

I. ANSWER THE QUESTIONS ACCORDING TO THE READING

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

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

An influencer is a person who 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. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

1. Choose your niche

What is the area that you know most about? 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. When you have done that, write an attention-grabbing bio

that describes you and your specialty area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

3. Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts 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 story that will catch the attention 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 media, 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 become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

A social media influencer is not someone who ...

Companies want to use influencers to help ...

If you want to be an influencer, your bio on your social media account shouldn't ...

You should make sure that you post ...

You can make sure that people find your post by ...

What should the title of this blogpost be?

II. ANSWER ACCORDING TO THE LISTENING

Answer (T) True or (F) False.

- | | |
|---|-----------|
| Sophie went on holiday with her friends. | (T) - (F) |
| Sophie went on holiday to Britain last year. | (T) - (F) |
| Sophie stayed in guest houses on her holiday. | (T) - (F) |
| Sophie's accommodation was comfortable. | (T) - (F) |
| Sophie got sick after buying food from a market. | (T) - (F) |
| Sophie was only sick for one day. | (T) - (F) |
| Sophie's favorite part of the trip was taking boat trips. | (T) - (F) |

III. PAST PARTICIPLE VERBS

Match the base form of the verb with its participle

GO	MADE
COME	BEEN
MAKE	HAD
HAVE	GONE
BE	COME
EAT	TRAVELLED
EARN	EARNED
STAY	UNDERSTOOD
TRAVEL	EATEN
UNDERSTAND	STAYED

IV. PAST SIMPLE OR PRESENT PERFECT

Complete the sentence in present perfect or past simple using the verb in brackets.

- I _____ (have) lunch with Emily yesterday.
- My son _____ (not-come) from school yet.
- _____ (make-you) your bed today?
- Where _____ (go-you) last summer?
- How much money _____ (earn-you) so far?.