

(4) INFLUENCERS

ACTIVITY 1: Match the definitions (a-h) with the vocabulary (1-8).

a) expertise	1. something that is popular right now.
b) a trend	2. the people who watch or follow a public event, e.g. a film or concert.
c) an audience	3. expert knowledge or skill in an area.
d) consistent	4. to ask someone to pay.
e) catchy	5. a specialised area.
f) to charge	6. a short introduction of a person (short for "biography")
g) a bio	7. doing something in the same way over time
h) a niche	8. attractive and easily remembered.

ACTIVITY 2: Read the text and choose the best answer.

1. A social media influencer is not someone who...
 - a. guides the decisions of their followers.
 - b. is an expert in a particular area.
 - c. pays their followers to buy products.
 - d. has many followers who pay attention to their opinions.
2. Companies want to use influencers to help...
 - a. sell their products to their followers.
 - b. develop new products.
 - c. write their blogposts.
 - d. design their websites.
3. If you want to be an influencer, your bio on your social media account shouldn't...
 - a. say who you are.
 - b. talk about your niche area.
 - c. be interesting.
 - d. be the same as other people's bios.
4. You should make sure that you post...
 - a. once a month.
 - b. every day for the first month and then once a month after that.
 - c. about similar subjects.
 - d. about all sorts of different things.

5. You can make sure that people find your post by...
 - a. using hashtags.
 - b. using funny or memorable titles.
 - c. using different social media to link to your post.
 - d. doing all of the above.
6. What should the title of this blogpost be?
 - a. Five ways to influence people.
 - b. Five ways to use influencers in marketing.
 - c. Five tips on becoming a social media influencer.
 - d. Five tips on making money as an influencer.

ACTIVITY 3: Are the sentences TRUE or FALSE?

1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc.
2. Companies are paying some influencers up to \$25,000 to post about their products.
3. Most influencers write regular posts on their blogs or micro-blogs.
4. You can chat with your followers using your bio.
5. Your posts should not only be attractive but should tell a story.
6. You can become a social media influencer in a short time.

ACTIVITY 4: Personal Questions.

1. Do you know any social media influencers? What are their niche areas?

2. If you became a social media influencer, what medium would you use and what would you post about?

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<https://create.kahoot.it/share/youtubers-influencers/25b08a76-c409-448a-908c-298aabb550ca>

