You hear about social media just about everywhere you go - there's no escaping it! And, believe it or not, it's not just for kids anymore. Golden Girl Betty White re-launched her career using Facebook, Jerry Mathers, aka "The Beaver," is tweeting about how to live a longer and healthier life (even with diabetes), and an elderly couple's "Webcam 101" video goes viral on YouTube, making them instant Internet sensations.

The numbers don't lie. According to Pew Internet & American Life Project, social media use among Internet users ages 50 and older has nearly doubled - from 22% to 42% over the past year. Half (47%) of Internet users ages 50-64 and 26% users age 65 and older now use social media.