

The passive



1. Choose the correct option: active or passive form.

The history of Instagram

<https://www.ecolmestorey.com/leaples>, accessed in January 2021.

- 2010: The Instagram app **a) launched / was launched**, gaining 25,000 users in a day.
- 2011: Hashtags **b) added / were added** to Instagram to help users discover both photographs and each other. Hashtags make content stand out and attract like-minded users.
- 2012: Instagram **c) bought / was bought** by Mark Zuckerberg for a billion dollars.
- 2013: Instagram **d) added / was added** their DM feature. Now, photos, videos and texts **e) send / are sent** directly to another account in the app.
- 2016: Instagram **f) launched / was launched** their own version of Stories. Photos or videos which disappear after 24 hours **g) can upload / can be uploaded** now. Instagram Stories has over 500 million daily users.
- 2020: Instagram rolled out Reels, a short-form video feature that **h) allows / is allowed** users to create and discover short entertaining videos of up to 30 seconds in length.

2. Fill in the gaps with the verbs in the box in the correct passive form.

transform • follow • post



- a) Cristiano Ronaldo
.....
by over 240 million
people on Instagram.
- b) By the time I realised it,
fake photos of my family
.....
on Facebook.
- c) In the future, mobile apps
.....
by highly advanced
wireless tech.

3. Rewrite the sentences in the passive.

- a) Companies are hiring third-party firms to search for fake damaging viral posts.
.....
- b) Snapchat has surpassed Twitter in the amount of daily active users.
.....
- c) Businesses soon saw social media as a powerful new communication tool.
.....
- d) Hannah is going to use social media to find work and career opportunities.
.....