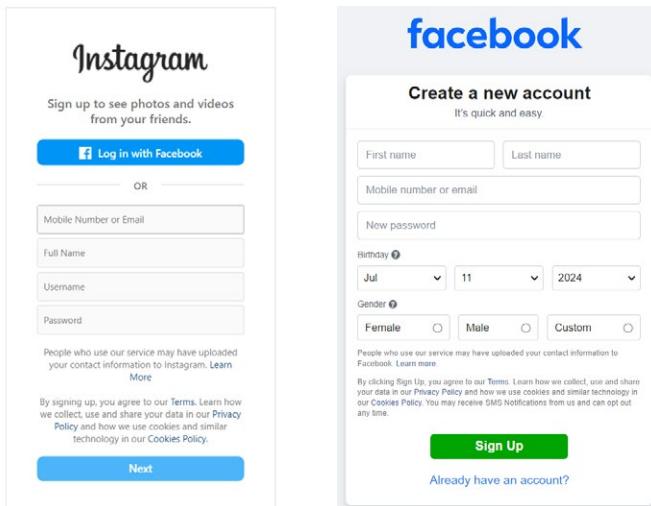
1. Select which social media app you prefer.



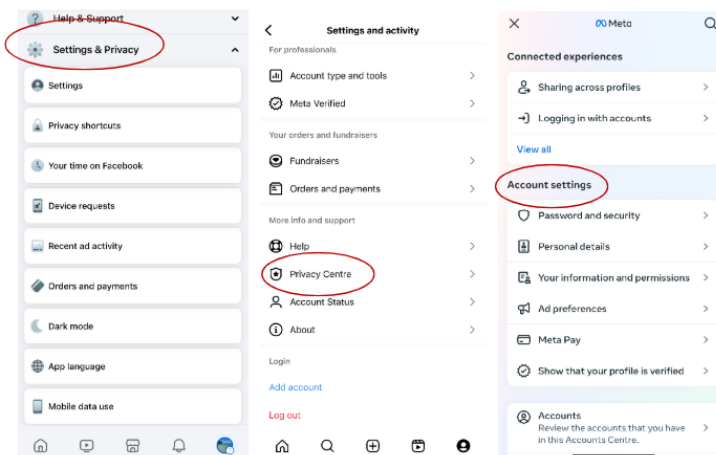
2. Download the app on your mobile device, laptop or PC.



3. Sign up and create your account with some basic information and a picture of you.



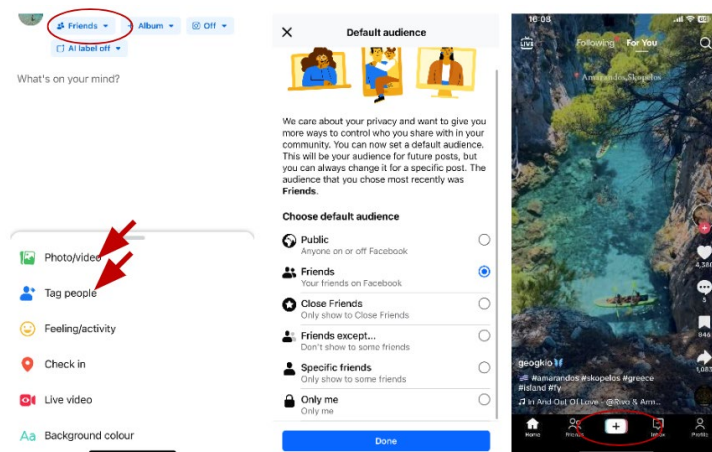
4. Explore and adjust the privacy settings to your preferences.



5. Connect with your family and friends.
6. Start posting, and always keep in mind to be careful with the information you share. Check below the guide for your first post!

Guide for your first post:

- Decide what type of content you want to share. This could be a written post, a picture, a photo album, a video, or a combination of text and photo/video.
- Log in to your account by entering your username and password.
- Click the post button, usually labelled as "Create Post," "New Post," or with a plus icon (+).
- Choose the photo/video you want to upload and write a text to accompany it if you like.
- Before posting, you can always adjust your settings and the audience that has access to your posts. You can also tag other people in your post if they are relevant to the content.



- Review and double-check the content of the post for any errors.
- Once you are ready, click the "Post," "Share," or "Publish" button. Your content is now live and visible to your selected audience.

3.6 Conclusion

In Unit 2, we focused on equipping seniors with the necessary skills to effectively use social media. The key areas covered included understanding the basics of major social media platforms like TikTok, Instagram, YouTube, Facebook and LinkedIn, from creating a social media profile to managing it effectively. We also discussed the importance of creating engaging content through high-quality visuals, relatable messages, and posting times to maximise reach and interaction.

Furthermore, we highlighted practical tips for seniors to ensure their safety online, including understanding privacy settings and adopting best practices for digital interactions. Additionally, this Unit emphasised the benefits of social media for staying connected, combating isolation, and finding communities of interest, showcasing examples of successful senior influencers who have effectively leveraged these platforms to share their passions and connect with others.

Overall, Unit 2 provided a comprehensive guide to navigating social media, enhancing digital literacy, and using these platforms to enrich social interactions and personal expression for senior people.

4



Module 3 – Mastering Videography Skills

Module developed by E-Seniors

4.1 Introduction and learning objectives

Welcome to Module 3 of the Seniors4Change training program!

Throughout this unit, we'll be learning more about the principles of **videography using your smartphone**. This will enable everyone to create videos showcasing their sustainable DIY hobbies to as many people as possible. This unit will be an opportunity to learn all the stages involved in making a meaningful video, from thinking about the best way to represent a subject in a film to the final editing of your video.

Sharing your knowledge and skills in a visual and entertaining way is an excellent way of involving a large number of people with varied profiles and enabling them to discover a theme or DIY practice by example by following the entire creation process, from the obstacles to overcome to the rewarding final product.

We'll also focus on the preparatory stages, which should be carried out before you even start filming. This will give you time to think about the importance of your DIY practice and how best to show the benefits you want to share with others. It will also enable you to film efficiently, with the whole structure of your video already in mind, as well as its final objective.

The following learning objectives are addressed in this module:

- Discover the storyboarding method to prepare yourself for making a video by thinking about your objectives and carefully planning the best way to share your sustainable DIY best practices.
- Learn more about the tools that can help you make a video that can be used alongside a smartphone.
- Learn the principles of photography and videography on a smartphone by acquiring basic knowledge of how to use the Camera application on your smartphone.
- Acquire a set of best practices and advice to follow throughout the making of your video.

Thanks to all this, and by understanding the power of images and setting an example in the practice of more sustainable and greener DIY, you'll be able to play an even more active part in the fight against climate change!

4.2 Focus

Videography is a powerful tool—a medium capable of conveying messages and images in an illustrated way while also being a fine art form in its own right. While image capture is at the heart of videography, it's just one of many phases in a long production chain that begins before and ends after the actual videography.

While your DIY practice may not require a professional set of skills and high-end production knowledge, it is nonetheless important to remember what the wonderful world of moving pictures is made of.

To gain a complete understanding of what it takes to create a video, whether it is a 20-second handheld recording or a full-fledged cinema production, we will go over the various stages of video production, from strategy to action and finally to editing and creating the final version of our work.

Pre-production: Conception and Preparation

It may be tempting to grab a camera and rush into action, but for the latter to be successful, you must first know what will happen, how it will happen, and how the video will end, and you must have the necessary resources to ensure that everything goes as planned.

To put it briefly, pre-production is organising a video shoot before actual filming begins. It typically entails the following actions:

- **Writing a script:** A script is a written plan for what will happen and what will be said during the video. It helps the video creator stay on target and prevent mistakes while recording. Despite requiring more time and thought, a script helps shape the finished video and saves time throughout the production and editing stages.
- **Gathering materials and equipment:** Make a list of the supplies, equipment (technologic, etc.), and information you need to get
- **Selecting the locations:** Ensuring access to film at the location before scheduling a shoot there and making sure to visit the selected location at the same time of day as the shoot to ensure it works as planned.
- **Selecting the participants (actors, voiceovers, collaborators, etc.):** You should assist the people you invite to appear in your video in getting ready for the part. This includes updating them on the idea of the video, its topic, and your overall goals.

Put simply, it is the procedure that merges creativity and logistics. We will learn more about how to carry out these preparations later in our module, in the "Explore" part.

Production: Videography and Filming

The time has come for action. It is the moment everyone awaits: actual filming begins, and images are born. So, how can we easily explain what filmmaking and videography are? The centrepiece of our definition naturally evolves around recording footage with a camera or mobile phone. "Writing" what the eye sees is an even more precise definition of the word videography from an etymological standpoint.

Videography is usually associated with living in the moment: showing up at the location and recording the video. Filmmaking, on the other hand, includes capturing images.

Still, in this definition, the image is considered a medium used to tell a story in the most appropriate and best-illustrated way.

In any case, our goal here is to ensure that we have a story and something to show the world, even if everything is not as meticulously conceived and planned as it would be in a film production.

Post-production: Editing and Finalising

You may believe that we have reached the end of the procedure and that the outcome we have at this point is final. But this is where the magic happens: the image created during filming comes to life and acquires its visual identity.

To be more precise, post-production is the process that any video project goes through after filming is completed but before it is published. It includes raw video editing, sound mixing, visual effects, colour grading and correction, and music/sound integration. In this module, we will not go as far as adding special effects; however, knowing the available options can open up a new window of inspiration and increase your motivation.

Armed with a clear picture of the entire video creation process, let us move on to the next section, where we will explore more practical knowledge and begin preparing our own video.

4.3 Explore

You now know the sustainable DIY practice you want to realise and show the world. You also know the benefits of this best practice, its history, and its links with your own personal story and interests and with the long or more recent cultural traditions of your region. We have also discovered the world of videography and have a first impression of what we mean by producing, filming, and editing. We are now ready to start planning our videos.

Preparing our tools

- Preparation of tools necessary to carry out the DIY practice we want to film: materials, equipment, etc
- Preparation for filming includes your smartphone, an improvised stand or tripod, courage, and—why not?—good company.
- Preparation of your script-storyboard: A notebook or a paper, pen, and pencil sheet. You can also find the ready-made printable document below.

But how can we create our script and storyboard? To do this, we first have to understand what these terms mean. Then, we will see how we can prepare them together in a single document in an easy way that will help us visualise the transition of our project from paper to action.

Script

The script is a written plan for your video idea. It describes action—what happens—and dialogue—what is said—in each scene of the video. Whether you're a famous director or a Seniors4Change participant, you will still need a script, not only to give shape to your vision but also to guide you into better organising and preparing for your shooting day(s).

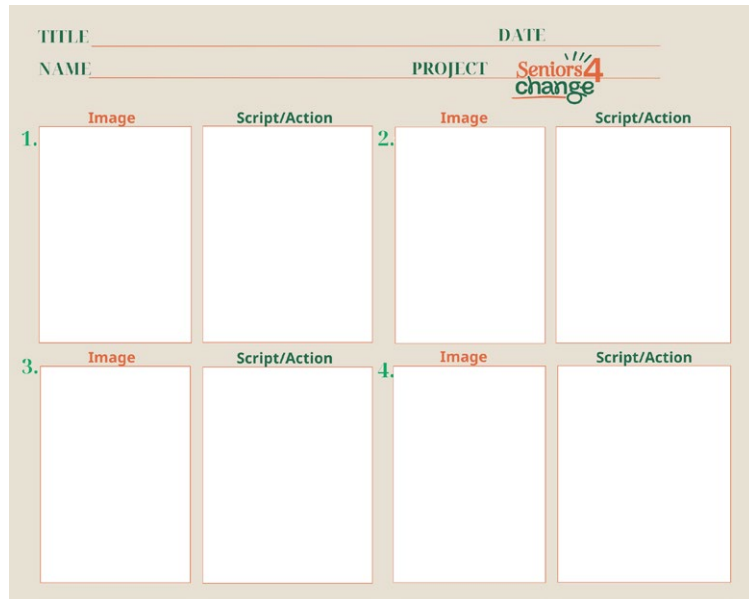
If you choose to include speech in your video, it is a smart idea to read your text out loud many times so that you can modify difficult parts fluidly.

If you choose to make a video without talking, writing spoken dialogue will not be necessary. Matching actions with images will suffice.

Storyboard

So what about planning the images? This is the time to talk about the storyboard, another step towards giving shape to your video. The storyboard allows you to plan filming scene by scene, shot by shot. Its main role is to give a first idea of the shot that you have in mind by drawing it and describing what the drawing represents. For this reason, it consists of a series of squares on a sheet of paper, with a writing space next to each.

To ease our procedure, we suggest including the script in the format of the storyboard. We will, therefore, include our actions and dialogue in the box next to each drawing. You will find just below the link to a printable PDF version of a storyboard template that we suggest, but you can also draw your own version of one on a sheet of paper. [Link](#)



Depending on how detailed your storyboard is, you can use either six or eight boxes. You are also free to use as many boxes as you like and to draw or print multiple versions. Of course, you don't need to be an artist to draw a storyboard. Stick figures and basic shapes are all you need! Each panel describes a camera angle or shot so you know when you need to change focus and so that you remember what happens or is said in every shot. Before we start drawing our storyboard, we need to have some ideas about some important camera shots:

- The establishing shot: This shot is usually used at the very beginning to give an idea of the general setting and position in the story. It often opens a feature film or is used when the plot changes location. It is usually a wide/long shot. This could be a shot of the filming site and tools/equipment from afar.
- Medium shot: The character or object is the focal point, with some background.
- Close-up: The camera zooms in, and the figure or object occupies all the space.



- Extreme close-up: The shot focuses on a character's face or an important detail of an object.

But how can we move from theory to practice and complete our storyboard?

To do this, we will facilitate our task by trying to go through our DIY practice once before starting filming. During the preparation and implementation, try to take notes on what you do. Remember! Sometimes, we act automatically without thinking about what exactly we are doing. But our script will have to include this information to help us prepare for filming! For this reason, after finishing this first try, use your notes to create, complete, or correct your script & storyboard.

For every new shot that you identify, draw in a new box. Next to your drawing, write any action that takes place or any text you want to be reading during this shot.

An example:

1. Establishing shot: the room, filming site or outdoor space from a long distance
2. Medium shot: the preparation space/surface with all your tools and equipment
3. Close-up: Hands that grab one of the tools to start the action
4. Medium shot: Your upper body and hands are in the plan; you look into the camera or combine different tools and materials, etc.

This is an example of how to organise the first shots of your video, and you can imagine many more!

Designing your script and storyboard will make the filming procedure much more effortless. If you count on filming with a friend, you can check your finished document before starting to be confident and ready to place your smartphone and start/stop your camera.

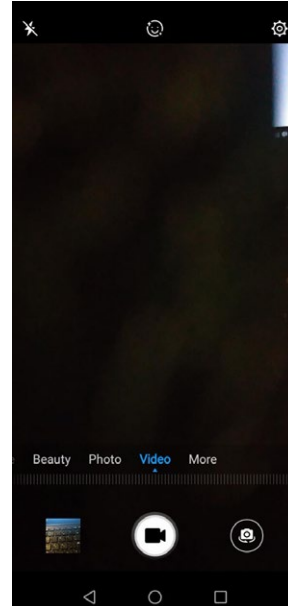
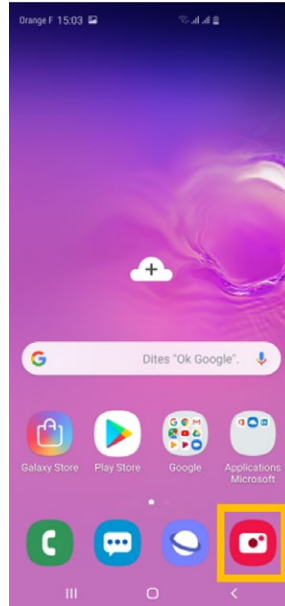
Bear this in mind:

- Even if it is an enjoyable exercise, keep in mind that you will afterwards have to do what you now draw. So we suggest that you don't plan too many shot changes, as it will be harder to accomplish when actually filming.
- Even if all camera shots can be beautiful, the ones that are the most relevant and useful for our type of project are the establishing shot (to start with), the medium shot (for most of the video) and the close-up (for details).

- Even if we will not film during this first try, it's probably time for us to be sure to know how to find and use our smartphone camera.

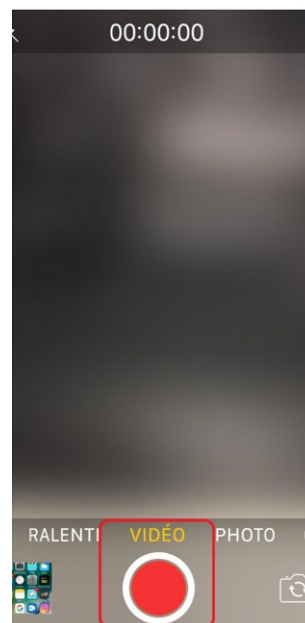
Where to find your camera application on Android:

1. The appearance of the Camera application on Android varies depending on your smartphone. It is usually represented by a camera or a camera lens.
2. By default, the application is in Photo mode. To switch from Photo mode to Movie mode, click on Video at the bottom of the screen to the left of Photo.



Where to find your camera application on iPhone:

1. The Camera application can be accessed on your smartphone by the icon of a black camera on a grey background.
2. By default, the application is in Photo mode. To switch from Photo mode to Movie mode, click on Video at the bottom of the screen to the left of Photo.



4.4 Discover more

If you would like an overview of the different functions of the Camera application on your smartphone:

- [For Android](#)
- [For iPhone](#)

Useful Links for Learning More About the Various Steps of Video Production and Video Shooting:

- [Basics of Videography](#) - Explore the fundamental concepts of videography.
- [Guide to Shooting Video on a Smartphone](#) - A comprehensive guide on how to shoot videos using a smartphone.

More Information on Scripts, Storyboards, and Camera Shots:

- [Basic Tips for Writing a Screenplay](#) - An introduction to writing screenplays.
- [The Fundamentals to Creating Storyboards](#) - A guide to creating effective storyboards.
- [Storyboard Examples](#) - A collection of storyboard examples for inspiration.
- [Camera Shot Types](#) - Learn about different types of camera shots.

4.5 Practice

Let's continue our discovery of the various DIY videography tools by learning everything you need to know about filming yourself during your DIY sessions, the steps to follow when preparing a video, and setting up your videography tools to ensure the quality of your video.

Setting up your tools

As we already saw in the previous sections, we have learned about the tools and the main stages of preparation for filming:

1. Your smartphone, with its video mode,
2. A tripod (or makeshift tripod)/handheld to ensure a stable, fixed image,
3. A script for each step you have written in the previous sections.

We'll now be able to discover and prepare for the filming process itself, thinking about how to spin our sustainable practice in its natural setting.

Get ready to film in the shooting environment

Before you start filming, first go through the following **checklist**:

- Make sure your phone has enough memory to save the videos you're going to make (you can check this in the 'Storage' section of your smartphone's Settings).
- Put your phone in flight mode (in the Settings) to avoid any interruptions to your filming by ringing or vibrations from your phone.
- Pay attention to the time of day at which you are going to film your DIY practice: natural light makes for much better-looking videos. Direct light sources such as lamps should be used with care after a preliminary video test, and it's important to ensure that they don't create too many shadows or strong contrasts.
- If you are shooting indoors, try to position the subject close to a window, lamp or other light source, but not in front of them, so as to avoid backlighting. This will ensure that the subject is well lit, while guaranteeing the quality of the video.

- If you are filming outdoors pay particular attention to the overall environment: pay close attention to the light, which changes rapidly, and to outside noise from sources you cannot control (people on location, weather elements, work in the street, etc.). When filming someone or a specific element of the setting, pay close attention to the background: find a location with an interesting background but not too distracting.
- Consider any noise the microphone may pick up on your phone. Close doors or windows if necessary, and minimise any unnecessary background noise.
- Speak loudly and clearly and face the camera when discussing your DIY practice; this will help the microphone pick up your voice well.

To check all these points, and before you start filming your DIY practice, you can do a **little test**: put yourself in the frame, say a sentence or two the way you intend to speak, and mime some gestures. Then check your test. It may reveal problems with sound, framing, or anything else you can quickly correct.

How to shoot your action

Shooting in **portrait mode** is the best approach for this type of video, as it is the most useful format for spreading a message on social networks.

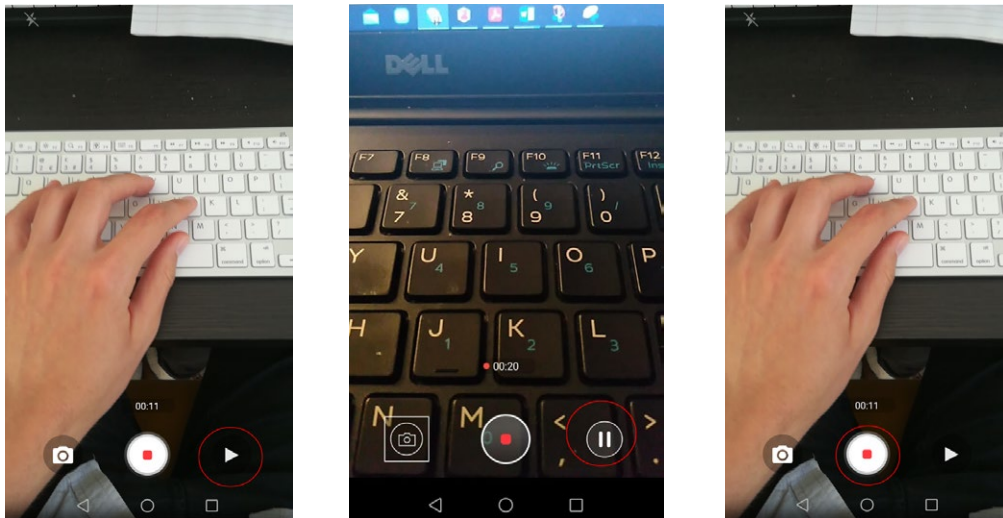
The easiest way to film this video is to use the **stop-start filming** method on your phone. This method allows you to pause the recording temporarily and then resume it a few moments or minutes later. This means you can include all the stages of your sustainable DIY project in a single video, even if what you're creating requires you to wait several minutes to complete it.

Most smartphones should allow you to use the stop-and-start filming method. You need to start filming your video, pause recording when necessary, and then resume recording.

If your smartphone doesn't allow you to use the stop-and-start method, you can film several short sections, and we'll see how to put them together later in this module.

Stop-start filming method on Android:

1. Start your video by pressing the Play button on the right (image 1).
2. To pause recording, press the Pause button on the right, which will replace the Play button once the video has started (image 2). Then, resume your video using the same Play button.
3. To end your video, click the Stop button in the centre (image 3).



The stop-start function is only available on Android and not on **iPhone**.

For iPhones, you can practise filming everything in a single take, or film small separate takes that you can paste together into a single video in editing software (see the Practice section).

Practical tips and tricks

Here are a few more tips to finish preparing you to film your sustainable DIY practice. These should become increasingly easy for you over time.

First of all, remember to pay attention to the way you hold your phone if you're filming without a stand or tripod. This will help you avoid over-straining your arms and wrists, covering the camera with your finger, or distorting the image when you take the shot. To avoid this, pay close attention to your positioning during short test videos, find the ideal position for you, and note the location of the camera on your phone before you start filming so that you don't place your finger too close to it.

When filming or preparing a shot, always try to centre the camera's focus on the main action. Whether it's a close-up of what you're doing or a wider shot where you're presenting your creative environment, centering the action will always make your video more symmetrical and better composed.

How to use the zoom on Android:

You can zoom in and out on Android:

1. Pinch with two fingers, either together to zoom in, or apart to zoom out (image 1)
2. By clicking on the volume buttons on your Android (image 2): the button for raising the volume zooms the camera in, the button for lowering the volume zooms the camera out. Warning: this method does not work on all Android devices.

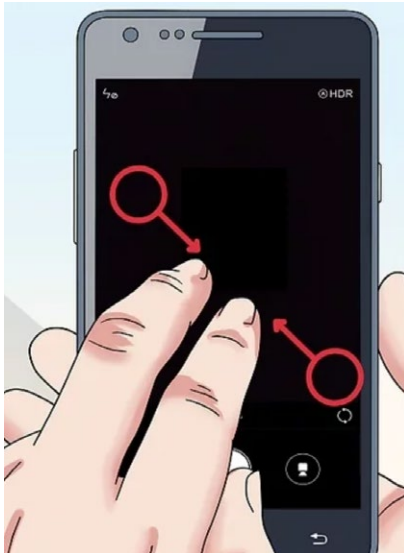


image 1



image 2

How to use the zoom on iPhone:

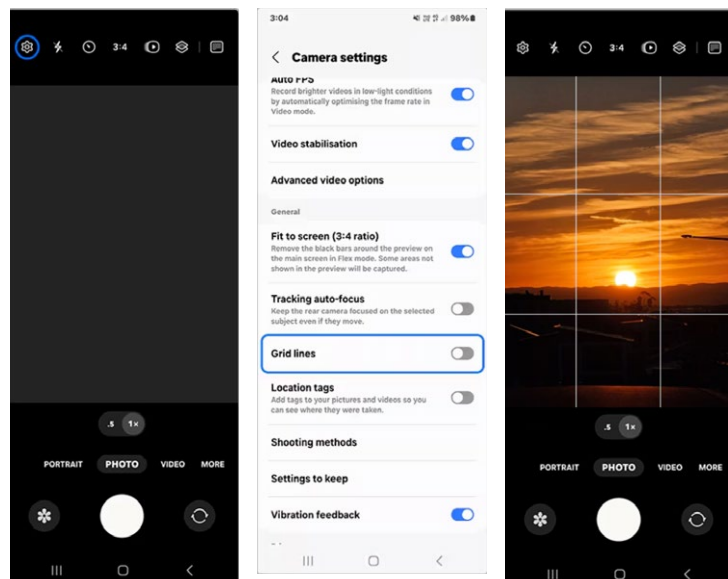
There are several ways to zoom in on your iPhone:

- Pinch with two fingers on the screen, bringing them together to zoom in or moving them apart to zoom out.
- Click on the preset zoom settings at the bottom of the screen (see the left-hand photo below) to use them.
- For finer zooming in and out, keep your finger pressed down on the preset zoom settings, and you'll see a thumbwheel appear (see right-hand photo below). Turn it in either direction to choose your zoom setting.
- On most smartphones, you can display a 3 by 3 grid on the screen of your photos and videos. You can use this to centre your shots, as you can try to ensure that the focal point of what you are filming is placed in the central part of the screen.



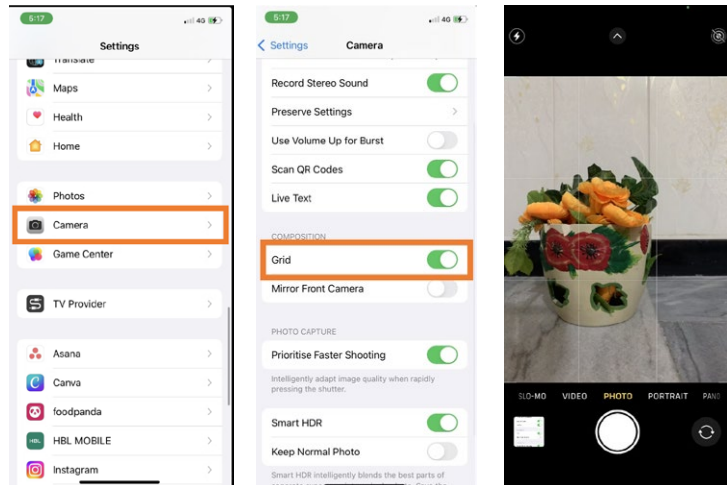
How to enable the grid on Android:

1. Launch the Camera app icon Camera app
2. Tap on Settings icon Settings
3. Toggle on Grid lines



How to enable the grid on iPhone:

1. Open the Settings application and go to the Camera section.
2. Under Composition, activate the Grid checkbox.
3. Open the Camera application to check whether you can see the grid lines on your screen.



Finally, with a bit of practice, try combining different types of shots: close-ups, wide shots, panoramic views, zooming in on an action with a narrative voice in the background... You can also study the resources in the “Discover more” section to keep practising and trying out new ways of filming. All this contributes to making a unique video, combining images with an interesting narrative, and mixing freely to create something unique that reflects your vision of a sustainable environment.

Editing

Once you've made your film, you can also edit it. To do this, we're going to present you with several solutions below, as well as links to learn more and go further.

First, let's review what the **native video editors on smartphones** can offer you, for some simple video editing. The tools on offer are fairly similar on each type of smartphone, with no one standing out more than another.

- **Trimming:** You can cut off either a part of the beginning or the end of a video file to reduce its total length and keep only the desired content.
- **Basic colour and light adjustments (exposition, luminosity, contrast, saturation, temperature, filters):** If you want to change the style of your video, or correct any defects in luminosity during filming, the native editor offers a number of filter and contrast change options.

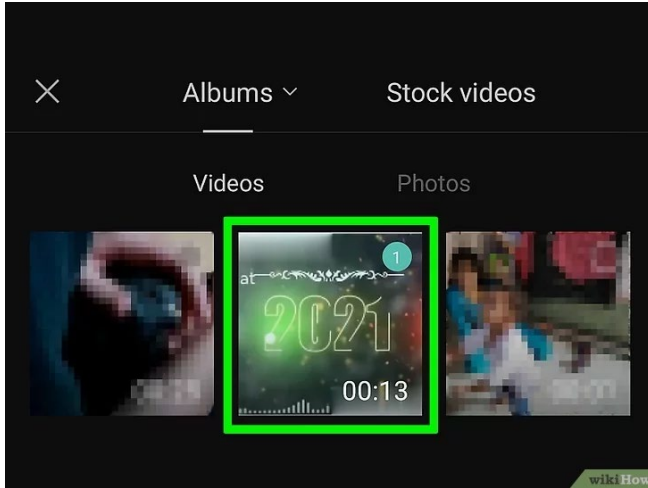
- **Adding text and subtitles:** You can add short texts to your videos, choosing their font, colour, position, and duration in the video, and even add some text animations.
- **Adding music:** To make a silent video more attractive or liven it up, you can add music and special sound effects, choosing when to add them in the video and for how long.
- **Cropping:** To refocus viewers' attention on a particular part of your video, remove unwanted external areas, or change its dimensions (aspect ratio) to adapt it to different social networks, you can use the crop tool, which lets you choose the part of your video that will be visible to your viewers.

More additional features are provided by **external apps** (for example: InShot, CapCut, Filmora etc.).

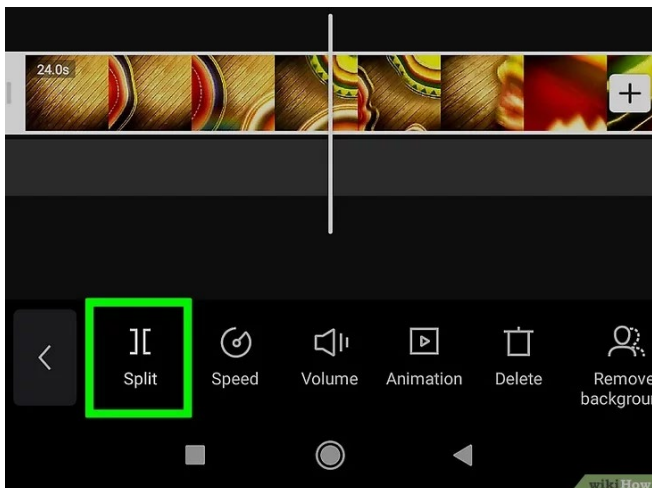
- **Adding more videos and possibility to adjust each video separately:** While this feature is available in the native video editor on Android, it is not available on iPhone. It allows you to paste several videos one after the other, and rework them separately, to create a single, larger video of a quality you're happy with.
- **Changing the order between videos:** Changing the order of the short video extracts that make up your main video can be useful if you have forgotten any explanations in the presentation of your DIY, or will help to make your editing dynamic by interspersing explanatory moments with shots presenting your DIY.
- **Transitions between videos:** To liven up your video and make sure it captures your audience's attention, you can add transitions between each of your short videos to create a larger one, adding visual, text and sound effects.
- **Divide a video into multiple parts:** Splitting the video of your DIY activity into several videos can serve several purposes, such as removing less interesting passages from your video, or creating several short pieces of content to present in several instalments on social networks.

A step by step guide for simple editing:

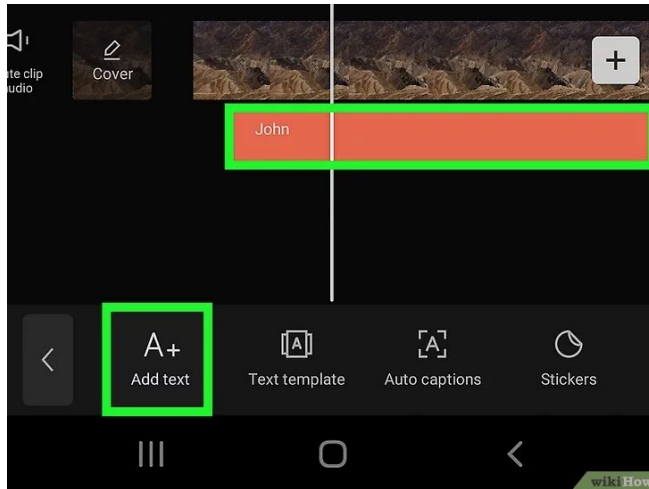
1. Choose the video(s) you want to include



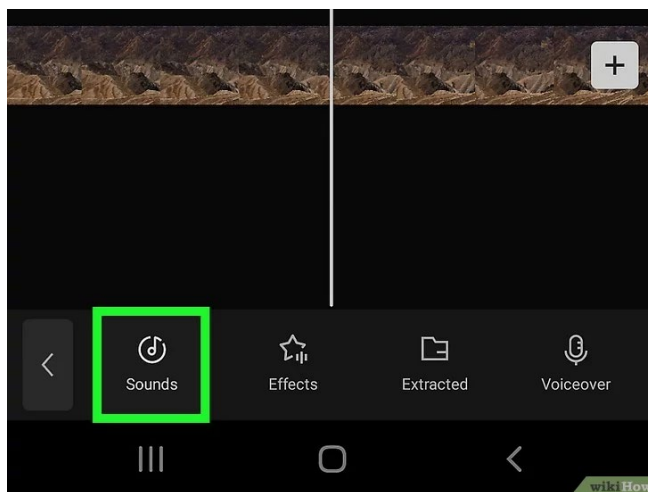
2. Adjust the order of the videos (by touching them continuously and dragging them left or right)
3. Adjust the duration of the videos: Trim (by dragging from their side to the center) or Split them



4. Add Titles/Text



5. Add Music



The screenshots used come from an online source, explaining the use of CapCut, included in the next section.

More detailed screenshots/explanations about each step in each of the suggested applications can be found in the following resources!

Additional resources:

For InShot:

- [InShot tutorial \(EN\)](#)

For CapCut:

- [CapCut Tutorial \(EN\)](#)

For Filmora:

- [Filmora for Mobile Guide \(EN\)](#)
- [Filmora Video Tutorial \(EN\)](#)

4.6 Conclusion

In this module, we combined practical and creative discoveries: we dived into the fundamentals of videography while always connecting general knowledge on image creation with tangible skills on preparing and creating our own DIY practice videos with our very own look.

We started by focusing on general definitions of the various stages of video production, from strategic planning to final editing, before delving into more specific and necessary preparation steps, such as creating a storyboard and incorporating appropriate camera shots into it. We continued learning and accomplishing preparatory steps to ensure that our shooting will run smoothly. We then moved into action: we learned how to use our smartphones to take videos, building on and taking advantage of the preparation we already carried out.

Videography is a skill with so many applications, approaches and outlets, and it will always offer you the opportunity to express your own vision of the world, as in this case of sustainable practices for our future. Our choice of uses and outlets for learning videography has focused on the ways it offers us to share activities, mindsets and practices. And one thing is certain: While it can very quickly provide satisfying results, we can only improve and refine our knowledge and skills by experimenting and creating more and more videos.

5



Module 4 – Connecting through DIYs on Social Media

Module developed by LOBA

5.1 Introduction and learning objectives

In Module 4 of the Seniors4Change e-learning programme, we will help you confidently connect with other DIY enthusiasts who share your interests through various social media platforms and showcase your projects, enhancing both your digital skills and social engagement!

By equipping you with the expertise to share your projects through social media, you will be able to connect with a wider community and enhance your technical skills. Social media can serve as a powerful tool for seniors to stay connected with family, friends, and like-minded people, helping combat isolation and promoting a sense of community and achievement.

The following learning objectives will be addressed in this Module:

- Learn about the different ways to connect with others via different social media platforms;
- How to make your content engaging through the right keywords and hashtags;
- How to identify and join groups on different social media platforms with people who share your common interests.

In this Module, you will also be able to find inspiration through suggested groups and content creators who are connecting with people on different online platforms and sharing their own DIYs.

No matter what your skill or interest is, from knitting, gardening, or potting, to furniture or appliance restoration, there are many others out there who certainly share your passion! Additionally, by creating and communicating your own content, you will have the possibility to inspire others who have perhaps not yet considered just how significant the power of DIYs can be in the promotion of a more sustainable society for all generations.

By the end of the Module, you will better understand where and how you can connect with others and play your own part in the promotion of reducing, reusing and recycling techniques across the online world. Ready? Let's go!

5.2 Focus

Connecting on different social media platforms

Connecting with others on social media platforms can offer you significant benefits, particularly in **fostering social interactions and reducing feelings of isolation**, which can be common in older age. Social media provides an accessible way for seniors to stay in touch with family and friends, while also offering opportunities to reconnect with old acquaintances and meet new people who share similar interests!

These digital interactions can greatly enrich your life, providing daily social engagement that might be less accessible otherwise due to physical mobility constraints or geographic distances.

For seniors who engage in creative pursuits like DIY projects, social media platforms such as Facebook, Instagram, and TikTok can be particularly valuable. These platforms allow you to **showcase your creations, receive feedback, and gain inspiration from others**, which can be incredibly fulfilling and affirming. Engaging in these communities not only boosts self-esteem but also promotes cognitive health, as seniors navigate and manage their digital profiles.

The very essence of social media lies in its ability to **connect people**, fostering a sense of community and belonging regardless of geographical boundaries. This "social" aspect is fundamentally about sharing experiences, knowledge, and interests, making

these platforms an invaluable resource for people seeking connection. Whether it's sharing photos of grandchildren, exchanging recipes, or showcasing a new DIY project, social media facilitates these interactions in real-time, bringing people closer together. For many seniors, these platforms are not just tools for communication; they are vibrant social arenas where they can remain actively involved in a community, continue to learn, and express themselves.

How to connect on different platforms

ENGAGING ON FACEBOOK - POSTS

Facebook posts are pieces of content that users share on their personal timeline, in groups, on pages, or in events on Facebook. These posts can include text, photos, videos, links, and other forms of media. Posts are a primary way of sharing information, updates, and engaging with friends, followers, and the broader Facebook community.

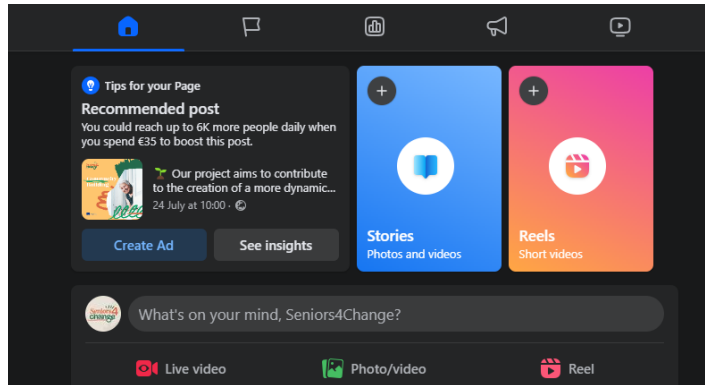
Types of Facebook Posts:

1. **Text Posts:** Simple status updates or messages without any media.
2. **Photo/Video Posts:** Sharing photos and videos with your network.
3. **Live Video:** Broadcasting live video to your friends or followers.
4. **Links:** Sharing links to articles, websites, or other online content.
5. **Check-Ins:** Sharing your location at a specific place.
6. **Feelings/Activities:** Sharing how you're feeling or what you're doing.
7. **Polls and Questions:** Engaging your audience with polls or questions.

How to Post on Facebook:

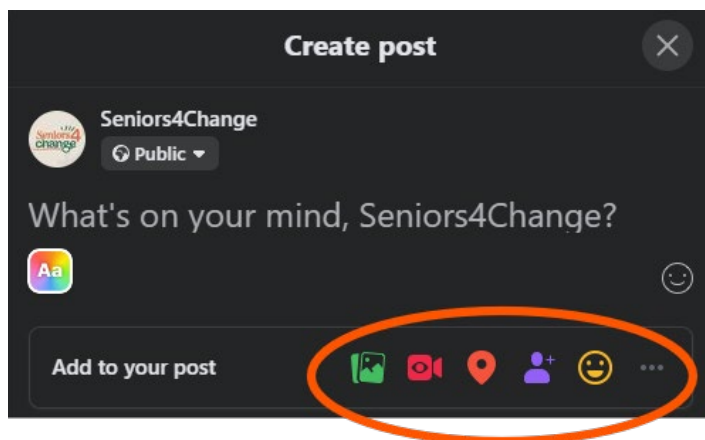
Step 1: Create Your Post

- On your News Feed, you will see a box at the top that says "What's on your mind?" (on mobile, you may need to tap it).
- Click on this box to start creating your post.
- Type your text in it. You can share your thoughts, updates, or any message you want to post.



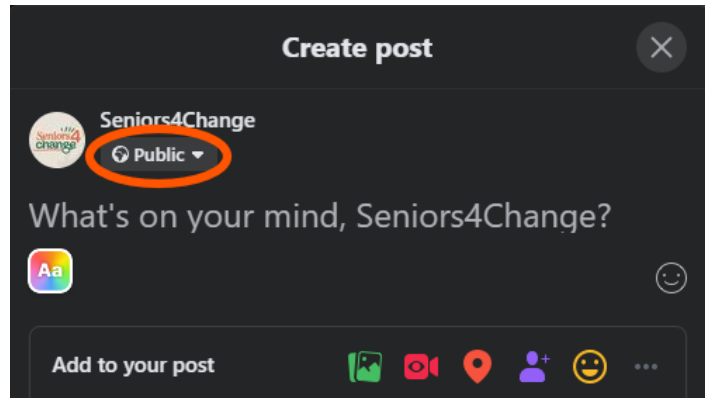
Step 2: Add Media (Optional)

- **Photos/Videos:** Click the "Photo/Video" button below the text box to upload pictures or videos from your device.
- **Live Video:** Click the "Live Video" button to start a live broadcast.
- **Feeling/Activity:** Click the "Feeling/Activity" button to share how you're feeling or what you're doing.
- **Check-In:** Click the "Check In" button to tag your location.
- **Tag Friends:** Click the "Tag Friends" button to tag friends in your post.
- **Background Colours:** You can also choose a background colour for your text post by selecting one of the coloured circles below the text box.



Step 3: Customise Your Audience

- Below your name, you will see a dropdown menu that says "Public" by default.
- Click this dropdown to select your audience:



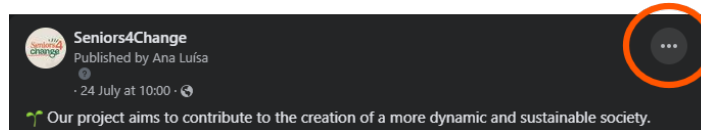
- **Public:** Anyone on or off Facebook.
- **Friends:** Only your Facebook friends.
- **Friends except...:** Exclude specific friends.
- **Specific friends:** Share with only specific friends.
- **Only me:** Only you can see this post.
- **Custom:** Customize who can see your post.

Step 4: Post Your Content

- Once you're happy with your post, click the "Post" button.

Step 5: Edit or Delete Your Post (Optional)

- If you need to edit or delete your post after it's published, go to your timeline or the post on your News Feed.
- Click the three dots (...) at the top right of the post.
- Choose "Edit Post" to make changes or "Delete" to remove it.

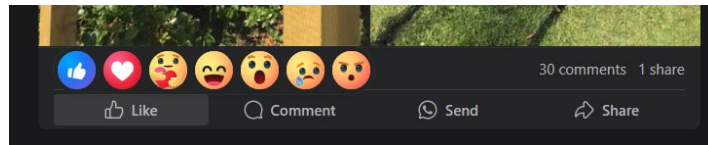


LIKES AND REACTIONS

- Likes indicate appreciation or agreement.
- Reactions allow you to express love, laughter, surprise, sadness, or anger about a post.

How to like or react to a post

1. Locate the post you want to interact with.
2. Hover over the Like button (if using a PC) or tap and hold the Like button (if using a mobile device) to see reaction options. These buttons are located at the bottom of the post.
3. Select your reaction. This can be a simple like (thumbs up) or any other emotional reaction.



SHARING CONTENT

Sharing involves reposting someone else's or your own content to your profile or a group. This can include posts, updates, photos, or videos.

How to share a post

1. Find the post you want to share.
2. Click or tap the Share button underneath the post.
3. Choose whether to share on your own Timeline, on a friend's Timeline, in a group, or in a private message.
4. You can add your own commentary before sharing or choose to share it without additional comments.
5. Click "Share now".

JOINING AND PARTICIPATING IN GROUPS

What are Facebook groups?

- Groups are spaces on Facebook where you can communicate about shared interests with certain people. You can join groups formed around topics like hobbies, celebrities, personal development, etc.

How to join a group

1. Use the search bar at the top of your Facebook page to find a group by keywords.
2. Select the group you want to join; some groups are open, and you can join immediately, while others may require approval from the group admin.
3. Click "Join".

How to engage in groups

- Post questions or content that is relevant to the group's theme.
- Comment on other people's posts to engage in discussions.
- Be active and respectful, which can lead to more meaningful interactions and connections.

ENGAGING ON INSTAGRAM - POSTS AND STORIES

What Are Instagram Posts?

Instagram posts are pieces of content that users share on their personal profile or in their stories. These posts can include photos, videos, carousels (multiple photos/videos in one post), and other forms of media. Instagram posts are a primary way of sharing visual content and engaging with followers on the platform.

Types of Instagram Posts:

1. **Photo Posts:** Sharing a single image with your followers.
2. **Video Posts:** Sharing a video clip (up to 60 seconds) on your feed.
3. **Carousel Posts:** Sharing multiple photos or videos in a single post that users can swipe through.
4. **Stories:** Sharing temporary photos or videos that disappear after 24 hours.
5. **Reels:** Sharing short, engaging videos (up to 60 seconds) with music and effects.
6. **IGTV:** Sharing longer videos (over 60 seconds) for in-depth content.

How to Post on Instagram:

Step 1: Navigate to the Post Creation Area

- Tap the “+” button at the bottom centre of the screen to create a new post.

Step 2: Select Your Media

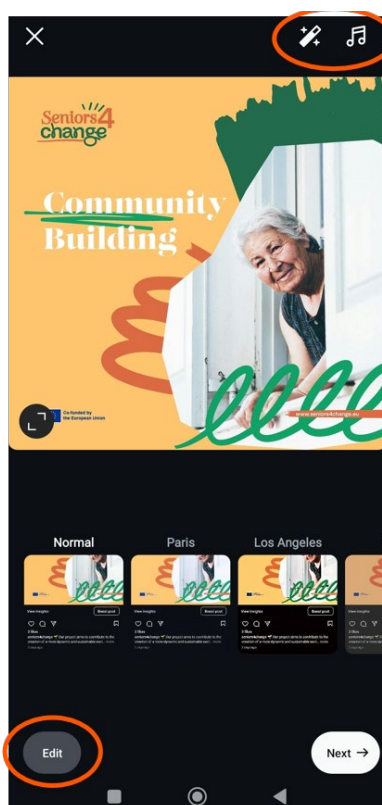
- **Photo/Video Posts:**
 - Choose a photo or video from your gallery, or take a new one using the camera icon.
 - You can select multiple photos or videos to create a carousel post by tapping the multiple icon.

Step 3: Edit Your Media (Optional)

- **Filters:** Swipe to apply a filter to your photo or video.
- **Edit:** Tap “Edit” to adjust brightness, contrast, saturation, and more.
- **Trim (for videos):** Trim your video to the desired length.

Step 4: Add Details to Your Post

- **Caption:** Type a caption to go along with your post. You can include hashtags (#) to increase discoverability.
- **Tag People:** Tap “Tag People” to tag other Instagram users in your post.
- **Add Location:** Tap “Add Location” to include your current location or a specific place.
- **Share to Other Platforms:** Optionally, toggle the switches to share your post on other linked platforms like Facebook or Twitter.



Step 5: Post Your Content

- Once you're happy with your post, tap "Share" to publish it to your profile.

Step 6: Edit or Delete Your Post (Optional)

- If you need to edit or delete your post after it's published, go to your profile and tap the post.
- Tap the three dots (...) at the top right of the post.
- Choose "Edit" to make changes or "Delete" to remove it.

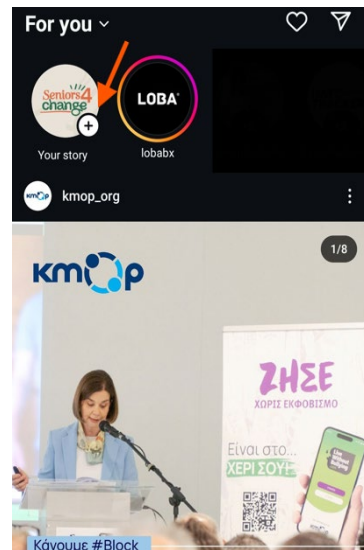
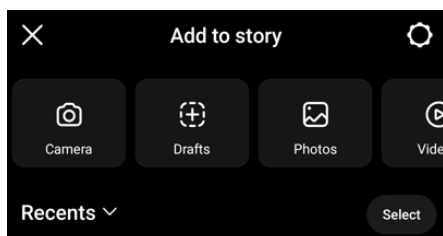
WHAT ARE INSTAGRAM STORIES?

Instagram Stories are a feature that allows users to share photos and videos that disappear after 24 hours. Stories are displayed at the top of the Instagram feed and can be enhanced with stickers, text, drawings, and other interactive elements.

How to Post Instagram Stories:

Step 1: Create Your Story

- **Go to the Stories creation area:** Tap your profile picture at the top left of your screen or swipe right from anywhere in the feed.
- **Capture a Photo/Video:** You can select the option "Camera" to take a photo with your own camera.
- **Select Media from Gallery:** Swipe up on the screen under "Recents" or tap the "Photos" icon to select a photo or video from your device.



Step 2: Edit Your Story

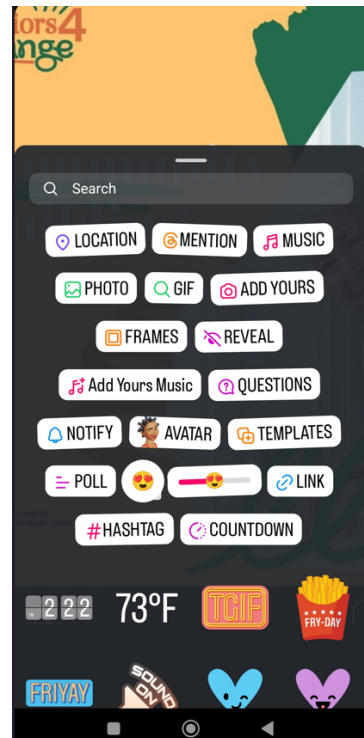
- **Add Text:** Tap the "Aa" icon to add text.
- **Draw:** Tap the squiggly line icon to draw on your story.
- **Stickers:** Tap the smiley face icon to add stickers, GIFs, polls, questions, and more.
- **Filters:** Swipe left or right to apply filters to your story.
- **Music:** Tap the music icon to add a song to your story.

Step 3: Share Your Story

- Once you're happy with your story, tap "Share" at the bottom of the screen to share it with all your followers.

Step 4: Manage Your Story (Optional)

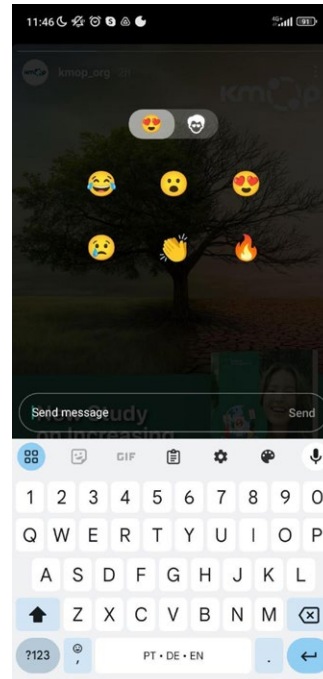
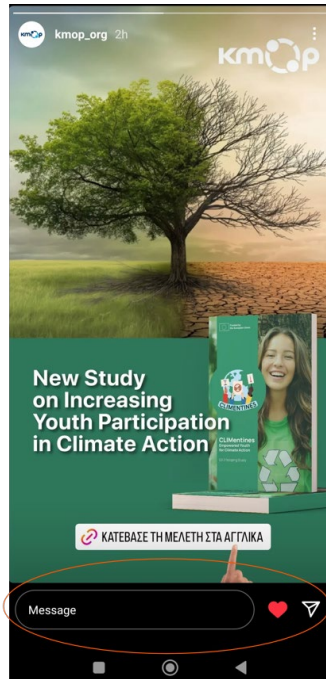
- To view who has seen your story, swipe up on the story while it's playing.
- To delete a story, view it and tap the three dots (...) at the bottom right, then select "Delete."



LIKES ON POSTS AND STORIES

- To like a post: Simply tap the heart icon below the image or video, or double-tap the post itself.
- To comment on a post: Click on the speech bubble icon right next to the heart icon and type in your comment in the bar.
- To like or respond to a story: You can like a story by clicking on the heart icon on the lower right corner. Tap on "Message" at the bottom of the story screen to type in your response, or choose an emoji reaction.





ENGAGING ON TIKTOK

Uploading TikTok videos

TikTok posts are short-form video content that users create and share on the TikTok platform. These videos can be up to 3 minutes long and often feature music, special effects, text overlays, and other creative elements. TikTok posts are a primary way to engage with a wide audience through entertaining and informative videos.

Types of TikTok videos:

1. **Regular Videos:** Short videos that can be up to 3 minutes long.
2. **Duets:** Videos where you can collaborate with another user's video by recording your own video alongside theirs.
3. **Stitches:** Videos where you can incorporate another user's video clip into your own.
4. **Live Videos:** Real-time video broadcasts that allow for live interaction with followers.

How to Post on TikTok:

Step 1: Navigate to the Post Creation Area

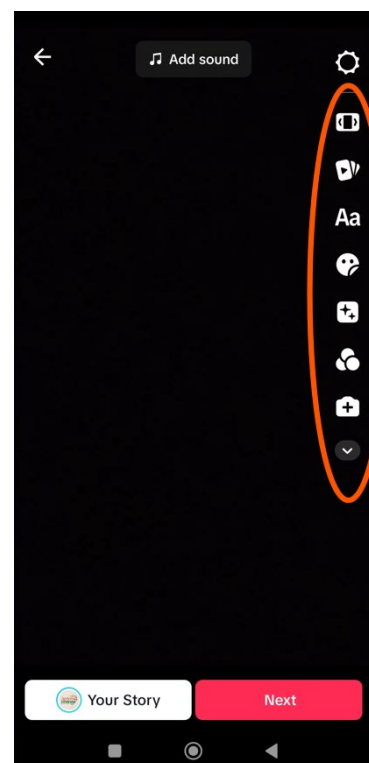
- Tap the "+" button at the bottom centre of the screen to create a new post.

Step 2: Record or Upload a Video

- **Record a Video:** Hold the red record button to capture video. You can record multiple clips by releasing and holding the button again.
- **Upload a Video:** Tap the "Upload" button to select a video from your gallery.

Step 3: Edit Your Video

- **Music:** Tap "Sounds" to add music from TikTok's extensive library.
- **Effects:** Tap "Effects" to add visual effects to your video.
- **Filters:** Swipe left or right to apply filters to your video.
- **Text:** Tap "Text" to add text overlays.
- **Stickers:** Tap "Stickers" to add stickers, emojis, and GIFs.
- **Adjust Clips:** Tap "Adjust clips" to rearrange, trim, or delete video clips.



Step 4: Add Details to Your Post

- **Caption:** Type a caption to go along with your post. You can include hashtags (#) to increase discoverability.
- **Hashtags:** Use relevant hashtags to join trending topics and increase your post's visibility.
- **Mentions:** Mention other users by typing "@" followed by their username.
- **Privacy Settings:** Choose who can view your video (Public, Friends, or Private).
- **Allow Duet/Stitch:** Enable or disable duets and stitches for your video.

Step 5: Post Your Content

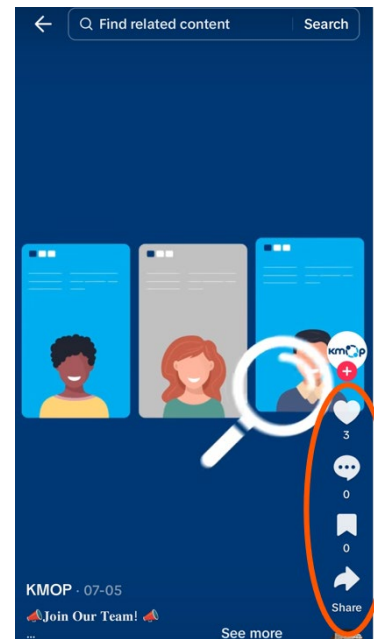
- Once you're happy with your video, tap "Post" to publish it to your profile.

Step 6: Manage Your Post (Optional)

- To edit or delete your post after it's published, go to your profile and tap the video.
- Tap the three dots (...) at the bottom right of the video.
- Choose "Edit" to make changes or "Delete" to remove it.

LIKES, COMMENTS, AND SHARES

- Likes: Tapping the heart icon on the right side of the video shows appreciation and helps curate your feed with similar content.
- Comments: Leaving comments on videos can spark conversations and connect you with others. Tap the speech bubble icon, enter your comment, and tap post.
- Shares: Sharing videos can spread content beyond TikTok, such as through messages, other social platforms, or even saving them for later viewing. Tap the arrow icon and choose how you want to share the video (e.g., direct message, social media, or copy link).



The role of hashtags in increasing visibility and engagement

WHAT ARE HASHTAGS?

Hashtags are valuable tools that you can use to enhance your social media experience since they enable people who aren't personally connected to a user to view and comment on posts that include the hashtag⁶. Thanks to hashtags, you can:

⁶ Bruns, A., & Burgess, J. (2011). The use of Twitter hashtags in the formation of ad hoc publics. In *Proceedings of the 6th European consortium for political research (ECPR) general conference 2011* (pp. 1-9). The European Consortium for Political Research (ECPR).

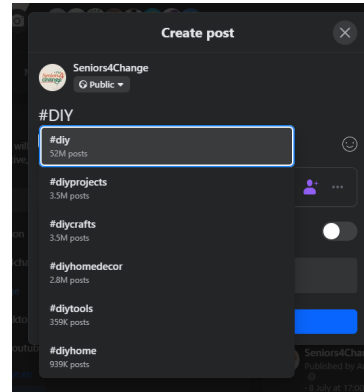
1. **Discover relevant content:** You can use hashtags to discover content relevant to your interests, hobbies, and passions. Whether it's **#gardening**, **#cooking**, or **#sustainability**, hashtags can help you find and engage with posts that interest you.
2. **Connect with like-minded individuals:** By following and using hashtags related to your interests, you can connect with like-minded people from around the world. Engaging in conversations and discussions around shared hobbies or topics fosters a sense of community and belonging, which is especially valuable for people looking to expand their social circles.
3. **Staying informed:** Trending hashtags allow you to stay informed about current events, news, and trending topics. Whether it's **#COVID19** updates or **#WorldEnvironmentDay**, you can access information and join important conversations, ensuring you are up-to-date with the latest events. However, it is essential to critically evaluate all online information, as not every opinion expressed on social media is reliable or accurate.
4. **Sharing personal stories:** You can use hashtags to share your own stories, memories, and experiences. Whether it's **#ThrowbackThursday** or **#FamilyFriday**, you can share with your friends and audience moments with your friends, family, and followers, creating meaningful connections.
5. **Increasing engagement:** Including relevant hashtags in your posts can increase the visibility and engagement of your content. By using popular or trending hashtags, you can reach a broader audience and encourage interactions such as likes, comments, and shares.
6. **Promoting causes and campaigns:** People passionate about social causes or advocacy can use hashtags to raise awareness and promote campaigns⁷. Whether it's **#ClimateAction** or **#ElderlyRights**, you can amplify your message and mobilise support from your online communities.

Generally, hashtags can empower you to explore, connect, and engage with the digital world in meaningful ways. By using hashtags in your posts, you can contribute to important conversations, ensuring that your voices are heard and valued in the digital world.

⁷ Saxton, G. D., Niyirora, J., Guo, C., & Waters, R. (2015). # AdvocatingForChange: The strategic use of hashtags in social media advocacy. *Advances in Social Work*, 16(1), 154-169.

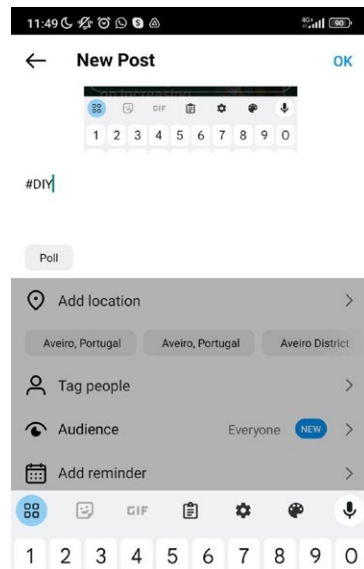
USING HASHTAGS ON FACEBOOK

1. Type the hashtag symbol (#) followed by a keyword or phrase in your post. For example, #DIYCrafts.
2. Hashtags can be added anywhere in your posts: at the beginning, middle, or end.
3. Click on a hashtag to see posts that mention the subject in real-time, across Facebook.



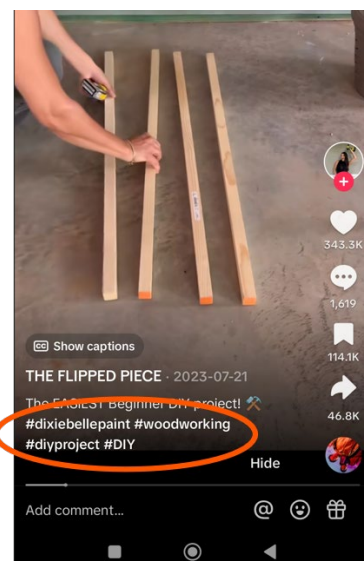
USING HASHTAGS ON INSTAGRAM

- Including hashtags in your posts: Type the hashtag symbol (#) followed by a keyword or phrase without spaces in your post caption or comments.
- Discovering content through hashtags: Tap on a hashtag to view other posts tagged with the same phrase.



USING HASHTAGS ON TIKTOK

- Adding hashtags to your posts: When uploading a video, you can add hashtags to the caption to help others find your content.
- Exploring hashtags: Tap on a hashtag in any video description to see more videos that have used the same hashtag.



5.3 Explore

As you have discovered, **hashtags** are a fantastic way to search for new content and ideas, especially for DIY projects across various social media platforms. Use this list of popular DIY-related hashtags to find inspiration, tips, tutorials, and community discussions:

Hashtags			
#DIYProjects	#DIYFurniture	#Woodworking	#DIYWorkshop
#DIYCrafts	#Artsandcrafts	#Metalworking	#DIYVideoTutorials
#DIYIdeas	#DIYArt	#Upcycling	#DIYTutorials
#DIYIdeas	#Gardening	#RecycledCrafts	#DIYCommunity
#DoltYourself	#Composting	#Crochet	#DIYSeniors

Besides hashtags, the right **keywords and phrases** can help you find groups and pages that offer a community feel, allow you to share similar interests, and provide valuable resources that are more tailored to your own lifestyle and skillset. By joining groups and visiting interesting pages, you can enhance your social interaction and enjoy your leisure time engaging in meaningful DIY projects. Find groups and pages by using these selected keywords related to DIY activities:

Keywords and Phrases			
Gardening Tips	Handicrafts	Upcycling Projects	Creative Drawings
Pottery and Ceramics	Art Projects for Seniors	Gardening and Plants	Home Improvement
Woodworking	Crochet Patterns	Home Repairs	Urban gardening

5.4 Discover more

Facebook groups regarding different DIY projects:

- Addicted to Gardening: A community for people who love gardening, sharing tips on plant care, landscaping ideas, and organic gardening techniques.
- Crocheters: A group for crochet lovers to share patterns, ask for advice, and showcase your latest projects.
- DIY Repairs, Tips and Tricks: Members share DIY home repair tips, tutorials, and support for fixing common household problems.

Social media pages for inspiration:

- Knitting & Crochet World - A page dedicated to knitters of all skill levels to be inspired by different knitting projects and new patterns.
- House Plant Club - This account is full of ideas for making your indoor living spaces greener, perfect for houseplant enthusiasts looking for new varieties and care tips.
- Carina Spencer - Carina's page is filled with knitting patterns and how to style them, alongside bursts of colour and creativity.
- Simply Aligned Home - Nicole shares her expertise in DIY renovations, particularly using cheaper furniture pieces to create functional improvements in the home. She provides a lot of practical tips and hacks for various home projects.
- Farmer Froberg - Tyler Froberg, an American farmer, shares detailed tips on a wide range of agricultural topics, including crop cultivation and livestock care. His educational content is valuable for both hobbyists and aspiring farmers.
- Judy Bao Garden - "Mama Judy" offers insights from her extensive gardening experience, focusing on tropical plants like mango trees and passionfruit vines. Her practical tips and beautiful garden provide plenty of inspiration.
- Yarnutopia By Nadia Fuad - Run by an American crochet designer, this account features eye-catching crochet designs and is highly recommended for inspirational content.

5.5 Practice

Now that you have learned all there is to know about engaging with other users on different social media platforms via likes, shares and comments, and even gotten some inspiration from fellow DIY-ers, it's time to put your knowledge into practice in your own channels! Follow the **practice activities** below to put your skills to the test:

Activity 1: Share a personal DIY project on social media

1. Select a DIY project:

- Choose a recent or current DIY project that you are proud of or excited about.
- Ensure the project is complete or in a presentable state for sharing.

2. Capture High-Quality photos or videos:

- Using the tips previously provided throughout the different Units of this Course, make sure your photos or videos are of the highest quality possible. Remember to take certain factors into account, such as the ones below:
 - i. **Lighting:** Use natural light if possible. Otherwise, arrange lamps to reduce shadows.
 - ii. **Composition:** Ensure the project is the main focus. Clean the background to avoid distractions.
 - iii. **Angles:** Take multiple pictures from different angles to showcase different aspects of the project.

3. Write an engaging description:

- Describe your project and how you managed to create it. You can use the following structure for inspiration:
 - i. **Introduction:** Briefly introduce the project and what inspired you to create it.
 - ii. **Process:** Describe the steps you took, materials used, and any challenges faced.
 - iii. **Outcome:** Share your feelings about the finished project and any future plans related to it.

4. Use hashtags:

- Include some of the relevant hashtags we previously mentioned in this Unit!
- Use 3 to 5 hashtags to reach a broader audience.

5. Publish the post:

- Share your post on your preferred social media platform
- Encourage your network to like, comment, and share.

Activity 2: Join DIY Facebook groups and engage!**1. Search for relevant groups:**

- Use the keywords and phrases we previously talked about in this Unit to browse and discover the groups that interest you the most.
- You can also try some of the previously mentioned Facebook groups from the “Discover more” section of this Unit.
- Review the group descriptions and rules before joining to ensure they align with your interests.

2. Request to join groups:

- Click on the “Join” button and answer any membership questions, if required.
- Wait for the administrator to approve your request, if that is the case.

3. Browse group posts:

- Once you’re a member, browse through recent posts to get a sense of the community and types of projects shared!
- Look for posts that resonate with your interests or that you find inspiring.

4. Engage with Posts:

- Like and react to posts you find interesting or inspiring.

- Leave positive and encouraging comments on posts that you appreciate.

Activity 3: Engage with DIY enthusiasts via comments and hashtags

1. Explore DIY hashtags:

- Search for some of the hashtags we previously provided in the “Explore” section of this Unit!
- Browse through the posts under these hashtags to find projects that catch your eye.

2. Comment on Posts:

- Leave thoughtful comments on projects you admire. Compliment the creator and ask questions if you’re curious about their process.
- Share your own experiences if you’ve done a similar project, fostering a sense of community with others.

3. Follow Creators:

- Follow some of the DIY enthusiasts we have shared in the “Discover more” section of this Unit whose work you appreciate to keep up with their future projects and stay inspired.
- Engage with their posts regularly to build connections and potentially gain followers for your own projects!

Activity 4: Use hashtags to find inspiration across different platforms

1. Select a few key hashtags:

- From the list of hashtags provided in the “Discover more” section of this Unit, select a few of them to start your search.
- Note these hashtags for use on different social media platforms.

2. Search hashtags on various platforms:

- Search for the selected hashtags on Facebook, Instagram and TikTok.

- Observe the different types of content that appear on each platform.

3. Browse and save ideas:

- Scroll through the posts and save any ideas or projects that inspire you!
- Create a folder to keep all your saved ideas organised.

4. Share your findings:

- Post about your favourite findings on your own social media, using the hashtags you explored.
- Encourage your network to check out these inspirations and share their thoughts.

5.6 Conclusion

We have now reached the end of this unit! Throughout this course, you've explored various social media platforms, learned to engage with other users and discovered how to effectively share your passion for DIY projects. Thanks to the suggested practical activities, you have solidified your understanding and proficiency in creating content, using hashtags, and interacting with a community.

This journey has not only equipped you with the tools to better express your creativity online but has also opened doors to a global community of like-minded individuals. The skills you've developed will allow you to stay connected with family, friends, and fellow DIY enthusiasts, broadening your social network and enhancing your social interactions, all while enjoying the process of creating and sharing with the aim of reaching a more sustainable society.

Remember, the end of this course is just the beginning of your ongoing adventure in the world of social media. Continue to explore new trends, engage with different content, and take on new projects. Keep liking and commenting, sharing your stories, tips, and projects, as each post not only contributes to your growth but also inspires and educates others in your network.

Whether you choose to delve deeper into your existing social media platforms or explore new ones, you have the foundation to do so confidently and joyfully. Keep building, creating, and connecting — your next project could be just a post away!

6

Module 5 – From DIYs to Business: Hobbies that Pay

Module developed by BICC

6.1 Introduction and learning objectives

Welcome to Module 5 of the Seniors4Change training program! In this module, we will explore the exciting journey of transforming a DIY hobby into a small-scale business that prioritises sustainability and environmental responsibility. Along the way, we will explore entrepreneurship ins and outs, the reasons and benefits of turning what you love into something that can bring you money; we will explore the steps to get there and showcase some successful DIY entrepreneurial ideas. **Excited? Let's begin!**

Retirement offers a unique opportunity to rediscover passions and explore new personal and financial growth avenues. As we explore the entrepreneurial world, we will uncover how these ventures can provide personal fulfillment, supplementary income, and a positive environmental impact.

Our goal is to help you create a manageable, fulfilling business venture that enhances your well-being and contributes positively to the environment. We also understand that after a lifetime of work and building a career, you might not be looking to dive into a demanding corporate venture, right? That's why we focus on small-scale businesses that align with your retirement lifestyle. A venture that can provide a sense of purpose, social connection, and even a little extra income – all while allowing you to set your own pace and priorities.

At the heart of this module lies a fundamental question: **How can you turn your DIY hobbies into small-scale, eco-friendly businesses that are enjoyable and not overly demanding?** Well, it is a simple question, but the answer could be very demanding! Let's start with some statistics and research data! According to Age UK, 42% of individuals aged 65 and over participate in volunteering activities, which highlights the desire for continued engagement and contribution during retirement⁸. Another study by the Global Entrepreneurship Monitor (GEM)⁹ found that seniors who engage in entrepreneurial activities report higher levels of life satisfaction and well-being compared to those who do not. These findings suggest that starting a business based on your hobby can offer a unique blend of mental stimulation, creativity, and social interaction, all contributing to a happier and healthier retirement.

In this module, we'll guide you through the process of turning your hobby into a sustainable business. We'll cover everything from identifying your niche and crafting a business plan to marketing your products or services and managing the financial aspects. **We'll also emphasise the importance of sustainability, showing you how to incorporate eco-friendly practices into your business model.**

The following learning objectives are addressed in this module:

- Identify the skills and resources needed to turn your hobby into a small-scale business.
- Assess the market potential for your DIY products or services using the Business Model Canvas.
- Develop a basic business plan tailored to retirement lifestyle and financial goals using the Business Model Canvas.
- Incorporate sustainable practices into the activities of a small business based on hobby or DIY practice.

Before we start, let us take a moment to reflect on the significance of this endeavour. Starting a small-scale business in retirement can be a fulfilling and rewarding experience, allowing you to apply your lifelong skills and passions in new and meaningful ways, ways that are not stressful and too demanding without overwhelming your schedule and allowing plenty of time for relaxation and other personal activities.

⁸ <https://www.ncvo.org.uk/news-and-insights/news-index/uk-civil-society-almanac-2023/volunteering/what-are-the-demographics-of-volunteers/>

⁹ <https://www.gemconsortium.org/>

On the other hand, we have sustainability. Everyone is talking about it nowadays. If you haven't done so, be sure to explore **Module 1 - Embracing DIYs for Climate Action**, where we explain in detail what sustainability is, its core principles, and why it will be so important in our future as humankind developing in harmony with our environment.

So, whether you're an avid gardener, a skilled woodworker, a talented artist, or a passionate cook, your hobby has the potential to become something more. Let's discover how you can turn this passion into a thriving and sustainable business that enriches your days after retirement.

6.2 Focus

Understanding the keywords and concepts related to entrepreneurship, particularly small-scale ventures for retirees, is crucial for grasping the opportunities and challenges involved. In this section we will take a closer look at the key elements and concepts involved in turning your DIY hobby into a sustainable small-scale business.

What is Entrepreneurship?

In your long personal and career path so far, you may have heard the term "entrepreneurship" many times, but perhaps you never paid enough attention to it, or maybe you never cared, or you are perfectly familiar with it. In any case, here is the most popular definition: Entrepreneurship is the process of designing, launching, and running a new business. The European Commission, in its 2003 Green Paper on Entrepreneurship, defines entrepreneurship as: "The mindset and process to create and develop economic activity by blending risk-taking, creativity and/or innovation with sound management, within a new or an existing organisation." This definition encompasses several key aspects that go beyond simply starting a business. It highlights the importance of a specific mindset—a proactive approach, a willingness to embrace risk, and a drive to create something new. It emphasizes that entrepreneurship is not just about having an idea but about the entire process of bringing that idea to life, from development to ongoing management. It recognizes that economic activity can be created through both new ventures and the revitalization of existing organizations.

! Thinking point !

In your own words, how would you define entrepreneurship? What potential benefits and challenges do you associate with starting a business in retirement?

Why become an entrepreneur in retirement?

Have you considered becoming an entrepreneur? Were you biased or scared that it would be too time-consuming? When asked about their biggest regrets, older people rank:

- Not following their passions!
- Worrying too much in general!
- Caring too much about what others think!
- Being afraid to do the things they liked!

Becoming an entrepreneur at an older age can provide numerous benefits that enhance both personal and financial well-being. Here are some compelling reasons to consider this path:

Benefits of being an older entrepreneur:



Entrepreneurship offers a unique pathway for retirees to stay engaged, utilise their skills, and contribute to their communities. As you transition into retirement, starting a small-scale business can provide a sense of purpose, mental stimulation, and even a modest income, enhancing your overall well-being.

Starting a business what?

When considering a business venture at an older age, one should think of a small-scale business that is manageable, flexible and aligns with your desired lifestyle. It could be **self-employment, a micro-enterprise, a part-time** or a **seasonal business**. The key is that it should not be overly demanding or stressful, allowing you to enjoy your retirement while pursuing your passion. In any case, there's no one-size-fits-all definition of a small-scale business. The key is that it should be something you **enjoy** and can sustain comfortably within your **retirement** lifestyle.

[See this Yahoo's article with 16 ideas for small-scale businesses that could be started by older people.](#)

When considering your DIY hobby, a wide range of small-scale businesses could be considered, but here are the main types:

- **Product-based:** If you enjoy crafting, woodworking, knitting, or other hands-on activities, you could sell your creations at local markets, craft fairs, or online platforms like Etsy.
- **Service-based:** If you have expertise in a particular area, such as gardening, home repair, or tutoring, you could offer your services to individuals or businesses in your community.
- **Online:** The Internet, especially social media, provides a vast marketplace for selling products or services. You could create an online store, sell on social media and other online platforms, offer virtual consultations, or teach online courses related to your hobby.
- **Local:** Many communities have a demand for locally made products and personalised services. You could start by selling your goods at farmers' markets, offering workshops or classes, or providing specialised services to your neighbours.

Starting a business at an older age - what skills does it take, and what skills can you bring?

Starting a business at an older age can be both exciting and challenging. It requires a mix of traditional business skills and the unique abilities that seniors often possess. In the table below, you can find some information about the essential skills needed and the valuable skills seniors bring to entrepreneurship.

Essential skills needed for starting a business

Basic knowledge about business

operations – this means to understand the fundamentals of running a business, such as accounting, marketing, and customer service.

Adaptability – this is about being open to learning new technologies and methods as the business landscape constantly evolves.

Networking – it is about building and maintaining relationships with customers, suppliers, and other business owners.

Time management – it will help you to balance business activities with your personal life to avoid stress, negative emotions and frustrations.

The skills that seniors could bring into a business

Life experience – these are all those years of personal and professional experiences that provide valuable insights and a deep understanding of various situations. This experience can help you make informed business decisions.

Problem-solving – these include the abilities gained through your life experience of overcoming challenges, thinking critically, and solving problems effectively. These skills are crucial for addressing issues that arise in business.

Network and building relationships – over the years, you have built extensive networks and relationships that can be leveraged for business opportunities, advice, and support.

Financial management skills – these come from years of experience with budgeting, saving, and managing finances.

! Thinking point !

Reflect on your career and personal experiences. Can you identify instances where you demonstrated entrepreneurial qualities such as initiative, problem-solving, and risk-taking? How can these experiences inform your approach to starting a small-scale, sustainable business from your hobby?

6.3 Explore

In this section, we will explore the practical aspects of transforming your DIY hobbies into sustainable, small-scale businesses in depth. By exploring suggestions, ideas, and articles, we aim to provide a comprehensive understanding and stimulate debate on the topic. The ultimate goal is to prepare a small business plan for a hobby DIY business using a customised template of the Business Model Canvas (BMC) concept, which we have customised for a person in retirement who is considering transforming their hobby into a sustainable small-scale business.

What is the Business Model Canvas?










You have probably heard of a business model. It is a company's plan for making a profit. It encompasses everything from the products or services a company offers to the customers it targets to the financial mechanisms that make the company profitable.

Here is a [video](#) that provides a simple explanation of business models!

There are several ways to describe a business model, one of which is the **Business Model Canvas (BMC)**. The BMC is an innovative and easy-to-use tool designed to simplify this concept. It provides a visual framework that helps you see all aspects of your business at a glance, organised into nine key components. This one-page business plan is particularly useful for small-scale businesses, as it helps clarify and organise ideas in a structured and straightforward manner. **As it is a tool used to draft a business plan, the BMC helps you visualise and understand the different components of your business before writing a formal plan.**



Here is what the BMC looks like!

Business Model Canvas		Name of the business idea	Prepared by:	Date:	Ver:
Key Partnerships  <p>This is where we need to think about the different activities or tasks that we will be relying on suppliers and partners for, not us or our team. What partners do we need for our business model to succeed? What activities can be outsourced to partners to optimize costs?</p>	Key Activities  <p>Core or key activities include the most important steps you need to take to make your business model a success. They are also directly related to the value proposition you are making!</p>	Unique Value proposition  <p>A unique value proposition defines the value your business brings to each group of potential consumers of your product or service. What problem does your business solve? What specific customer needs do you aim to satisfy?</p>	Customer relationship  <p>In this block, we describe the connections and relationships with our customers. We also provide an answer to the question of how to attract, retain and expand the customer base of your business.</p>	Customer segments  <p>In this block you mark the different user groups of customers that your business will serve. We can segment customers by geography, demographics, psychographics or behavior.</p>	
	Key Resources  <p>Here we note the most important and strategic resources that are needed for your business to succeed. What do you need to communicate your unique value proposition to your customers and prospects?</p>				Channels  <p>This block of the canvas describes the ways in which your product or service is marketed, "sold" to your customers. What are the channels through which we reach our customers? Are they tailored to the specific needs of individual customer segments?</p>
Cost Structure  <p>In this block you need to link key activities to costs. Make sure that the costs match the value proposition.</p> <p>Sample costs: salaries, rent, utilities, etc. Types of expenses: purchase of assets, fees, taxes, advertising costs, etc.</p>		Revenue Streams  <p>What are your clients willing to pay for your services? Where does the money and funding come from to operate your business? How do you generate your revenue?</p>			

The following template is based on the Business Model Canvas template from the book "Business Model Generation" by Alexander Osterwalder and Yves Pigneur, published by HarperCollins Publishers, 2010, San Francisco, California, USA.

The BMC is divided into nine blocks, each representing a fundamental aspect of your business. To understand how the concept works, let's present each block, taking as an example a business idea of a retired individual who grows vegetables and sells them in their community while also maintaining a video blog and social media presence.

BLOCK 1: CUSTOMER SEGMENTS

Customer segments are the different groups of people or organisations that your business aims to reach and serve. Identifying these segments helps tailor your products and marketing strategies to meet the specific needs of each group. For example, if you are producing and selling vegetables at a local market, your customer segments might include health-conscious individuals, families seeking fresh produce, local restaurants looking for seasonal ingredients, and those who support local farmers. Additionally, your social media followers who are interested in gardening and sustainable living are valuable segments.

Tip: Think about who would be most interested in your product or service. Use social media and online communities to engage with potential customers and gather feedback.

BLOCK 2: VALUE PROPOSITION

The value proposition describes the unique value your product or service delivers to customers. It explains why customers should choose your offering over competitors. What problems do you solve, or what desires do you fulfil? For instance, if you are selling vegetables, your value proposition could be providing fresh, locally grown, organic produce that is healthier and tastier than supermarket alternatives. You could also emphasise the environmental benefits of buying local produce.

Tip: What makes your product or service unique and desirable? Create a clear and concise value proposition statement. Test it with your target audience. Ask a friend or a family member for feedback.

BLOCK 3: CHANNELS

Channels are the means through which you deliver your value proposition to your customers. This section outlines how you'll reach your customers. Will you sell online, at local markets, through word-of-mouth, or a combination of these? In the case of selling vegetables, your primary channel would likely be the local farmers' market. You could also consider setting up a small stand by the road or in-front of your house (if local laws allow it) or partnering with local (small) grocery stores or restaurants. Additionally, your video blog and social media platforms like Facebook are important channels for engaging with your community, promoting your produce, and sharing educational content.

Tip: Choose the most effective ways to reach your target customers. Start with a few channels where your target audience is most active. Monitor their effectiveness and adjust as needed.

BLOCK 4: CUSTOMER RELATIONSHIPS

Customer relationships describe the type of relationship you establish with each customer segment. It includes how you interact with customers throughout their journey with your business. How will you interact with your customers? Will you offer

personalised service, build a community around your brand, or focus on efficient transactions? For a vegetable vendor, building personal relationships with customers at the farmers' market is crucial. You could offer recipe suggestions, gardening tips, or even host tasting events to engage your customers. You can do this in your blog or on your social media account.

Tip: Focus on building strong, lasting relationships with your customers. You have to be consistent with your social media content.

BLOCK 5: REVENUE STREAMS

Revenue streams represent the ways in which your business generates income.

They detail how your business earns money from each customer segment. This is where you'll identify how your business will generate income. Will you sell products, offer services, or both? For a vegetable business, your primary revenue stream would be the sales of your produce. You could also explore additional revenue streams like selling seedlings, offering gardening workshops, or creating and selling value-added products like jams or pickles.

Tip: Make sure you diversify your revenue streams and determine the most profitable ways to make money of your hobby.

BLOCK 6: KEY RESOURCES

Key resources are the essential assets required to deliver your value proposition.

This could include your skills, equipment, inventory, or even your home if you're operating a home-based business. For a vegetable producer, key resources would include land or garden space, gardening tools and equipment, seeds, compost, and other gardening supplies. For the video blog, a good camera and stable internet connection are essential.

Tip: Identify the essential assets you need to run your business.

BLOCK 7: KEY ACTIVITIES

Key activities are the crucial actions your business must take to operate successfully. These activities directly relate to creating and delivering your value proposition. For example, if you are a vegetable producer, key activities include

planting, harvesting and marketing the vegetables, maintaining the garden, and creating content for the video blog. Regularly interacting with customers, managing sales, and promoting your business on social media are also important activities.

Tip: Focus on and list only the core tasks that drive your business forward.

BLOCK 8: KEY PARTNERSHIPS

Key partnerships are the external organisations or people that can help your business succeed. These partnerships can include suppliers, collaborators, etc. In this section, you have to identify external organisations and individuals who can support your business. For example, key partnerships might include local farmers' markets, health food stores, and community organisations that support sustainable living. Collaborating with other local gardeners or influencers can help expand your reach and share resources.

Tip: Collaborate with others to expand your reach and resources.

BLOCK 9: COSTS

The cost structure describes the major costs involved in operating your business. It includes fixed and variable costs that are necessary to run your business. This could include the cost of materials, marketing expenses, website hosting fees, or any other expenses you incur. For a vegetable business, costs might include seeds, compost, water, tools, packaging materials, and transportation costs to the market.

Tip: Collaborate with others to expand your reach and resources.

Each of these building blocks can be transformed into a task that you need to complete now so that you can evaluate and fine-tune your business idea. If something doesn't work, there's a big chance you'll catch it here rather than later when you have already invested time and resources. For example, if you're struggling to identify your target customers or articulate your value proposition, it might be a sign that you need to refine your business idea or explore a different niche. Similarly, if you're having trouble identifying key resources or activities, it could indicate that your business model is not yet feasible or sustainable.

By working through each block of the Business Model Canvas, you can gain a deeper understanding of your business and identify potential challenges before you invest too much time or money. This process can help you make informed decisions, develop effective strategies, and increase your chances of success.

6.4 Discover more

In this section, we will explore a variety of resources available on the Internet that showcase successful practices and examples of how you can transform your hobbies and DIY projects into sustainable, small-scale businesses. Before we move on to watching videos and exploring other resources, let's discuss the topic of sustainability and how to incorporate it into your business model.

How do you incorporate sustainability into your business model?

As we have already discussed in previous Modules, **"Sustainability"** is a broad concept that encompasses different environmental, social, and economic aspects. In the context of your **small-scale business**, we can focus on two main sustainability features - operating in a way that minimises your environmental impact and delivering your services / products to support **your local community**.

Here are a few ideas for you to integrate sustainability into your business model, regardless of the size or nature of your venture:

1. Choose eco-friendly and locally sourced materials whenever possible. This reduces your carbon footprint and supports local businesses.
2. Reduce packaging, reuse materials, and recycle whenever possible. Consider offering refillable containers or using recycled packaging materials.
3. Implement energy-efficient practices, such as using LED lighting and energy-saving appliances. Conserve water by using efficient irrigation systems or collecting rainwater.
4. Partner with local organisations, donate to charities or volunteer your time. This strengthens your connection to the community and builds goodwill for your business.
5. Share information about your sustainable practices with your customers. This can raise awareness and encourage them to make more eco-conscious choices.

Follow these tips and principles and you can tag your business as a sustainable and “future-proof” venture.

! Thinking point !

How can you incorporate sustainability into your own DIY business? What specific actions can you take to minimise your environmental impact and support your community?

In the next section, there is a collection of resources (i.e. videos, useful links and testimonials) that could enhance your knowledge and experience, provide you with practical examples, inspiring stories, or simply with an idea or advice. These resources were collected by the partners of the Seniors4Change project from their experience in working with seniors on various topics.

Practical Tips and Resources on Seniors and DIY/Entrepreneurship:

- [Understand Your Costs](#) - Calculate all the costs involved in making your product, including materials, labor, and overheads.
- [The Ultimate Guide to Pricing](#) - A comprehensive guide to pricing your products or services.
- [Develop a Marketing Plan](#) - Essential steps to developing a successful marketing plan.
- [Working with Online Platforms](#) - Learn about working with online platforms like Etsy.

Videos:

- [DIY Toolkit: Business Model Canvas](#) - Explore the business model canvas and how to apply it to your DIY projects.
- [75 Handmade Business Ideas You Can Start At Home](#) - Get inspired by 75 DIY craft and handmade business ideas.
- [TED Talk: How Did I Become an Entrepreneur at 66?](#) - Learn from the experience of an entrepreneur who started their business at age 66.
- [Documentaries on Seniors and Entrepreneurship](#) - Watch documentaries highlighting seniors who have become successful entrepreneurs.

Collection of Other Useful Resources:

- [The New Etsy Seller Handbook: How to Turn Your Handmade Hobby Into an Exciting Etsy Business](#) - Learn how to start a business on Etsy.
- [Inspiring Senior Entrepreneurs Success Stories](#) - Read about successful senior entrepreneurs.
- [The Senior+ Platform: A Valuable Resource for New Senior Entrepreneurs](#) - A resource hub for senior entrepreneurs.

6.5 Practice

In the previous sections, we explored the exciting world of entrepreneurship and how it can be a fulfilling path for seniors in retirement. We explored the concept of small-scale businesses, discussed the various types of ventures that can emerge from DIY hobbies, and highlighted the unique skills and experiences that seniors bring to the table. **We also emphasised the importance of sustainability and how it can be integrated into your business model.**

Now, it's time to put all this knowledge into practice and **start developing your own business idea**. This section will guide you **through a series of short but efficient practical exercises** designed to help you clarify your idea, identify your target market, and create a roadmap for success (your business canvas). We'll be using a customised Business Model Canvas (BMC) template specifically tailored to the topic of our module. This template will help you visualise and organise your business idea in a clear and concise way.

How to develop and refine your business idea?

Let's follow the standard but proven approach of defining and redefining your business idea in 3 simple steps – brainstorming, defining your niche, and conducting a brief market research.

Brainstorming your skills and what you like. Here is how:

1. **Start by listing all your hobbies and skills.** Don't limit yourself – include everything you enjoy and are good at, **even if it doesn't seem like an obvious business idea at first.**
2. Consider your past experiences, **both professional and personal.** What skills have you acquired throughout your life? What knowledge do you possess that could be valuable to others?
3. Think about the problems you've solved or the challenges you've overcome. **Could your solutions or expertise be turned into a product or service?**
4. Consider sustainability, how your business idea can be sustainable?

Once you have a list of potential business ideas, it's time to narrow it down.

Consider the following questions:

1. Which hobbies or skills are you most passionate about?
2. Which ones have **the potential to generate income?**
3. Is there a demand **for your product or service in your community or online?**
4. Who would be **your potential customers?**

Then it becomes trickier! You need to conduct a basic market research. This is essential for understanding your target audience and potential competitors. It helps you validate your business idea and make informed decisions about your product or service, pricing, and marketing approach.

Start by researching your potential customers. Consider the following:

- **Identify your potential customers:** Who are they? What are their demographics, interests, and behaviors?
- **Understand their needs and preferences:** What problems do they have that your product or service can solve? What features or benefits are they looking for?

- **Determine their willingness to pay:** How much value do they place on your offering? What price point would be attractive to them?
- **Locate your target market:** Where do your potential customers live, work, or spend their time?

Next, research your competitors. Who else is offering similar products or services? What are their strengths and weaknesses? What is it that makes you different from these competitors? You can conduct market research through an online search, a survey, interviews, or by simply observing your target market.

Next, you should refine your business idea further!

How? Use the Business model canvas that we have explored in the previous sections. Remember, BMC is a visual tool that will help you map out the key components of your business and ensure they align with your overall vision. Let's have a quick exercise! Follow the steps below:

1. **Download the template:** Download the customised BMC template provided here: [\(LINK\)](#)
2. **Fill out the blocks starting from the centre,** i.e. defining your Value Proposition: What unique value do you offer to your customers? What problems do you solve, or what desires do you fulfil? This is your starting point. Then, you move to the blocks on the right of the canvas, i.e. the customer segments, channels, and customer relationships. They link the value proposition with the key activities and resources. Connect the resources with the costs needed to obtain them. What are the main costs incurred in running your business? Once you have the costs, think of the revenues or how your businesses can generate income/profit! Work through each block of the BMC, using the instructions and examples provided in the previous section as a guide. Be as specific and detailed as possible.
3. **Review the completed the BMC** carefully and refine your answers as needed. Don't be afraid to go back and forth between the blocks as you gain new insights.
4. **Ask for feedback** by sharing your BMC with friends, family, or mentors for ideas and suggestions.

By completing this exercise, you will have a solid foundation for launching and growing your sustainable DIY business. Remember, the BMC is a living document that should be updated and revised as your business evolves.

Also, check this simple-to-understand [video](#) explanation on how to fill in your business canvas.

6.6 Conclusion

In this module, we've briefly explored the potential of turning your hobby into a sustainable business. We've presented the concept of entrepreneurship, understanding its essence and the unique advantages it offers to seniors in their retirement years. We've also emphasised the importance of sustainability, not just as a trend but as a core value that can guide your business and contribute to building a better, stronger, more resilient community.

We've provided you with a practical roadmap, starting with the Business Model Canvas, a powerful tool to visualise and refine your business idea. We've broken down each block of the canvas, offering guidance and examples tailored to your unique situation as a retired hobbyist. We've also explored various online resources, from inspiring TED Talks to practical guides and case studies, to equip you with the knowledge and inspiration you need to succeed. Finally, we put things into a practical perspective by introducing the BMC exercise.

Remember, **the journey of entrepreneurship is a personal one**. It's about pursuing your passions, utilising your skills, and creating something meaningful that aligns with your values. As a senior, your wealth of experience and unique perspective can be invaluable assets in the entrepreneurial world. So, take the knowledge and tools you've explored in this module and challenge yourself! Go "out of the box" of retirement! With determination, creativity, and a commitment to sustainability, you have the power to turn your hobby into an exciting business venture that could provide meaning to your older years.

7

Conclusions

As we conclude this training handbook, it is clear that the journey you embarked on was more than just about learning new skills—it was about embracing the power of your experience and creativity to make a meaningful impact on the world. This handbook was carefully structured to guide you through a series of interconnected units, each designed to build on the last, providing you with the knowledge and tools to thrive in the digital age while advocating for positive change.

Recap of What Was Learned:

- **Unit 1: DIYs and Climate Change Awareness** You started by defining DIY (Do-It-Yourself) projects and explored their numerous benefits, particularly for seniors. You learned how engaging in DIY activities could enhance creativity and provide cost-effective solutions to everyday challenges—all while contributing to the fight against climate change. This unit showed you how DIYs could be a practical and enjoyable way to make a positive environmental impact.
- **Unit 2: Sharing Your DIYs and Building Community** In this unit, you discovered how to extend the impact of your DIY projects by sharing them within a broader community. You were introduced to social media platforms like TikTok, Instagram, YouTube, and Facebook, which offered exciting opportunities to connect with like-minded individuals, discover new DIY ideas, and contribute to a supportive and creative online community.
- **Unit 3: Developing Digital Skills through Videography** This unit focused on enhancing your digital skills by teaching you the essentials of videography. You learned how to prepare, film, and edit videos, turning your DIY projects into engaging visual content. These skills should help you to document and share your creativity in a compelling and professional manner.

- **Unit 4: Navigating Social Media** Building on your newfound videography skills, this unit guided you through the nuances of sharing your content on social media. You gained insights into the technical aspects of posting, such as using hashtags, timing your posts for maximum visibility, and crafting effective communication strategies. By mastering these tools, you ensured your message resonated with a wider audience.
- **Unit 5: From DIY to Entrepreneurship** The final unit provided a pathway for those who wished to take their DIY passion to the next level. You explored how to transform your hobbies into a viable business. With step-by-step guidance on idea generation, business planning, branding, and marketing, this unit equipped you with the knowledge to turn your DIY projects into a profitable and fulfilling enterprise.

Moving Forward

The Seniors4Change Training Handbook is more than just a guide; it is a gateway to new opportunities. Whether you choose to use your newfound skills to advocate for environmental sustainability, share your life-long knowledge, or even start your own business, this handbook has provided you with the tools to do so.

We encourage you to embrace these opportunities with enthusiasm and confidence. The world is ready to hear your voice and see your creativity in action. Now, it's time to make a difference—one DIY project, one video, and one social media post at a time.



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