

B2–C1 Homework: Social Media & Target Vocabulary

Task 1. Analytical Essay (300–350 words)

Write an essay discussing the role of *brand awareness*, *creativity*, and *relatability* in building successful social media campaigns. Use examples from real companies, influencers, or your own experience. Make sure to address the importance of *credibility*, *trustworthiness*, and *honesty* in communication. Integrate at least 7–8 of the target words into your essay naturally.

Task 2. Critical Thinking & Debate

Imagine you are taking part in a debate: "Cancel culture is harmful to society and brands." Prepare arguments **for** and **against** this statement. In your notes, use the following target words: *cancel culture*, *endorsement*, *engagement rates*, *flop*, *sponsored partnership*. Then, write a 250-word summary presenting your balanced viewpoint.

Task 3. Case Study & Problem-Solving

You are hired as a social media consultant. A fashion brand has recently collaborated with a celebrity, but the partnership turned into a *flop* because audiences questioned the celebrity's *credibility* and *honesty*. The brand is losing *engagement rates* and followers.

Write a detailed report (at least 300 words) suggesting how the brand can rebuild *trustworthiness*, *foster* better relationships with followers, and *encourage* more positive interaction. Include concrete strategies and use at least 8 of the vocabulary items.

Task 4. Creative Production

Create a mock social media campaign for a new eco-friendly product. Your campaign should include:

- A slogan that demonstrates *creativity* and *relatability*.
 - A short influencer post (150–200 words) with a possible *endorsement* or *sponsored partnership*.
 - A short explanation (200 words) of how your campaign will build *brand awareness*, maintain *credibility*, and achieve strong *engagement rates*.
- Make sure to include at least 10 of the target words across the whole task.

Task 5. Reflection

Write a personal reflection (250–300 words) on your own relationship with social media. Do you *follow* influencers? Do you trust *endorsements* and *sponsored partnerships*? Have you ever seen a brand recover after a *flop* or being affected by *cancel culture*? Discuss honestly, using at least 8–10 of the vocabulary items.