

Name : .....

Class : .....

# Essential Apps & Communication Skills for Digital Communicators

Draw a line to connect the correct pairs.

## Part A: Essential Skills for Digital Communicators



1. basic design skill

A. run social media campaigns



2. social media  
management skill

B. use digital communication tools



3. technology skill

C. make visual contents

## Part B: Principles of Writing Social Media Captions

1. keep it short

A. increase engagement



2. use eye-catching language

B. easier to read



3. add value for audience

C. evoke emotions



4. include call-to-action

D. stand out  
from competitors

