



AgeForce.dk

- a meeting place in real and virtual life for senior citizens

Presented at the LL4S meeting, Varna, May 2010

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AgeForce – a successful link between library and senior citizens



What is AgeForce.dk?
How was AgeForce.dk developed?
How was AgeForce.dk marketed?
How about the future?



AgeForce – a successful link between library and senior citizens



AGEFORCE



**A senior network for meaningful flexible communities
- for virtual and real life relationships**



AgeForce – a successful link between library and senior citizens



A user driven network

- developed by Roskilde Libraries in close dialogue with senior citizens
- funded by the Danish Agency for Libraries and Media
- developed parallel with LL4S

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A green graphic consisting of a dashed spiral line that curves upwards and then downwards, framing the text.

AGEFORCE



AgeForce in virtual life:

A simple and secure kind of facebook

- No mail-adress is seen
- No fees
- No advertising
- Only for 50+
- With facilities:
groups, blogs, news, bulletin board ...

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AgeForce.dk in real life

- Groups of individuals can meet
- In their local vicinity
 - At local library' premisses
- ... or where they arrange to meet

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AgeForce.dk

- developed locally in Roskilde
- now used nationwide

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AgeForce was developed user driven from the beginning

It all started with a dialogue meeting with more than 100 potential senior citizens



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- and at workshops testing network ideas and site



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Marketing strategy

- AgeForce is marketed in close cooperation with users
- Marketing / PR started locally
- Continued nationwide

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AgeForce in Danish media!

27. Dec. 2009 on National TVnews
resulted in 2000 new members



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- March 2008 - money granted
- Aug. 2008 – first user meeting
- Jan. 2009 – the site AgeForce.dk opened
- Aug. 2009 – 500 users > first National article
- Nov. 2009 – in Danish Radio > 1600 users
- Dec. 27. 2009 – in Danish National TV > 3800 users
- Now – app. 5000 users + 190 interest groups

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AgeForce.dk

Om AgeForce

Se hvad AgeForce handler om, og hvad vi tilbyder.

[Læs mere](#)

Deltag

Bliv medlem - det er gratis og tager kun et øjeblik.

[Deltag](#)

Login

E-mail:

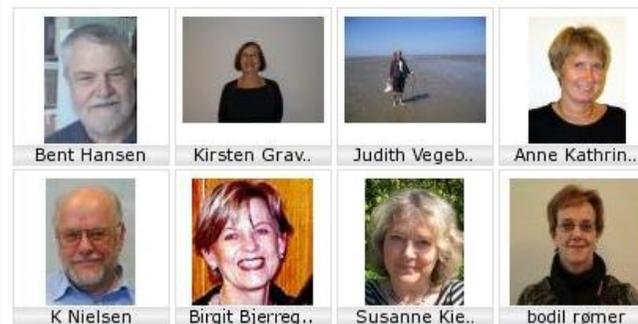
Password:

Automatisk login

[Glemmt password?](#)

[Login](#)

Udvalgte profiler



AgeForce

NB. Der har været problemer med at logge ind i AgeForce. De er løst nu.

AgeForce er socialt netværk for alle over 50.

- Opret en gratis profil
- Opbyg dit personlige netværk
- Mød personer du har noget til fælles med
- Deltag i grupper
- Opret blog, opslag, billedalbums og meget mere

AgeForce - ældre med styrke

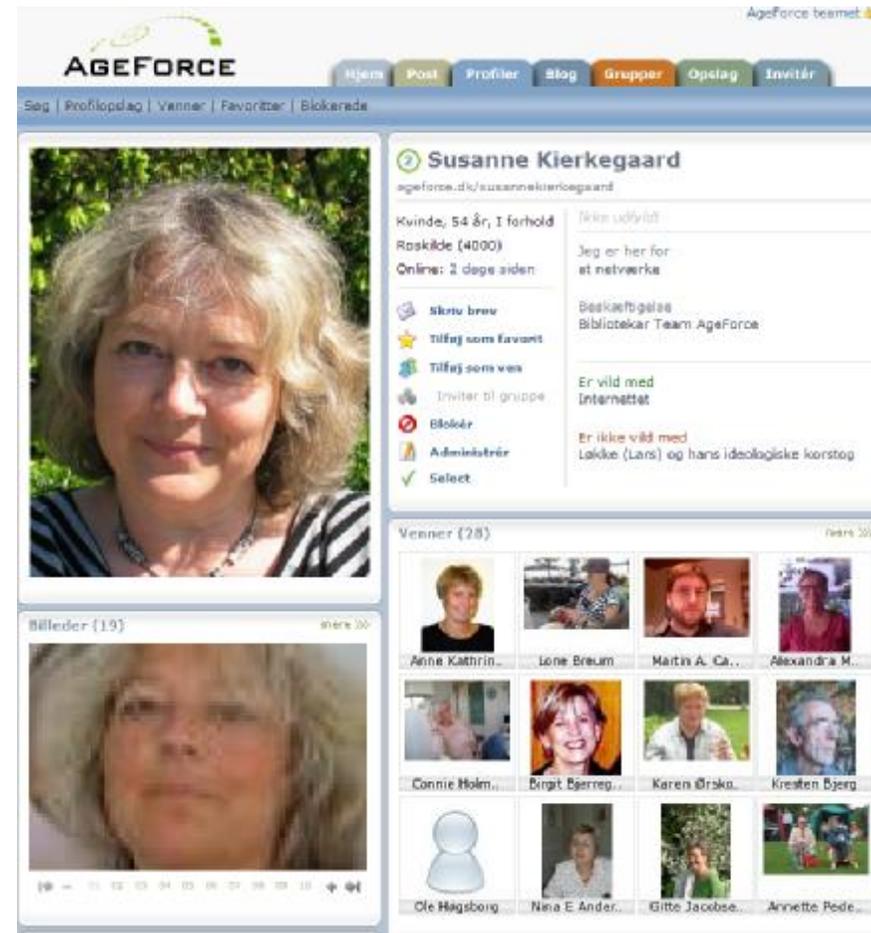
[Om AgeForce](#) | [Fortrolighedspolitik](#) | [Kontakt](#) | [Hjælp](#)

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AgeForce –
your new home?



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Bloggning
made easy



AgeForce teamet

AGEFORCE

Hjem Post Profiler Blog Grupper Opslag Inviter

Oversigt | Søg | Min Blog

Søg mere >>>

BLOG!

Kategorier

- Hverdag
- Betragtninger
- Meninger
- Kultur
- Kunst
- Anmeldelser
- Film
- Litteratur
- Musik
- Scene
- Historie
- Sundhed og Velvære
- Kærlighed og Samliv
- Mad og Drikke
- Religion og Spiritualitet
- Sport
- Samfund og Politik
- Videnskab
- It og Internet
- Andet

Blog | Alle

Skift visning...

Nveste | Aktivitet

Viser 1-25 af 690

Af Jan Sommer -jas- 11. maj 2010

Jas-Blog

Bloggen er opdateret 11-5-2010. Så er Jas på banen igen igen... HVORFOR BLOGGE? Og hvad er en Blog? En blog er en åben webbaseret dagbog, hvor du er forfatteren. Du skriver om dine tanker, oplevelser, arbejdsområder og holdninger, og alle kan læse den. Den er et unikt salgsvindue for dig, for dine ideer og den perfekte og næsten gratis måde for dig at lægge grundstenene til at...

Link | Select | Kommentarer (76)

Af Asger Petersen 11. maj 2010

Dette er min 2. blog

4.05.2010 Jeg købt expresso og en croissant hos bageren. Naboens kat har fået morgenmad. Jeg lytter til P1. Der er ingen skyer på himlen, fuglene kvirrer og jeg har det bare lækkert. 5.5.2010 Jeg har været hos Susanne Rytter, min tandplejer. Jeg har fået en øl og købt en kop kaffe på den lokale bodega og nu vil jeg så slappe af resten af dagen 6.5.2010 Jeg er blevet spurgt om jeg har rejst nogle...

Link | Select | Kommentarer (6)

Af kirstenlarsen 10. maj 2010

Eva

Nu prøver jeg på bloggen. Jeg fik sådan en sød mail fra Eva (kan ikke huske efternavn) så var jeg i gang med at sende svar til Eva, og da forsvandt det hele fra pc'en og nu kan jeg ikke finde Eva og det søde brev hun sendte, i forgårs. Øv Øv. Vil gerne sige tak for hilsen, håber Eva ser det her, og lige svarer, så jeg igen kan finde dig. K. H. Kirsten V. Larsen.

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Groups



The screenshot shows the AgeForce website interface. At the top, there is a navigation bar with buttons for 'Hjem', 'Post', 'Profiler', 'Blog', 'Grupper', 'Opslag', and 'Inviter'. Below this is a search bar and a list of categories. The main content area displays a list of groups, including 'Fotogruppen', 'Husker du...?', and 'AgeForce'. Each group entry includes a thumbnail image, a title, a brief description, and statistics such as the number of members and posts. The 'Fotogruppen' group has 80 members and 119 posts. The 'Husker du...?' group has 32 members and 35 posts. The 'AgeForce' group has 4703 members and 715 posts.

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AGEFORCE



Potentialities of AgeForce for the library

- Offering seniors a Democratic, neutral drop-in café
- Gets an extra platform to brand the library facilities and competences
- The library web is visible and known to citizens not able to come to the physical library
- 50+ competences is an extra resource in the library activities and development
- Make citizens more competent digital citizens

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www.ageforce.dk sikker et enkelt netværk for ældre



The Future of AgeForce.dk:

New national funding 5.300 EURO

3 new Danish library partners

With focus on.

- Physical meeting place in libraries
- Educational and marketing materials
- Dialogue between libraries and citizens

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- Thank you for listening!!!



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