

Seniors Turn to Youth to Learn About Social Media

Computer School for Seniors announced today that it will seek the guidance of 18 year old Travis Allen to provide Social Media Lesson Plans for its Senior students on its Internet campus.

(FV Newswire) January 06, 2010 -- Computer School for Seniors announced today that it will seek the guidance of 18 year old Travis Allen to provide Social Media Lesson Plans for its Senior students on its Internet campus.

In the last five years, the number of Seniors 65+ actively using the Internet grew 55% from 17.5 million in November of 2009 up from 11.3 million in November of 2004 according to a recent survey by Nielsen. Among online visitors 65+, 88.6% say checking their personal email is their top online activity.

"We have found," said Mimi Witcher, the computer savvy founder of Computer School for Seniors, "that our students want to learn how to get better connected with family and friends. They are flocking to Facebook and asking about Twitter."

That is where Travis Allen enters the picture. Travis is an 18 year college student with a big idea. He believes Apple's iPod Touch can be a cost effective teaching tool in schools. He started a campaign with a YouTube video that began to build global support for his idea. He now has a Facebook group, a twitter page, a website and his own non-profit group called the iSchool Initiative, dedicated to bringing technology to the classroom.

"Who better to teach our senior students about Facebook, Twitter and Youtube than their grandchildren?", said Mimi. "Young people like Travis grew up with a computer and the Internet. It's an important part of their lives. We are excited about the Social Media knowledge Travis is going to share with our students."

As of this week, Computer School for Seniors has introduced an incentive to encourage sons, daughters and grandkids to help their parents and grandparents get connected. When they enroll in the Internet campus, their parents and grandparents can enroll for free.

About Computer School for Seniors: Computer School for Seniors is the brainchild of 66-year-old Mimi Witcher who has been teaching computer classes to seniors for the past nine years at a Community College in Dallas, TX. She was honored for her excellence in teaching as the "Teacher of the Year" in 2005/2006. At the request of a 90-year-old student who could no longer attend classes due to health issues, Witcher decided to expand her teaching online. That decision resulted in an expansive virtual campus featuring expert faculty members. For more information or to tour the campus, visit www.CS4seniors.com

Your Release Text **

Travis Allen
404-242-9591