Emotionally meaningful social relationships are essential prerequisites for health and well-being in old age. However, in old age, engaging in meaningful social contacts might be hindered by different factors, such as widowhood, living geographically distant from kin, or having impaired mobility. Thus it might be difficult to increase the quality of one’s social network or even maintain existing social relationships. With ICT-based social enrichment programmes it might be possible to alleviate feelings of loneliness and provide possibilities for older adults to get in meaningful contact with others in the virtual or the real world. The AAL project V2me (“Virtual coach reaches out to me”) has the goal to maintain and increase the quality of the social network in old age. The project aims at developing a virtual coach that serves as social mediator, thus providing possibilities for older adults to maintain existing social relationships and finding new significant social relations. After introducing the project, the present contribution will focus on empirically identified factors facilitating the uptake of technologies by older people. First, investigations on user requirements showed that older users focus on data security, adaptability to user characteristics, and motivational aspects of the ICT systems. Second, investigations on user acceptance of the virtual coach revealed that the degree of user acceptance varied dependent upon user characteristics. Last, potential barriers for the ICT use of older people will be highlighted and ways to overcome these barriers will be presented.