3 Perfect

Vocabulary

Social media

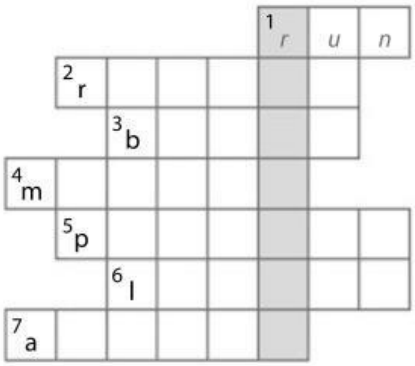
1 ☆ **Complete the expressions with the verbs in the box. There may be more than one possible answer.**

~~change~~	comment	create		
follow	(re)set	send	share	tag

1 *change* your privacy settings
2 _____ a password
3 _____ a friend request
4 _____ a celebrity on social media
5 _____ on a post
6 _____ a friend in a photo
7 _____ a link with a friend
8 _____ an account

Influencers

2 ☆ **Complete the crossword. What is the hidden word?**



1 *run* a blog
2 _____ shows
3 _____ readership
4 _____ with fans
5 _____ a brand
6 _____ products
7 _____ an event

Hidden word: _____ to comments

3 ☆☆ **Complete the sentences with verbs in the correct form from exercise 2.**

1 I've often thought about *running* a blog, but I can't decide on the content.
2 My favourite influencer always _____ to my comments.
3 If I had to _____ events for different brands, I'd soon get bored.
4 My aunt's posted a photo of her watch because she _____ the brand.
5 Some influencers regularly _____ their fans, while other prefer more privacy.
6 I'd love to get a job for a magazine where I had to _____ shows or concerts.
7 Before a company _____ a new product, they do a lot of research.

4 ☆☆ **Complete the text with one of the expressions in the box.**

~~attract subscribers~~	boost the number of views	
check out the content	create new content	
engage with their followers	identify your audience	
shoot a video	subscribe to your channel	

HOW TO 1 *attract subscribers* **TO YOUR CHANNEL**

- 2 _____ and delete all the old. 3 _____ and make sure you upload videos that people really want to watch.
- 4 _____ of your competitors' videos. How do they appeal to and 5 _____ ? Could you do it any better and attract even more people?
- Before you 6 _____ , plan it and write a script. You won't 7 _____ if what you're saying is weak.
- Make the first ten seconds of the video count. Nobody's going to 8 _____ if you lose their attention.

5 ☆☆☆ **Complete the questions with suitable verbs. Then answer them for you.**

1 Have you ever _____ a video? What was it about?

_____

2 How often do you _____ to comments on social media?

_____

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