

Social network classmates presented a new Silver Age support program, focused on creating content for users over 55 years old. The project is designed to unite authors who produce high-quality materials for the most active and loyal platform audience.

The program covers the key topics that are interested in the older generation: a healthy lifestyle, culinary traditions, needlework, gardening and home arrangement. Particular attention is paid to materials about physical activity, the prevention of diseases, psychology, as well as recipes and practical advice for everyday life.

The program participants will receive additional promotion from the platform, which will help increase the audience coverage and attract new subscribers. The project is open both for experienced authors and for those who are just starting to create content in classmates. The most active participants will be able to switch to the second level of the program with increased coverage and priority in the recommendations.

To participate, it is necessary to have a decorated group and publish at least 2-3 materials per week in the format of texts, photos or videos. Content should be set out in a simple language, have a clear structure and practical benefits for the audience.

As the director of marketing and content of classmates Boris Mokrousov noted, the program is aimed at creating a safe environment, where the older generation feels respected and understood. In the future, it is planned to expand the project for authors of other topics relevant to the audience 55+.