

Unit 4:

Read the text & answer the questions on the right

<p>6.1</p> <p><b>Martin</b> So, I'm on Twitter and LinkedIn. How can I use social media to get a job?</p> <p><b>Georgina</b> Well, the first thing is to have a <b>good profile</b> (on Twitter it's called a 'bio') and a professional profile picture. You need to <b>update your profile</b> regularly and you can also add a link to an online CV.</p> <p><b>Martin</b> That's a good idea. And how will companies find my profile?</p> <p><b>Georgina</b> Many companies now <b>search online for candidates</b>. But you also have to search for jobs. Many companies are on social media. Look at their pages to find jobs, and you can <b>follow</b> companies on Twitter.</p> <p><b>Martin</b> OK, I already do that. What else can I do?</p> <p><b>Georgina</b> Well, it's <b>social networking</b>. That means you have to network.</p> <p><b>Martin</b> What does that mean I do?</p> <p><b>Georgina</b> First, you <b>add contacts</b> to <b>build your network</b>. You can ask your Facebook friends or LinkedIn connections to introduce you to their contacts. You can also search for <b>useful contacts</b> and ask to <b>connect with them</b>. Another good way to find people is to <b>join professional 'groups'</b> on LinkedIn or Facebook. These are called 'communities' on Google+.</p> <p><b>Martin</b> I see.</p> <p><b>Georgina</b> And it's not enough to have a lot of friends or connections. You have to be <b>active</b> and <b>communicate</b> with your contacts. People need to 'see' you and know something about you. Update your status, that means <b>post something</b>, regularly. Post interesting things that are connected with your work and comment on or 'like' your contacts' posts. Join a group conversation or a Twitter chat, or <b>start a conversation</b> about a professional idea. All of these are easy ways to network.</p> <p><b>Martin</b> Thanks very much, Georgina. Useful ideas. I'll go and <b>update my status</b> now.</p>	<p><b>Answer these questions below</b></p> <p>A. What is important to have on your social media profiles?</p> <p>B. How can companies find you on social media?</p> <p>C. What are some ways to build your network?</p>
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## Social media



I use social media to **connect with classmates** and teachers. We create study groups on Facebook or WhatsApp to **share notes** and reminders about deadlines. Sometimes, I follow **educational pages** or channels to **get tips** and documents. I also **join online communities** for students to ask questions and discuss some topics. Staying active in these groups helps me learn new things and **stay motivated**.

I use social media for fun by watching videos, following celebrities, and **scrolling** through funny memes. I like using Instagram and TikTok because they have a lot of **entertaining content**. Sometimes, I join conversations about movies or shows I watch. I also follow my friends' posts and comment on their photos, which helps me stay connected with them.



I follow brands and online stores on Instagram and Facebook to get updates about new products and discounts. Social media makes it easy to **compare prices** and **read reviews** before buying something. Sometimes, I message sellers directly to ask questions. I also enjoy shopping through live-streams because it feels interactive and fun.

**Complete the sentences below with the appropriate phrases from the word bank.**

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|-----------------------------|------------------------------------|
| 1. stay connected           | 5. compare prices and read reviews |
| 2. message sellers directly | 6. scroll through memes            |
| 3. follow educational pages | 7. join online communities         |
| 4. entertaining content     | 8. shopping through live-streams   |
|                             | 9. exchange ideas                  |

1. I use social media to \_\_\_\_\_ where students ask questions and help each other.
2. Following classmates' updates helps me \_\_\_\_\_ and stay motivated.
3. I also \_\_\_\_\_ to get tips and resources for my courses.
4. I like to \_\_\_\_\_ on TikTok and Instagram because it's relaxing.
5. Social media has a lot of \_\_\_\_\_, like funny videos and jokes.
6. Commenting on my friends' photos helps me \_\_\_\_\_ with them.
7. Before buying anything, I always \_\_\_\_\_ to make sure I get a good deal.
8. I sometimes \_\_\_\_\_ on Instagram to ask questions about products.
9. One of my favorite ways to shop is \_\_\_\_\_, which makes the experience fun and interactive.