By Peggy Spear

If you’re a TikTok user, you are familiar with the Dancing Grandmas. But even if you’ve never logged on to that particular social media site, these ladies of a certain age may be making their moves across local and nation news channels alike. A trio of older women from Winnipeg, Canada, became overnight TikTok sensations after creating videos to make their grandchildren laugh.

According to CBS News, in September, 74-year-old Lois Kreutzer and her sisters, Donna Emes and Wendy Dreger, danced to the 1962 hit song “The Loco-Motion” by Little Eva and posted it to the account OldLady152. That video now has five million views on TikTok and counting.

Meanwhile, in Fort Myers, Fla., 93-year-old grandma Marie Myers newspaper she has been dancing ever since. This time, it was to cheer up her daughter, who was undergoing treatment for lymphoma.

“My daughter knew I would perform in shows for WWII vicemen and she told a Fort Myers newspaper she has been dancing ever since this time. It was to cheer up her daughter, who was undergoing treatment for lymphoma.”

These dancing grandmas epitomize the new world of social media, at least for aging baby boomers and the Greatest Generation, who may have never touched a computer until mid-life. While 93 is a bit premature for the bastion of younger folks, connecting with Facebook is one of the most popular pastimes for older adults.

“Older adults turn to social media for the same reason that every adult does, because it’s engaging, informative and social,” said Suzanne Myklebust, a spokesperson for Senior Planet Older Adults Technology Services.

“Social media offers connection, escape. This is a need that older adults have and one that social media fulfills efficiently. Older adults living in isolation or with limited social interaction can often feel lonely and isolated. Social media provides an opportunity for them to connect with others.”

According to the Pew Research Center, as more Americans have adopted social media, the social users media base has also grown more representative of the broader population. Younger adults were among the earliest social media users and continue to use these sites at higher levels, but usage by older adults has increased in recent years. In fact, about seven in 10 older adults 70 and older have clicked with social media.

“According to the Pew study, Facebook and YouTube are the most popular platforms, with Instagram and Pinterest gaining in popularity. And as the Dancing Grandmas have proven, even TikTok has spiked some older adults’ interest.”

“Soberanes said she likes social media to stay current, watch funny videos on TikTok, enjoy conversations on Instagram and Pinterest and get together for Zoom, she may be the next Dancing Grandma. Stay tuned!”

“Traditionally, older adults have learned from their family, friends and grandkids, but we see this as an unsustainable process,” Myklebust said.