

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.

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