



# OA-INVOLVE's OARPG 2019 Twitter Takeover

## **Introduction**

On November 13<sup>th</sup>, 2019, OA-INVOLVE's Older Adult Research Partner Group (OARPG) conducted a Twitter Takeover which involved the OARPG 'taking over' the AGE-WELL NCE Twitter Account. The date of November 13<sup>th</sup> was chosen by the OA-INVOLVE team as it coincided with Digital Health Week, an awareness week during November 11-18, 2019 that celebrated the difference digital health is making in Canada.

## **What is a Twitter Takeover & Why Did We Plan One?**

A Twitter Takeover is when a person or group takes over another Twitter account for a short period of time. This allows this person or group the opportunity to engage new followers and gives the followers access to a different perspective. For our Twitter Takeover, we wanted to showcase older adults' perspectives and lived experiences related to the theme of aging and involvement in research. With permission from AGE-WELL, we chose to take over the AGE-WELL NCE twitter account as a way of connecting with individuals, organizations, and companies who have an interest in aging and may directly involve older adults in their research and/or work. Beyond these groups, we wanted to reach out to individuals who may solely have a vested interest in aging, technology, and/or older adult engagement.

## **Promoting the 2019 Twitter Takeover**

In preparing for the Twitter Takeover, a webpage was created (<http://www.oa-involve-agewell.ca/oarpg-twitter-takeover-2019.html>) to provide information about the event and an explanation of how individuals can submit questions. On this website, we also created profiles of several OARPG members who would be answering questions during the Twitter Takeover. We created these profiles as a way to showcase some of our OARPG members and highlight the diverse life experiences that they bring to answering questions about aging and research involvement. The OA-INVOLVE team additionally contacted by email and phone individuals, organizations, and companies across Canada who study aging as a way to create interest and to ask for questions in advance of the Twitter Takeover. Questions could be submitted by email or through Twitter by tagging @AGEWELL\_NCE and @OA\_INVOLVE and using #AskTheOARPG.

A Twitter Takeover promotional flyer was created by the team and attached to emails to provide additional information. We also handed out postcards with details about the Twitter Takeover at two aging research conferences (AGE-WELL and Canadian Association on Gerontology) a month prior to the event. See the promotional flyer and postcard below:



**OA-INVOLVE'S  
OARPG TWITTER  
TAKEOVER**

EXPERIENCES OF AGING & OLDER ADULT  
INVOLVEMENT IN RESEARCH



Our older adults are going live from the AGE-WELL Twitter account to answer your questions! To learn more, please visit:  
<http://www.oe-involve-agewell.ca/oarpg-twitter-takeover-2019.html>

**NOVEMBER 13, 2019  
1:00PM EST**

Tweet your questions to **@OA\_INVOLVE** & **@AGEWELL\_NCE** using the hashtag **#AskTheOARPG** to gain insight into the older adults' experiences of aging and involvement in research.



**OA-INVOLVE**  
Older Adults' Active Involvement in Ageing & Technology Research and Development



**AGEWELL**  
Canada's Technology & Aging Network



**OA-INVOLVE'S OARPG  
TWITTER  
TAKEOVER!**

Ask the experts as OA-INVOLVE's Older Adult Research Partner Group (OARPG) answers your questions about aging and their experiences being involved in research!

Join **@OA\_INVOLVE** as we takeover **@AGEWELL\_NCE** and **#AskTheOARPG**

**WHAT:**  
OARPG TWITTER TAKEOVER

**WHERE:**  
[twitter.com/AGEWELL\\_NCE](http://twitter.com/AGEWELL_NCE)

**WHEN:**  
November 13<sup>th</sup>, 2019 1pm EST as part of Digital Health Week






**OA-INVOLVE'S OARPG  
TWITTER  
TAKEOVER!**

To learn more visit:  
[oa-involve-agewell.ca/oarpg-twitter-takeover-2019](http://oa-involve-agewell.ca/oarpg-twitter-takeover-2019)

Submit your questions via Twitter to **@OA\_INVOLVE** and **@AGEWELL\_NCE** using **#AskTheOARPG**

or email your questions to [Romeo.Colobong@uhn.ca](mailto:Romeo.Colobong@uhn.ca)

The OARPG is a group of older adult volunteers who provide advice and guidance on the development, implementation, and progress of the OA-INVOLVE project, which aims to establish models of best practice for the active involvement of older adults in technology research and development.





The OA-INVOLVE team additionally partnered with Canada Health Infoway, the organizers of Digital Health Week, to reach a larger audience whose interest may include aging, technology, and older adult engagement by using the hashtag #ThinkDigitalHealth on promotional tweets. A series of promotional tweets were also tweeted out through our OA-INVOLVE Twitter account during the weeks leading up to the Twitter Takeover to encourage followers to submit questions to the OARPG about their experiences of aging and older adult involvement in research. For example, see two of our promotional tweets below that were tweeted on the OA-INVOLVE Twitter account:



**OA-INVOLVE AGE-WELL**  
@OA\_INVOLVE



Our Twitter Takeover is in 2 DAYS! Are you ready? Our [#OARPG](#) members will be answering questions on the theme of "Experiences of Aging and Older Adult Involvement in Research". Submit your questions to our [#OARPG](#) by tagging [@OA\\_INVOLVE](#) and [@AGEWELL\\_NCE](#) and using [#AskTheOARPG](#)

9:33 AM · Nov 11, 2019 · [Twitter Web App](#)



**OA-INVOLVE AGE-WELL**  
@OA\_INVOLVE



Our Twitter Takeover is happening TODAY at 1pm EST. Submit your questions to our [#OARPG](#) by tagging [@OA\\_INVOLVE](#) and [@AGEWELL\\_NCE](#) and using [#AskTheOARPG](#). We welcome any questions related to experiences of aging and older adult involvement in research!

## **During the 2019 Twitter Takeover**

The Twitter Takeover lasted an hour and involved OA-INVOLVE's OARPG members answering the submitted questions via AGE-WELL's Twitter account (@AGEWELL\_NCE). Questions ranged from asking the OARPG about their use of social media, favourite and least favourite technology, what contributions to the OA-INVOLVE project OARPG members are proud of, the role of older adults in health technologies, and how older adults can become involved in research, among others. Responses were tweeted out on behalf of the OARPG by an OA-INVOLVE team member who had experience using Twitter. Given that the OA-INVOLVE team is situated across Canada (Toronto, Halifax, Vancouver and Guelph), the team connected during the Twitter Takeover using Zoom, a remote conference program. When responses to questions were posted, initials were provided at the end of the response so that followers would know which OARPG member was responding.

By answering the questions live, it provided a great opportunity for team building as OA-INVOLVE members had different roles in ensuring that tweets were answered promptly. For example, tasks included monitoring the Twitter account for questions, relaying questions to the OARPG, facilitating group discussion, recording responses on a Word document, and posting the responses. The time limit of one hour to respond to questions made the event an exciting experience as well as an enjoyable one as team members worked together in making the Twitter Takeover a success.

## **Questions and Responses from the 2019 Twitter Takeover**

See the following fourteen pages which present the questions that we received during the Twitter Takeover and the responses to these questions from OA-INVOLVE's OARPG members. Due to time limitations, not all of the questions were answered during the event on November 13<sup>th</sup>. Questions that had not been answered during the event were answered by the OARPG members and tweeted out via the OA-INVOLVE Twitter account in the weeks following the event. Questions are in the blue speech bubbles and replies from the OARPG members are in green speech bubbles.

**Q: What has been the most challenging aspect of interacting with researchers? How can we proactively address this challenge?**

Junior researchers may need coaching in working with older adults, especially regarding their speed of thought and speech.

Jargon that lay people may not be acquainted with; being treated like a child as opposed to being seen as an equal; when younger people look at older adults as different (ageism). Researcher patience and time to communicate what jargon means in layman terms; address perceptions that younger people have of older adults and see the advantages that older people have as older adults have a different kind of knowledge that should be respected.

AGE-WELL researchers are more aware of the importance of working with older adults.

**Q: How do you like to be recognized for your time and expertise?**

To get feedback from the researcher as to what the value is and how it has helped in the research.

Hearing about trends in technology in aging.

Taking part in a knowledge exchange (medical and patient care). Get to hear about the latest trends in healthcare.

Being able to attend the AGE-WELL conference.

**Q: Can you share about a moment when you felt your input had made a difference, big or small? What did that look like for you?**

Providing feedback to an app developer and seeing the next version of that app that completely addressed my request.

**Q: Project co-development is an expectation of @AGEWELL\_NCE-supported teams. What would actual, enacted co-development look like to you in practice? When do you expect to get involved in projects, and how should researchers approach this question with @OA\_INVOLVE?**

Concept stage is the best plan to get involved.

Researchers should approach the question with OA INVOLVE by accessing contact information on the website.

**Q: How can @AGEWELL\_NCE researchers make their programs more inclusive? What do you expect by way of communication, inclusion on outputs (e.g., patents; papers), and on driving research questions? And to what extent are @AGEWELL\_NCE teams achieving this?**

Talk to older adults as they can give you opinions and feedback.

An executive summary for any draft papers longer than 4-5 pages which all stakeholders can understand including older adults.

Projects need to have a sufficient budget for additional time to engage older adults and knowledge mobilization efforts to disseminate findings.

In fact there is an AGE-WELL team already doing this which is the OA-INVOLVE project which incorporates older adults at all stages of research such as knowledge dissemination.

Researchers can incorporate older adults at earlier phases in research.

**Q: What do you see as being your biggest barrier to participation in and contribution to research, development and implementation? What can @AGEWELL\_NCE do about it, as individual teams and as a network?**

One of the biggest barriers is not being aware of the researchers requirement for participation.

Not knowing what opportunities are out there.

Courses for older adult continuous learning at colleges or universities.

To go to places where older adults congregate for recruiting.

Being out in Vancouver, seems like I am away from the action in Toronto. Meeting every 2 months has been a challenge to knowing what is going on.

Not having the right technical tools.

AGE-WELL researchers can explain their expectations, technical knowledge and the tools needed to be a good participant. If I understood more in the beginning.

**Q: How do you maintain engagement of older adults in your projects and what are some of the common challenges in keeping them engaged?**

Health issues come up.

Prepare meaningful tasks for older adults to perform in a timely fashion and offer support and feedback.

Location can be an issue which can result in drop-outs. Competing time demands and obligations.

People will attend when there are refreshments 😊

Provide periodic updates on the progress or difficulties with the project.

Be aware of the people that you're working with and also be cognizant of their needs.

Cognition and level of cognitive impairment doesn't mean older adults can't be involved but they may need different supports.

**Q: I would like to #AskTheOARPG what research initiatives they would like to see launched. What are the burning questions in your view? @OA\_INVOLVE @AGEWELL\_NCE**

I would like to see them doing some research and asking older adults/patients/caregivers what are your needs? What can you do? What can't you do? What would make your life easier? I would like them to spend a lot of time on that and how it will benefit the person, and how will the individual benefit.

I would like to see research on making technologies not just useful but easy to use.

Research on prevention instead of facilitating research who are already experiencing an impairment or disability.

When defining older adults, which older adults are we talking about? Research on 60 year olds is different from research on 90 year olds. Their needs are different generally.

I am proud to have recently been asked to participate in a study of robots and whether and how they can become socially and humanly acceptable to older adults.

I would like to see research done on the outcome of the research and development of technology that is accessible in terms of price.

**Q: What is your favourite technology? And one that you dislike?**

Anything that is voice automated, "to do this, press that"

An alert on your car for hazards.

**Q: If you could design a digital technology, what would it be?**

If I could design a digital technology, I would try to design something that would restore the ability to overcome cognitive impairment regardless of cause or age of the individual.

**Q: What do you think of the costs of new technologies for older people?**

In terms of the cost of technology for older people, I think at the present time it is expensive and out of reach for a major segment of the older population who could benefit from it.

**Q: What should the role of older people be in research on health technologies?**

Older people can advise researchers on what their needs are, what they need to accomplish their tasks or pursue their interests, and the researchers can then come up with ideas that would help the older adult to meet these needs.

Older adults can let researchers know why they don't use currently available technology, and perhaps the researchers can make adaptations to make it more user friendly, or less expensive, or whatever.

**Q: How does technology care for you and how do you care for your technology?**

In terms of how technology cares for me, I have to say that it keeps me informed of events and things of interest to me on a personal level and in relation to what is happening in the world, technology etc. It helps keep my mind alert and sharp. I am not sure what the questioner is thinking about in terms of how I care for technology but I would say I enjoy using it but sometimes find it intimidating when something new comes out or current technology is updated and I have to relearn things.

**Q: I don't do Twitter at this time, but it seems the whole world is headed there. Should I be learning how to use it in order to stay with your organization? To date, I have done fine with only email, but that seems to be changing.**

In regards to Twitter and whether or not it has to be used to connect with our organization, the answer is no so, email is fine. However, I think some fears can be put aside if the individual could consult with someone who knows Twitter and can answer questions about privacy, security, blocking people etc. It is just another tool to use to keep in touch with whatever and whomever one is interested in.

**Q: What's gotten easier and what's gotten harder as you've aged?**

Easier is being able to choose the activity one enjoys and wants to pursue.....less "have to" and "must" or "ought to". The harder part is losing some of the strength and physical ability to be able to do the things one wants to do, like walk and travel.

**Q: What is one thing that researchers need to do or change in order to engage you better in research?**

Involve older adults earlier in the research and development process.

Getting feedback on the research is important.

**Q: What is your favourite new technology?**

Applications and devices to help prevent falls.

The promise of both robotics and artificial intelligence could greatly improve the life of older adults with restrictions on mobility and caregivers of older adults whose time is very limited by the demands of caregiving

My favourite technologies are those that make driving easier for me and parking for me to keep my independence and to make driving less stressful as I get older.

A non-obtrusive, secure system that will monitor independent living in your home. Basically, sensitive to knowing that a person has been in key rooms (living room, kitchen, bathroom, etc.). You can choose who can be alerted if there has not been activity for some time.

Sensing clothing, identifying when moisture is building up in someone's clothing (e.g. urine, perspiration) to help prevent bed sores.

**Q: What is the most valuable component of being involved in research for you?**

Gaining an understanding of the challenges that the researchers face in conducting the research.

Being valued for our input.

Meeting people from across Canada that you wouldn't meet otherwise.

Being invited to workshops and to be a speaker by the researchers like the AGE-WELL conference in Moncton.

Working with bright, younger people, has been good for my brain health.

To have the opportunity to have some direction on how to influence the development of technologies that will help older adults.

**Q: How did you first become involved in research on technology? Why?**

We were recruited through other committees and organizations we were a part of. I was very, and still am, non-technology literate, and there are so many technologies that are available that older adults don't know about before considering new technologies.

Because this was something I didn't have any expertise on, and wanted to develop some competency.

A chance to make a real difference to caregivers for people living with dementia.

**Q: What do you know now that you wish you had known when you first started participating in research on technology?**

I now know that there are a million apps out there, and only a very few of them are any good to me.

Research is a much more amorphous, organic process than business. So be prepared for an interesting and indirect, but fun, journey.

**Q: What do you value the least about participating in research on technology?**

Concern that the budget will run out for another AGE-WELL project, not @OA\_INVOLVE.

Not getting the results of the research.

When a useful technology is developed by researchers but is commercialized to the point where it is no longer affordable.

**Q: What is one piece of advice you would give to an OA who has never participated in research on technology but is curious about it?**

Find out more!

There are different levels of involvement from being a “guinea pig” to much more contributing to the direction of the research and feeling that you’ve made a lasting contribution to the research.

It’s important to move outside your comfort zone. If you always do what you’ve always done, you’ll always get what you’ve always got.

Ask clear questions. When I first started with the OARPG, I had no idea what the long-term expectations and commitments were. Try to be clear at the very beginning what the commitments are and the purpose of the project.

It’s a big commitment. Make sure you’re up for it.

**Q: Do you feel heard by your community, universities, and policy makers?**

I was involved with Age Friendly Guelph and we were involved with housing, parks, health, transit, etc. and worked on those to forward the issues that older adults have. We felt listened to, but as volunteers we felt limited in our time and influence.

I’ve been involved with technology developers for caregiving devices and have seen evidence of my lived experience actually influence their design of features (e.g. @CABHI).

I feel heard by my community and the universities that I am involved with, and I’m not sure about policy makers. I have been involved with a group connected to the municipal government and they don’t seem to be valuing the input from myself and other older adults.

I think it depends on where you are and in organizations where I’ve been the oldest one in the room, I don’t feel listened to. When I’m with my peers of a similar age, I do feel listened to.

**Q: What is one barrier that OAs face in terms of participation in research on technology? One facilitator?**

People in remote areas can find it challenging to participate in research.

The resources to be involved in technology research, e.g. ipad, smartphone, are not always available for older adults.

Significant learning time for orientation to the research project is important.

Location can be a barrier to participating in research.

**Q: If you could tell your 35 year old self one thing, what would it be?**

You are going to be single as an older adult. Save your money if you want to have the life you dreamed of. Start a retirement fund.

Try new things. Take risks. I did.

Take every opportunity you can to learn new things and get involved.

You're gonna be old before you know it, so remember karma. What you do now will come back to you later.

Life begins at 35.

Take care of your health. People forget that the body can only handle so much.

**Q: What do you like the most about being part of the advisory group?**

It's been a great way to stimulate the brain.

Seeing presentations by researchers and at conference events.

I've learned to think about things in new ways.

**Q: How do you feel about medical assistance in dying for age-related cognitive disorders (eg Alzheimer's/dementias)?**

Where do you draw the line?

The decision must come from the person themselves. Advanced planning and having directives that are in place are important.

It would be comparable to your choice. A competent adult should have the right to choose.

A living will when competent.

MAID for people w/ Dementia is a complicated issue & one the federal government will deal w/ early in the new year b/c of recent court decisions. I would encourage anyone w/ an opinion either for MAID or against it to make their thoughts known to their member of Parliament. The Standing Committee on Health too will be examining this issue & will no doubt appreciate receiving all thoughts & opinions.

**Q: How do you ensure diversity in your group?**

I'm not sure our group is very diverse. However, I believe we have an older adult range of about 16 years, male and female, 3 provinces, savy and not savy with technology. We are likely more alike in educational backgrounds, interest in education, and learning.

This is a challenge. Word of mouth is the best way to get a more diverse group of various races, genders, and education levels.

To me diversity is something that can always undergo change and during the time the OARPG has been in existence a number of people have come and gone for various reasons. Selection of willing volunteers has to ensure the diversity of the group. Currently, age-wise we are fairly diverse and are from a number professional and non-professional backgrounds and experiences. Each of us brings to the OARPG our own lived experiences as older adults with different perspectives on concerns, issues, expectations and hope for the future in relation to aging and technology.

**Q: I am working on setting up a group similar to OARPG, but focused on research related to dementia. Do you have any practical advice, e.g., how to recruit people for this group?**

I would contact the Alzheimer society, or Dementia Advocacy Canada, as they have experience with engaging people living with dementia and their caregivers.

**Q: Aside from altruistic reasons to participate in research, how have you benefited personally from being involved in different projects? How has participation in research affected you on a personal level? What does it mean to you to have the opportunity to participate in these projects?**

It has given me a sense of hope, better than my parents' generation and my grandparents' generation.

Participating in a research study as a participant, I found out that I do not do well in recognizing faces.

**Q1. How did each of you become involved with @OA\_INVOLVE? And, Q2. how do you recruit new members? #AskTheOARPG**

Approached by one of the researchers on the team as I had participated in their PhD research.

I was recruited by Ian, word of mouth through the older adult community.

I was approached by a researcher at a workshop but knew them from before.

I was recruited by the housing manager of the building that she was living in (older adult building).

I have been part of SHARP and the coordinator of that program recommended my name to the OARPG team in Guelph

So far we have relied on word of mouth and having partner organizations. It helps to have a middle person to tell you that it is a good organization to be part of.

I was volunteering at Baycrest CABHI an AGE-WELL partner organization.

I was recruited by one of the older adults in the building who was already part of it.

**Q: What are some challenges that you've experienced in being part of a research team? How have you overcome those challenges?**

As far as overcoming the challenges being part of a research team, I soon learned that both the researchers and other OARPG members were more than willing to address any questions or fears I had and give me a helping hand when needed.

(1) Initial challenges included getting introduced to and then more familiar with video conference meetings... feeling free to speak up and contribute. New for me. (2) Not being sure of what our goals were, where we were headed...what my role was vs the researchers. (3) Being asked to contribute to what our website should contain and having no idea! (4) Getting comfortable talking to and working with people "across the miles" that you never saw in person and were not able to develop a more personal relationship with. (Meeting in person at conferences really broke down that barrier!) (5) Sometimes there were "time conflicts" where the timing of a meeting or the assignment expectations were difficult to meet. (6) Not being proficient in common technology like smart phones, ipads, texting, put limits on my feeling of comfort with participating fully.

Understanding the scope and requirements of me as a participant in the research. By asking questions, observing the work already undertaken, and talking with other participants helped me understand what I needed to know.

**Q: What is the input or action you took as an @OA\_INVOLVE OARPG member that you are most proud of in terms of a difference it made to the project or process? Thanks so much! #AskTheOARPG @AGEWELL\_NCE**

The meetings that the project team have every 2 months require a great deal of preparation to ensure that the materials that are given out are understandable and the tasks that are requested are enjoyable, clear, and do-able and after 1 year it was decided that myself and Janet would work closely with the researchers to review and give feedback on these materials. I personally feel that that has helped the project move forward and engage the older adults successfully even when there has been turnover of older adults.

What made me happy was working on the Twitter Takeover with Romeo and the Science Slam because it's my interest.

The things that are lasting like the comics or the things that reach a lot of people because it makes you feel like you can make a difference.

I think the comics that we developed were definitely something that we can be proud of.

**Q: Can you measure impact of your voice as OARPG members in @OA\_INVOLVE & @AGEWELL\_NCE research priority setting, project planning, or sharing results with patients & public? If so, how? Thanks!**

There is no definitive measure of the impact the OARPG has had as part of AGE-WELL or may have in the future, however, response to things like the recent Twitter Takeover and the resulting increase in the number of followers, the request for a presentation in Photovoice which involved the OARPG, interest in the OARPG at and involvement in the AGE-WELL Conference are indicators that our voices are being heard and having some impact.

(1) I think it is very hard to measure the impact of our voice as OARPG members. It's hard to know if our blogs and articles are read which deal with the importance of including older adults in the earliest stages of research. Perhaps we could tell if we were aware of research projects that are being planned and to find out if these include older adults in their earliest stages of development. (2) Not sure how we could be made aware of these, or if key people who determine funding of new research could ensure the early inclusion of older adults in their approved proposal.

This is challenging as it is a team effort and most of the research priority is set by the academics however, I do feel that the results of the research included my input when we presented at the AGE-Well conference.

**Q: How can AGE-WELL improve on engaging older adults in the network?**

By bringing in diverse participants from the community and by creating a package of information to show them what has been achieved so far may help engage older adults to join OARPG. "Taking it on the road."

Find contacts through existing AGE-WELL research to link to other new contacts. Most people who are engaged as older adults in some form of research have friends and associates who are like-minded. As well, there are retirement homes where many older adults, though perhaps physically frail, are alert and still interested in learning new things and participating. Various retirement groups, like retired teachers, Confederation of University Women (CFUW), men's groups (often formed post-service club membership), seniors centres, library workshops, multicultural associations, etc. All places to find potentially interested people.

AGE-WELL has made progress in engaging older adults as active participants in its network and will, I hope, grow and expand recruitment, selection, training and support for older adult volunteers. The basis and knowledge to make advances in the area already exist within AGE-WELL certainly with the OARPG and the researchers who have been the backbone of the group.

**Q: Do you have any advice for @AGEWELL\_NCE #epicHQP, by way of what we can do to become better & more inclusive researchers? If we were to work with you (@OA\_INVOLVE) in 5 years as independent researchers, how can we make that partnership productive and useful for you?**

I would like to see some end products come out of the research.

Looking 5 years ahead might be optimistic.

When people are just learning they need to be exposed at early stages to opportunities where they can work with older adults.

It's important that we figure out ways when we can't meet in person to make these connections as AGE-WELL is a national network and not everyone is in one spot.

Attending sessions where older adults, HQP, and caretakers can meet in a social setting as it allows for a better understanding of these cohorts.

It might be nice for AGE-WELL to allow older adults and HQP to work together.

**Q: What are your thoughts on using social media to disseminate research information (e.g, aging, pertaining to older adults)? @OA\_INVOLVE @AGEWELL\_NCE (particularly interested in this due to our #seepainmoreclearly initiative!)**

A short video can convey so much of a research finding so rather than a lengthy paper, it can be such an effective way of communicating.

My feeling is that it's so immediate that it takes disseminating information to a whole new level, it can really spread quickly.

It doesn't replace a research paper but it alerts you to the fact that it's there.

You can reach a very broad audience that you might not be able to reach with a research paper.



## **Summary of the 2019 Twitter Takeover**

Overall, the Twitter Takeover was a great success and an event that was enjoyed by both the OARPG and OA-INVOLVE researchers in bringing greater awareness to older adult's lived experiences.

- 🐦 We received a total of 37 questions
- 🐦 A total of 45 tweets were made by OARPG members during the event on November 13<sup>th</sup> from the @AGEWELL\_NCE Twitter account
- 🐦 These tweets received 255 likes, 41 retweets, and 36 replies
- 🐦 These tweets received 17623 impressions (i.e. number of times a user saw the tweets on twitter)
- 🐦 Between October 1<sup>st</sup>, when we first started promoting the Twitter Takeover, and the Twitter Takeover on November 13<sup>th</sup> 2019, the OA-INVOLVE account gained 55 followers.

Read more about the benefits of conducting a Twitter Takeover as a participatory research tool with older adults in our OA-INVOLVE Older Adult Twitter Takeover Brief available on our website at <http://www.oa-involve-agewell.ca/our-reports.html>