

This project is titled **“Social media by proxy: strategies for managing the online profiles of adults with dementia”**.

Existing research has shown that there are many cognitive, social, and psychological benefits of social media use, and the general goal of this research is to *identify if and how people support the social media accounts of older adults and people with dementia* “by proxy”*. This includes:

- How “proxies” support and manage social media accounts for older adults or people with dementia in their care;
- How and if people with dementia engage with their social media accounts (with or without support); and
- What kind of support (if any) “proxies” have for managing these social media accounts.

Through this work, we will:

- Identify the support materials that currently exist to help people with dementia and their “proxies”;
- Identify future priorities for the support of social media use by people with dementia and proxies who manage social media profiles for people with dementia; and
- Highlight future research opportunities related to the support of people with dementia as well as social media proxies, in their efforts to maintain social media profiles.

For more information about this research, or to note interest in participating, please contact me at f.ryan@napier.ac.uk.

**UK statistics: Of Internet users aged 65-74, nearly half (48%) maintain social media accounts and 41% aged 75+. Further, there are currently 850,000 people with dementia in the UK with a predicted rise to 1 million+ by 2025.*