So what is an influencer and how do we become one?

An influencer is a person 1._____ can influence the decisions of their followers because of their
relationship with their audience and their knowledge and expertise in a particular area, e.g.
fashion, travel or technology. Influencers often have a large following of people who pay close attention to their views. Brands are now asking powerful influencers
to market their 2._____. here are five tips!!.

1. Choose your niche
What is the area that you know most 3._____? What do you feel most excited talking about?
Find the specific area that you're most interested in and develop it.

2. Choose your medium and write an interesting bio
Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. Make 4._____ that people who read your bio will want to follow you.

3. Post regularly and consistently
5._____influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your 6._____are consistent and possibly follow a theme.

4. Tell an interesting story
Whether it is a photo or a comment that you are posting, use it to tell a 7._____that will catch the 8._____of your followers and help them connect with you.

5. Make sure people can easily find your content
Publicise your posts on a variety of social 9._____, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them. Most importantly, if you want to 10._____a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

Choose the correct option

1. _____ A. When _____ B.Which _____ C. Who _____ D.Where
2. _____ A. Pictures _____ B. Products _____ C.Cars _____ D. Knowledge
3. _____ A. Most _____ B.Because _____ C. Around _____ D. About
4. _____ A. Sure _____ B.Ensure _____ C. Asure _____ D. Insurance
5. _____ A. Much _____ B. Many _____ C. Tons _____ D. Any
6. _____ A.Books _____ B. Texts _____ C. Posts _____ D.Writings
7. _____ A.Story _____ B. Article _____ C. Blog _____ D. History
8. _____ A. Comment _____ B. Attention _____ C. Ring _____ D. Mind
9. _____ A. Context _____ B. Media _____ C. distance _____ D. approach
10. _____ A.Become _____ B. Became _____ C. Becaming _____ D.Come