

Silversurfers.com thanks its 250,000 Facebook fans

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“The happiest site on the internet ... thank you ”

London, UK - 7th May 2015 the Silversurfers.com Facebook community achieved the major milestone of 250,000 “Likes” today.

Creative Director, Sally Lock, who manages all social media activity said: “I am so delighted that we have had an additional 50,000 new friends join us on Facebook in the space of just a few weeks. Our over 50s community is going from strength to strength. We have so much fun and so many interesting discussions that I’m not surprised that our engagement levels are often over 500,000 people engaged, with posts reaching millions of people in a matter of hours. Most of all we I would like to thank our community for their continued support and loyalty.”

Sally Lock and her team provide a safe and engaging social media environment|<http://www.silversurfers.com>|where the over 50s feel comfortable enough to debate, comment and interact on a wide range of topics. Some Silversurfers Facebook posts have also had up to 25,000 individual comments from our members.

With over 6 million over 50s having a Facebook account, social media is being very widely used by this age group.

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About Silversurfers.com

The Silversurfers|<http://www.silversurfers.com>|brand is the generic term for the over 50s on the Internet.

Silversurfers.com is a unique and informative lifestyle website and social network exclusively for the online community of over 50s. The site was developed by an experienced team all aged over 50 in response to the growing number of internet users aged over 50, which currently stands at over 15 million. The management team has extensive knowledge of the digital world. Commercial, editorial, marketing, sales and digital expertise is supported by a diverse board which is guiding the business’s rapid growth.

Silversurfers.com is a trusted and friendly online community environment providing news, reviews, features and offers from leading brands. Key sections include: Silvercard+, Speakers Corner, (where visitors can vote and comment on a large range of subjects), “Best of The Web”: (a round-up of useful websites covering over 200 topics ranging from health and wellbeing, travel and finance to cars, technology, sport and gardening) and Silverfriends, an online friendship site for the over 50s.

Its widely-used community and social media sites (the largest UK over 50s social media Facebook site with +250,000 followers with average interaction rates up to 500,000 per week and posts reaching over 5 million people) provide an integrated social experience for users who want to meet new friends, connect

with old friends and share information online.