

V. MANERA, J. SFEIR, T. CHRISTENSEN. **How to spread gerontechnology awareness with a blog: The case of flexaging.com.** *Gerontechnology* 2016;15(suppl):19s; doi:10.4017/gt.2016.15.s.674.00 **Purpose** Advances in new technologies have a huge potential to improve quality of life, enhance independence, and promote healthy living in the older population. Research in this domain is receiving consistent international funding, and journals and conferences dedicated to the use of information and communication technologies (ICTs) with the aging population are proliferating. However, the general public and GPs are rarely aware of these progresses¹. Interestingly, many ICT devices already available on the market can be employed for facilitating the assessment, monitoring, training and assistance of elderly people in a clinical setting, and at the patient's home. For instance, sleep and activity trackers commonly employed for fitness purposes can play a role in assessing elderly people's sleep disorders and their amount of daily activity. **Method** Here we present Flexaging.com (Figure 1), a divulgative blog aiming to bridge the gap between research on ICT and the practical daily use of the developed products. Specifically, the blog explains in a non-technical language which ICT products are (or will soon) be available to target specific age-related disorders, and how to choose the most appropriate. Users can ask questions and leave their comments on the products and blogs, which are moderated by the Flexaging team. In order to reach a wider audience, the website is built following Search Engine Optimization (SEO) and marketing analytics techniques. Facebook and Twitter campaigns were launched to increase the website visibility. **Results & Discussion** Preliminary results suggest that the SEO techniques were able to increase the visibility of the website on Google.com research engine, bringing in a few months most of the Flexaging blogs into the first 5 pages of Google search results. Twitter campaigns were the most effective in reaching a broader audience.

References

1. Newton L, Dickinson C, Gibson G, Brittain K, Robinson L. Exploring the views of GPs, people with dementia and their carers on assistive technology: a qualitative study. *BMJ Open* 2016;6; e011132. doi:10.1136/bmjopen-2016-011132

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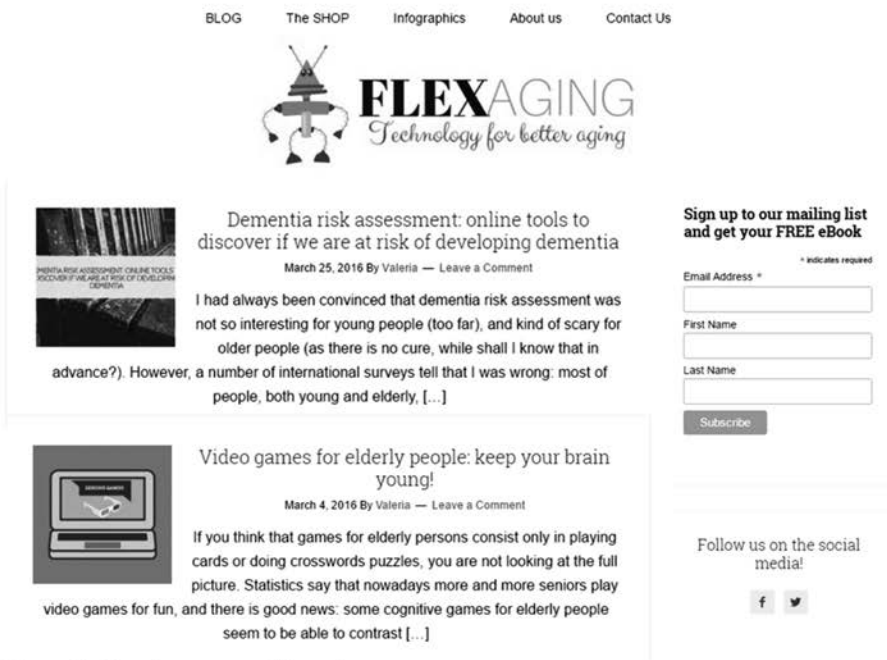


Figure 1. Opening page of flexaging.com