



Digital Literacy with Techboomers

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What We'll Be Covering in This Webinar

1. The Importance of Digital Literacy
2. What Techboomers Was, and What It Is Now
3. Digital Literacy Best Practices
4. The Ways You Can Use Techboomers



What You Can Do on the Internet Now, and How that Changes Rapidly



The Social Aspect

- Keeping in touch with friends and family is unlimited and free now
- You have access to real-time news and updates
- You can meet new people with similar interests





Learn Anything Online for Free

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





Save Money on Just About Everything

- Free and less expensive entertainment
- Classified sites to buy used goods
- Discount and coupon websites
- Travel booking and other vacation websites

NETFLIX



ebay

craigslist





Technology Can Simply Make Life Easier!

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





How Techboomers Started

- Founder Steve Black wanted a quality resource for his family to learn digital literacy
- There is a clear need for reliable, up-to-date content that teaches people how to use technology





TechBoomers™ Sign Up Login

Social Entertainment Shopping Learn Everyday 50+ Sites

Learn how to use *popular websites*

facebook NETFLIX Gmail amazon.com

Most Popular Website Courses

Facebook
Facebook is a social networking website that allows you to share news, photos, videos, thoughts, and life stories. Join events, play games, and grow your own personal social circle. **Learn Now!** 18 tutorials

Pinterest
Pinterest is a social media tool where people create and organize collections of visual content from their computer, the Internet, and elsewhere on Pinterest. **Learn Now!** 10 tutorials

Follow Techboomers

Like us on Facebook:
Like Share 137

Follow us on Twitter:
Follow @Techboomers

Subscribe on YouTube:
YouTube 46

What Techboomers Used to Be

- Over 100 courses on popular websites and apps
- Partnerships with libraries and tech-training organizations
- A “forever free” model that can be utilized by the average person, or trainers



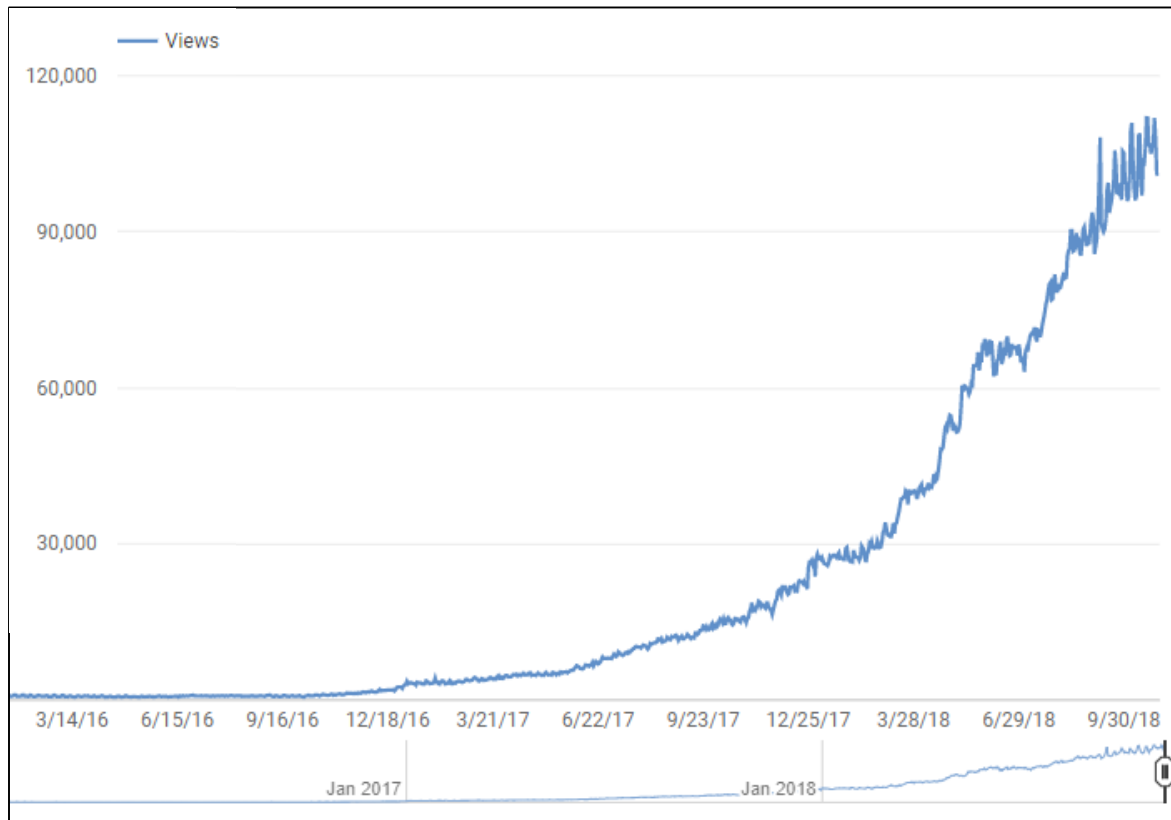
What Techboomers Has Grown Into Now

The screenshot shows the TechBoomers website interface. At the top left is the TechBoomers logo. To its right is a search bar with the placeholder text "Today I want to learn about...". Further right are social media icons for Facebook, Twitter, and YouTube, followed by a green "Take the Tour" button. Below the search bar is a navigation menu with categories: "Access 100+ Free Courses", "Shopping Online", "Online Entertainment", "Social Websites and Apps", "Useful Websites and Apps", and "Technology Basics". The main content area features several article cards. The first card is titled "Is Groupon Safe? How to Spot Fraud + What Not to Buy on Groupon" and includes a sub-headline "Whenever a website offers great items at great prices, it can be hard to believe that it's true (we all [...])". Other cards include "Best 7 Sites Like Ancestry to Research Your Family History", "Best 9 Websites Like StubHub for Cheap Tickets", "The GDPR Simplified with Checklist for Site Owners to Stay Compliant", "Facebook" (with 20 tutorials), "Buying on eBay" (with 23 tutorials), and "Amazon Course" (with 17 tutorials). Each card includes a small image and a brief description of the content.

- Shift to focus on digital literacy
- Write about more individual and specific topics
- Growth of our YouTube channel



The Success of Our YouTube Channel



Subscribers: 80,000+

Views: 23 million+

Watch Time: 565,000 hours+



Safety & Privacy: Not the Same Thing

Safety = personal contact and potential harm

Sites and apps like: Tinder, Uber, Craigslist, Meetup

Privacy = personal information exposure

Sites and apps like: Airbnb, Snapchat, Google Maps, online banking



Digital Literacy WILL Protect You Online

1. Understand the dangers of the Internet
2. Use the proper tools to protect yourself
3. Consider the consequences of posting online
4. Digital literacy is a lifelong endeavour



(a brief) Techboomers Site Tour





Ways to Use Techboomers

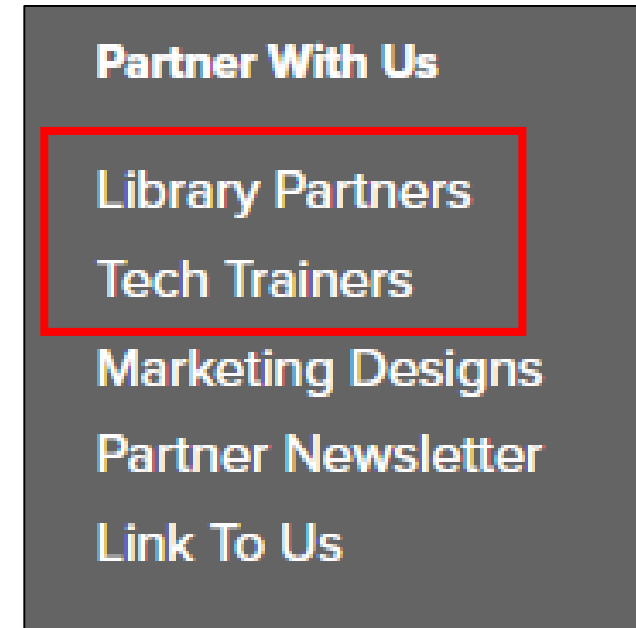
1. As the “casual technology user”
2. As a librarian
3. As a technology trainer
4. To share with friends, family, and colleagues as a legitimate resource





How to Spread the Word About Techboomers

1. Add a link to our homepage
2. Provide links to specific articles/courses
3. Re-post our articles on your website or use in your newsletters
4. Share our content on social media
5. Recommend us to others in your field





How to Use Techboomers Resources for Your Sessions

4 ways to use Techboomers:

1. Visit our website and do a live walkthrough at a general meeting
2. Use our courses for a class for your members
3. Turn our tutorials into a PowerPoint presentation to give at a general meeting
4. Show our video tutorials





Questions?
Ideas?
Suggestions?

TechBoomers™

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