The Use of TikTok and Instagram Later in Life to Create Content and Become an Influencer

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Abstract
This study seeks to demonstrate how some seniors opt for active aging by disseminating educational, motivational, and occasionally humorous content on social media platforms like TikTok and Instagram. International granfluencers often inspire, sharing tips on healthy eating, fitness, fashion, and glamor, while Romanian counterparts focus more on cooking, gardening, and rural daily life. The focus is on analyzing various social media accounts of granfluencers from Romania and abroad to discern similarities and differences in their content, engagement levels, and attitudes toward aging. Qualitative content analysis was conducted on the TikTok and Instagram accounts of 14 granfluencers, seven from Romania and seven from the USA and Western Europe. The content analysis spanned three months, from December 2023 until March 2024. Findings reveal cultural diversity among seniors, with all granfluencers opting to express themselves primarily through video content, filters, and memes. Despite cultural differences, all analyzed accounts promote active aging, emphasizing audience interaction, sharing personal stories, and showcasing daily activities. The study underscores the importance of older individuals embracing active aging and utilizing social media as a platform for meaningful engagement. The implications of this study highlight the significance of older adults engaging actively on social networking sites to promote active aging and meaningful communication. Granfluencers serve as role models for their peers, encouraging them to pursue activities they enjoy and fostering a sense of community and connection. The research provides valuable insights into the phenomenon of granfluencers and the potential of social media to facilitate meaningful interactions among older adults.

Keywords
Active aging; Granfluencers; Instagram; Social Networking Sites; TikTok.

Introduction

Social media is a growing space for expressing opinions and influencing audiences. Influencers of all ages and content types have emerged online in recent decades. Out of the diversity of content, followers end up choosing just a few of them, who are connected to their own ideas and who feed them daily on those topics. What is new online, especially on social networks where the impact of a video is much greater, is the emergence of *Granfluencers*.

The younger generation sees them as people who can't provide new or at least interesting information. But with the rise of social networks in recent decades, such as Instagram and TikTok, seniors have started to be interested in video content, even becoming digital creators. Seniors use these social networks to escape from everyday life, to keep in touch with relatives, and to stay informed. In Romania, the content published is more rural in nature, with topics related to cooking, housework or everyday life.

For this study to be possible, I opted for a qualitative methodological approach, meaning that I chose the qualitative content analysis because the present paper aims to analyze similarities and differences between the use of TikTok and Instagram, differences between foreigner and Romanian granfluencers, the topics and the tone of voice of the posts. I chose these two social media channels, not Facebook, because I started searching from the granfluencer to the social media account and not vice-versa, because on those two platforms, more engaging content can be analyzed. The granfluencers tend to be more present on these platforms instead of Facebook.

Literature review

The concept of influencers

In the past decades, the concept of influencers raised awareness on social media platforms. An influencer is that person that created his/her community and engages with that through posts on a different topic. They tend to discuss about their hobbies or about aspects of their personal or professional life with their followers, they keep the audience posted about changes in their lives. They tend to choose one or two topics and keep their followers engaged on them by posting with a high frequency. In case of this stufy, I will analyze influencers + 70 years old whose topics vary from beauty, glamour, fashion to housekeeping, gardening and cooking.

The concept of Granfluencers

The concept Granfluencers is debated by several authors, being relatively new, and can be easily translated as those people +70 years old who become influencers on social networks and who want to share with their followers that regardless of age, they can have numerous activities, from traveling to excelling in the fashion industry or opening a restaurant to show their culinary skills. Jerrentrup (2023) emphasizes that an influencer is a person who exerts some kind of influence on their followers. They accomplish this by changing or reinforcing followers' perceptions of certain topics of interest to them. Influencers are those people who have a set of socially desirable attributes and who have a sizable following on social networks and are committed to sharing with their followers their lifestyle, daily activities and their opinions on certain topics of interest.

In specialized articles in the area of aging, the phenomenon of influencers +70 years old is called *Granfluencers*. According to Jerrentrup (2023), it refers to people aged 70 or older who have accumulated many followers with the help of fans decades younger. Jerrentrup (2023) explains the formation of the word *Granfluencer,* which has familial connotations and defines older people who influence the communities they are part of online. An influencer is a person who wishes to exert some type of influence on others by changing or reinforcing their perceptions, opinions, and behaviors. Influencers are defined as people who exhibit a specific combination of socially desirable attributes and aim to change the world in which they live and the perceptions of others. Antunes, Miranda and Gama (2022) discuss the term *Granfluencers*. They take an active role in creating both written and video information. They have gained an increasing number of social media followers in the last decades, even having collaborations with successful brands.

Farinosi and Fortunati (2020) mention that older people are just passive receivers of information. However, the study by Antunes et al. (2022) show us the opposite because nowadays, seniors are taking an active role as digital content creators, gradually becoming micro-celebrities on social networks such as TikTok and Instagram.

Seniors and the use of new technologies

The technologies seniors usually use are social media platforms and browsers like Edge and Chrome for searching for different information. Casually, they use Gmail to send information to institutions that interest them.

They use ICT because it offers them the sensation of freedom, escapism and helps them learn more, engage with their audiences, and socialize with their families even if they are miles away. The social media platforms preferred by seniors are the ones that offer them video content, are user-friendly, and, most importantly, keep them occupied. They search for information, relaxation, and conversation. This is why the literature review states that Instagram and TikTok have been the most easily frequented platforms in the past two years by seniors.

Yu and Zhao (2022) emphasize that in young people's view, seniors exaggerate their past experiences to show that they have endured more than the current generations. Thus, a generation gap is formed.

Reuben & Indran (2022) developed the idea of an antagonistic relationship between the young and the old, the "Karen Meme," which emphasizes how older women behave irrationally and hostilely towards younger generations. The two researchers also develop the topic of socio-economic and financial differences between the two generations, focusing on the efforts made by the older generation to ensure that future generations have a better life.

Other researchers, such as Ting (2021) and Kim (2020), have explored whether or not social media can contribute to reducing loneliness and social isolation and creating social identity online. They explored the barriers to seniors' engagement with new media, such as seniors' lack of digital skills and intrinsic motivation.

On TikTok, granfluencers initiate business collaborations with brands to promote anti-aging products, to become well-known, and raise awareness about them among their potential followers. Many of them usually have partnerships with retailers, beauty brands or great fashion names from the industry. An example of this is mentioned by Yu and Zhao (2022), *The Stylish Grandmas*, which targets seniors, specifically female consumers +70 years old, by promoting anti-aging clothing and products. *Grandfluencers* are acting as brand ambassadors to present active aging of their bodies in a positive and realistic way, without filters, while also promoting anti-aging products. The idea described by Jerrentrup (2023) that seniors are passive consumers of social media is gradually being discarded, as evidenced by the digital content created by granfluencers on various areas of interest (make-up, beauty, gardening, cooking) that has gained popularity in the last decades.

Social constructionist theory argues that all human knowledge is created and maintained in social contexts (Dreher, 2016). Understanding age as a social construction means understanding that, although aging itself is a biological process, the meanings ascribed to aging are changeable. Through the posts analyzed by Farinosi (2023), it is clear that seniors believe that beauty and style are ageless and strive to promote an optimistic version of life later in life, as well as a positive attitude towards accepting aging.

Examples of granfluencers in social media

These examples have been chosen through reading all the materials from the literature review. There are not so many examples of granfluencers that gained a high level of awareness in the articles I read. But the UCG platform and the vlogger I mention below really are interesting examples of how granfluencers can change social media standards, stereotypes, and principles. It is very interesting to see the affinity and tendency of granfluencers to use video content because of its readability and easier understanding for the audience.

One example of online micro-celebrity among the big online celebrities is Korea Grandma, a YouTube channel run by a 73-year-old lady named "Park Mak Rye." She is considered the most popular older YouTuber in Korea, with 1.26 million subscribers. She started getting involved in creating content on YouTube after her niece recommended it to her to ease her dementia by planning and editing her videos with the help of her niece.

Kim (2020) highlights in her study how Korea Grandma reveals her natural signs of aging and ideal beauty standards. Unlike aging female celebrities in mainstream media, this granfleuncer-turned-vlogger displays images that contradict these beauty standards. Korea Grandma undermines the conventional expectation that seniors should act their age. She resists age norms imposed by society by behaving similarly to teenagers.

To understand more about the phenomenon of granfluencers, especially the ones living abroad, I have identified four Italian fashion bloggers who, in 2011, had the most followers on Facebook. They are Chiara Ferragni, Veronica Ferraro, Nicoletta Regio and Irene Colzi. The content posted by these bloggers is modern and makes young people appreciate that age is just a number and that you can achieve anything you set your mind to. Gradually, they have gone from a simple blog to being influencers and creators of digital content, even in video format. In doing so, they have managed to capture the attention of young people and showcase their fashion skills, offering clothing suggestions to suit every style and age.

Another example of a social media platform that has taken off among seniors is presented by Li and Waycott (2023). This is called Bilibili, a user-generated content platform where one can video-share, live stream, and enter virtual rooms with vloggers, where one can interact with them. This platform was born out of the desire to provide an environment for seniors to create and maintain social connections. In general, vlogs attract users' attention, even older people, because the information is easy to understand and attractive. Social media platforms, especially vlogs, offer a way to share knowledge but also the desire to increase social engagement among seniors. In addition,

social media platforms provide audience members with emotional support and cultural information that can potentially influence their lives.

Methodology

I will use qualitative content analysis as a research method in this study. A sample of Romanian and foreign granfluencers present on two social media platforms, TikTok and Instagram, will be chosen to analyze both video and descriptive content, with writing and images. The posts of these granfluencers from December 2023 to March 2024 will be analyzed. I will use a categorization scheme, from which I will start in the analysis, specifically what I will focus on when analyzing the granfluencers' posts. Also, here we refer to the topic of their posts, the frequency with which they post, the engagement that arises from their posts, the comments they receive, whether or not they interact with followers, and the tone (tone of voice) of their posts. All these elements will be centralized in tables for better visualization and comparison of the data. For choosing the granfluencers, I took into account the topics of their posts, the number of followers, and an equal number of both Romanian and foreign granfluencers.

Research objectives

Main research objective: Observing the differences and similarities between the content of Romanian versus foreign granfluencers.
Secondary research objective: Identify the type of posts and topics addressed by the two categories of granfluencers.
& Differences in follower engagement between the two categories of granfluencers.

Research questions

1. What is the topic of the posts of the granfluencers selected for research?
2. What differences and similarities exist between the posts and topics of the Romanian versus foreign granfluencers accounts?
3. Which of the granfluencers' posts generate higher engagement between their followers?

Table 1. Name and details regarding granfluencers (Source: Authors' research contribution)

Romanian granfluencer name	Foreign granfluencer name	Instagram account	Number of followers on Instagram	TikTok account	Number of followers on Tik-Tok
Grandma Lucreția (@bunicalucretia)		https://www.instagram.com/bunicalucretia/?hl=ro	16.2K	https://www.tiktok.com/@bunicalucretia	278.4K
Grandma Gherghina (@bunica.gherghina)		https://www.instagram.com/bunica.gherghina/?hl=ro	72.2K	https://www.tiktok.com/@bunica.gherghina	677.1K
Grandma Cristina (@bunica.cristina)		https://www.instagram.com/bunica.cristina/?hl=ro	514	https://www.tiktok.com/@bunica.cristina	43.9K
Claudisky's grandma (@bunica_lui_claudisky)		https://www.instagram.com/bunica_lui_claudisky/?hl=ro	6631	https://www.tiktok.com/@bunica_lui_claudisky?lang=en	132.1K
Grandma Emilia (@bunicaemilia1)				https://www.tiktok.com/@bunicaemilia1?lang=en	91.6K
Grandma Jucăușă (@bunicajucausa)				https://www.tiktok.com/@bunicajucausa?lang=en	35.3K
Bogdan și grandma (@bogdansibunica)				https://www.tiktok.com/@bogdansibunica?lang=en	244.9K
Champagne Glamma (@hellochampagneglamma)		https://www.instagram.com/hellochampagneglamma/?hl=ro	99K	https://www.tiktok.com/@hellochampagneglamma?lang=en	374.9K
Cooking with Lynja (@cookingwithlynja)		https://www.instagram.com/cookingwithlynja/?hl=ro	2.7M	https://www.tiktok.com/@cookingwithlynja?lang=en	21.8M

Grandma Droniak (@grandma_droniak)		https://www.instagram.com/grandma_droniak/?hl=ro	2.6M	https://www.tiktok.com/@grandma_droniak?lang=en	13.3M
Gina MK Style (@ginamkstyle)		https://www.instagram.com/ginamkstyle/?hl=ro	82.5K	https://www.tiktok.com/@ginamkstyle?lang=en	552
How Ros does it (@howrosdoesit)		https://www.instagram.com/howrosdoesit/?hl=ro	12.7K	https://www.tiktok.com/@howrosdoesit?lang=en	72K
Maria_fitat60 (@thefitnesschick)				https://www.tiktok.com/@thefitnesschick?lang=en	84.7K
Spazmama (@nanaof_8)				https://www.tiktok.com/@nanaof_8?lang=en	34.4K

Results and discussion

I have chosen Instagram and TikTok as media for content analysis because I can identify video as well as audio and written content, but also because there are the places where the granfluencers are present and active, thus facilitating a thorough analysis process. These channels have become a suitable environment in which seniors highlight their daily activities, which are very different from those of Romanians compared to the Western society, but which show sincerity and authenticity in comparison perhaps to some younger influencers who hide some less pleasant aspects or social contexts just to show that they are perfect. This is not the case for the analyzed granfluencers who share normal conditions of everyday life through the posts and content, even if I observed a more nonconformist lifestyle for some of them.

For the qualitative content analysis, I selected seven granfluencers from Romania and seven granfluencers from abroad. Concerning the selection criteria for abroad granfluencers I chose those that have never been mentioned in the studies covered in the literature review area of this study. Regarding the granfluencers from Romania, I used TikTok's search bar to identify granfluencers with a larger number of followers and with broader content, also addressing diverse topics of discussion. Then, I searched their accounts on Instagram as well. The content of the 14 granfluencers accounts is similar across the two media channels.

Romanian Granfluencers

Grandma Lucretia - On TikTok from December 2023 to the beginning of March 2024, she had 41 video posts. The post with the most views (888.3K) was about a funny story told by Grandma Lucretia that generated a lot of engagement with the followers, who are very happy that she is also addressing such topics and thus want to be closer to the community behind her on TikTok.

Grandma Gherghina - On TikTok during the mentioned period, she had 14 posts (5.7 M - most views - Grandma Gherghina prepared homemade pizza) addressing the subject of cooking, using goodies from her own garden, but also products bought from Kaufland. She also has some sponsored posts by Garnier. On Instagram, she had 11 posts on the same topic. Some recipes are: sarmales, sponge cake, pizza, croissants with jam.

Grandma Cristina - On TikTok but also Instagram, she had up to 10 posts. On this account, the theme was more family, posts with flowers on her birthday, and about the time spent with grandchildren and children. Recently, grandma Cristina passed away.

Claudisky's Grandma - On both TikTok and Instagram she has less than 10 posts during the mentioned period. The topics they tend to focus on are series, movies, reminiscing about memories from their youth, even roasting their nephew, but also the funny bank content. The engagement in the posts is quite high, and the grandmother even dedicates her time to respond to the comments.

Grandma Emilia - She only has a TikTok account, with 457 posts from December to date. The number is so high compared to everything I mentioned before because Grandma posts almost daily, dividing the video content into chapters. The content he posts refers to a more cultured area, recites poems, reads books, watches modern series on Netflix or HBOGo, walks to the sea or mountains, or attaches video content with nephews and nieces.

Grandma Jucăușă - She only has a TikTok account with about 30 posts during that period. The name she goes by on social media is because she likes to dance a lot, do physical exercise, tell jokes, and use various filters.

Bogdan and Grandma - He only has a TikTok account where, during the mentioned period, he accumulated 120 posts in which he films his grandparents cleaning, doing household chores, or cooking.

Foreign Granfluencers

Champagne Glamma - 25 posts on TikTok, 24 posts on Instagram. The content posted on both channels is more on the motivational side, keeping roughly the same posts on both social networks. Champagne Glamma considers herself a motivational speaker for her followers, adopting an informal, non-conformist, and charming style. She even has an online store where it sells different types of products. The topic of her posts also goes towards the area of beauty & glamour. The content is much more different than what the Romanian granfluencers post.

Cooking with Lynja - Less than 10 posts on Instagram and TikTok. She passed away recently. Her posts were about traveling and cooking, trying recipes from various places worldwide. Lynja was an inspiration to everyone around her and her followers. Her recipes were really appreciated; even many of those who followed her wrote in the comments how they tried to cook the same dishes at home, and a series of conversations were born on this topic, with photos and stages of the process preparation. With millions of followers, the posts had tens of thousands of comments. Unlike the Romanian granfluencers who have content on the same topic, here you can feel the influences from Lynja's trips over time, which are reflected in the food she prepares.

Grandma Droniak - She has 30 posts on both Instagram and TikTok. Their topic is directed towards fun, jokes, memes, banks, and the use of filters. She has a dedicated GRWM (Get ready with me) section in her videos where she discusses all sorts of topics requested in the comments while applying makeup, such as relationships, loneliness, fashion, beauty & glamour.

Gina MK Style - About 30 posts on Instagram and TikTok. The topic is strictly about fashion, beauty & glamour. Gina breathes fashion. She is also very active on social media and responds to almost all her followers when she receives fashion questions. She is an authentic influencer in the USA in the area of fashion, and she is invited to shows and podcasts.

How Ros does it - 60 posts on both communication channels. The topic of the posts goes to the areas of motivation, active aging, fashion, beauty and traveling. Ros responds to the comments received, and the engagement is very high, especially from people of a similar age to Ros who want to lead a similar lifestyle.

Maria_fitat60 - She does not have an Instagram account. On TikTok, she has 20 posts in the mentioned period; all the content is sports/fitness type and encourages followers to exercise, eat healthy, and have a balanced diet. The posts have a motivating role and show that you can do sports and keep fit at any age.

Nanaof_8 – She has less than 10 posts in the mentioned period. The content is similar to what any regular person posts on social media: about time spent with family, her husband, pets, hobbies, and travels. It also adopts funny behavior, imitating certain trends and memes.

Table 2. Thematic table
(Source: Author's research contribution)

Topic	Romanian Granfluencer	Foreign Granfluencer
Cooking	Grandma Lucreția, Grandma Gherghina, Bogdan and Grandma	Cooking with Lynja
Gardening	Grandma Lucreția, Grandma Gherghina, Bogdan and Grandma	
Laundry	Grandma Lucreția, Grandma Gherghina, Bogdan and Grandma	
Beauty & Glamour	Grandma Emilia	
Fashion		Grandma Droniak, Gina MK Style
Sports		Maria_fitat60
Fun	Grandma of Claudisky, Grandma Jucăușă	Grandma Droniak
Day-to-day activities	Grandma of Claudisky	Nanaof_8
Educational	Grandma Emilia	
Motivational		Champagne Glamma, How Ros does it

In terms of similarities, all granfluencers have both video and written/posting content on their accounts. However, from the content analysis, it is clear that video generates much higher follower engagement. The topics that the granfluencers mention and around which all the information in their posts is circumscribed are extremely diverse, both between Romanians/foreigners and one versus the other. Granfluencers focus a lot on their free time, personal development, and motivating followers to lead a healthy lifestyle, have a balanced diet, and lead a carefree life.

In Romania, on a leading place are the cooking type posts, dishes that grandmothers grow in their own orchard, but also what cleaning products they use, how often they clean, secrets related to fruit trees, the solarium, how to plant fruits and vegetables. So, I notice that the approach is rather rural, traditional, and conservative. As opposed to the great Western European and USA influences. There, the situation is quite different.

The granfluencers focus a lot on their free time, personal development, motivating followers to lead a healthy lifestyle, practice sports, have a balanced diet, and lead a carefree life. Also, two of these influencers adopt an informal style of motivating followers through their life stories, where they seek to give some advice to their followers and encourage them to discover more about themselves, try new things, practice sports, read, and take care of themselves. In Romania, at least in the analyzed area, it seems that seniors are more digitized, but not that they necessarily support

active aging, but rather that they are more engaged in household activities, which can be exhausting at times.

Regarding differences, the Romanian granfluencers are more focused on a more traditional area, with cooking, trying out all kinds of culinary recipes, gardening, and general activities involving physical labor. They are not so active in commenting and responding to followers versus strangers. Most likely, behind the accounts are the grandchildren who manage their posts, as they have too few selfie videos where you can see that they have filmed themselves with a front-facing camera, which means someone is behind the camera helping them. The foreigners are managing their accounts; they are already moving into an area of digital knowledge that they have mastered very well, and the topics covered are more about mental health, motivation, and well-being. Romanian granfluencers do not imitate what foreigners post but rather maintain an authentic digital behavior that makes them appear natural.

Both Romanians and foreign granfluencers have posts with paid partnerships, either with supermarkets or personal care products, and here I refer to Kaufland and Garnier. Foreign granfluencers discuss cosmetic brands, clothing, footwear brands, or even TV shows. They discuss about social media, how they create their posts, why they chose a particular topic, and if they have a third person helping them in managing their social media accounts.

From all the analyzed accounts, Maria_fitat60 is quite fascinating and motivating. Maria is 64 years old and has been doing sport for 20 years. She encourages a balanced diet, lots of sports, and the healthiest possible lifestyle. In the comments, many of her followers post videos of themselves playing sports and ask her for nutrition tips. It's fascinating how much care Maria can take of her own body and mind. She practices yoga, fitness, pilates, and aerobics and encourages her followers to exercise at least every week if not every day.

Because everyone uses Instagram and TikTok to share their passion, Gina MK Style constantly posts about fashion, new trends, how to choose your outfit for the event, eye color, or even manicure. Her target audience is primarily women who share the same passion as her. She is often a guest on fashion shows; she only buys high-quality products with which she realizes her social media videos. Gina also has a couple of models that she models at various fashion shows. She has an active lifestyle but also a busy schedule as she still works full-time and also has a hobby that she devotes much time to.

The Romanian granfluencers have a more traditional theme of household activities and share with their viewers' activities that give them pleasure, combining the useful with the enjoyable. They also provide their followers with tips on recipes. The content is diverse yet interesting and enjoyable to watch.

Table 3: Tone of voice
(Source: Author's research contribution)

Tone of voice	Romanian Granfluencer	Foreign Granfluencer
Fun	Grandma of Claudisky, Grandma Jucăușă	Grandma Droniak
Educational	Grandma Emilia, Grandma Lucreția, Grandma Gherghina, Bogdan and Grandma	Cooking with Lynja, Gina MK Style,
Motivational	Grandma Cristina	Champagne Glamma, Maria_fitat60, How Ros does it, Nanaof_8

Table 2 shows that educational-type content is followed by motivational-type content. It is adopted by many of the grandfluencers analyzed in this study. Educational posts refer to learning useful things that can be easily adopted by all who follow the content, such as cooking recipes, tips & tricks on how to cook efficiently or which products to use when cleaning, and even how to make delicious green nut jam.

Motivational posts are found more in encouraging seniors to lead a more active lifestyle, keep their minds busy, and easily identify hobbies and various recreational activities. Some posts go so in-depth that they focus on motivating seniors to do yoga, pilates, or even run marathons. As for the humorous posts, they refer to jokes or even memes and filters that seniors use to keep up with new trends on TikTok and Instagram.

If until a few decades ago, influencer marketing areas focused mainly on young people, in recent years, we have seen the emergence of granfluencers whose content entertains, motivates, and educates the audience, providing a different perspective on aging.

As mentioned in the literature, Farinosi and Fortunati (2020) want to remove any age barrier and emphasize positivism; the same is also identified in the present study, thus validating previous research. Most influencers analyzed in the present study, especially those from abroad, are open to new things, have an active lifestyle, and want to break any age-related barriers through their posts, attitudes, and discourse. They are certainly succeeding in this, as is evident in the comments they receive on their posts. Followers are happy to see them as role models and find them inspiring and motivating for the activities they will do in their later years.

The concept of online ageism mentioned by Yu and Zhao (2022), whereby granfluencers also highlight their more sensitive side in social media, is also confirmed in the present study because almost every granfluencer analyzed shows to others a part of their life, their home, their thoughts, and feelings and thus becomes vulnerable to others. From the analysis of the engagement and comments of the followers of the 14 accounts analyzed, those from abroad do not face such a wave of negative comments as the Romanian granfluencers, who have a higher rate of negative comments. They often refer to the fact that granfluencers carry out household actions and do not have modern activities like those abroad. However, they do not appreciate the simple fact that Romanian rural seniors are open to using technology and having an Instagram/TikTok account.

Another relevant element that I have identified in granfluencer's posts is the need to feel that they are doing something that mentally stimulates and gives them satisfaction but also delights their followers. Every granfluencer has a topic they cover, often coinciding with a passion for a particular activity. So, they want to share with followers the activity that gives them great satisfaction.

Conclusions

Granfluencer marketing is in a new stage of development. However, it is certainly an activity to be admired because a good number of older people decide to live their lives actively, to debunk myths, prejudices, and barriers related to old age. The topics, approaches, posts, and activities undertaken by the seniors we analyzed are admirable.

Although there are significant differences between the content posted by those from abroad compared to the Romanian granfluencers, a few things remain the same: the desire to interact with an unknown audience, the joy of showing others a bit of their story, the activities they do daily, and the fact that they put passion in everything they do and enjoy sharing it with their followers.

Finally, this research has limitations, such as the identified number of granfluencer's accounts, which do not allow for generalizations, as this is a qualitative content analysis. The focus was on Instagram and TikTok accounts, without analyzing other social networks. Thus, future research might consider a larger sample of accounts from different platforms to conduct an even more thorough analysis.

This study will help other researchers find useful information related to granfluencers and contribute to a better understanding of the platforms they use, topics, and their needs. This will broaden their horizons and give a better understanding of what social media platforms are more frequented by granfluencers, what topics they choose, and how they engage with their followers on these platforms.

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