John Andrews

ENGLISH TEST – UNIT 1 "Your life" – 12th grade

Ms. Jimena Villalón N

E7: Manejo de habilidades comunicacionales
OA: Evaluate vocabulary, grammar and reading comprehension from Unit 1

I. Read the text and select the correct alternatives (3 pts each)

Social Media Influencers

It is estimated that about 40 per cent of the world's population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow.

So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers' hearts. Brands are now asking powerful influencers to market their products. With some influencers charging up to $25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

1. **Choose your niche**

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

2. **Choose your medium and write an interesting bio**

Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your speciality area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

3. **Post regularly and consistently**

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

4. **Tell an interesting story**

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

5. **Make sure people can easily find your content**

Publicise your posts on a variety of social media, use hashtags and catchy titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

LIVEWORKSHEETS

1. A social media influencer **is not** someone who ...

a. guides the decisions of their followers.

b. is an expert in a particular area.

c. pays their followers to buy products.

d. has many followers who pay attention to their opinions.

2. If you want to be an influencer, your bio on your social media account shouldn't ...

a. say who you are.

b. talk about your niche area.

c. be interesting.

d. be the same as other people's bios

3. What should the title of this blogpost be?

a. Five ways to influence people

b. Five ways to use influencers in marketing

c. Five tips on becoming a social media influencer

d. Five tips on making money as an influencer

II. Decide if these statements are TRUE or FALSE (2 pts each)

1.	You can become a social media influencer in a short time.	TRUE	FALSE
2.	Most influencers write regular posts on their blogs or micro-blogs	TRUE	FALSE
3.	Your posts should not only be attractive but should tell a story	TRUE	FALSE
4.	Companies are paying some influencers up to $25,000 to post about their products	TRUE	FALSE

VOCABULARY

III. Select the correct alternative (2 pts each)

1. This bed isn't very comfortable anymore. Perhaps we should buy a new ....

a. mattress

b. porch

c. cushion

2. Pour the soup into the ....

a. cushion

b. saucepan

c. porch

LIVEWORKSHEETS

3. On the sofa, there were some brightly coloured ....
a. mattresses
b. curtains
c. cushions

4. It was getting dark, so I closed the ....
a. ovens
b. curtains
c. sofás

5. To keep the rooms cool, before she left for work, my mother used to close the ....
a. porches
b. shutters
c. mattresses

IV. Match the halves (2 pts each)

1.- Now that Dan has a job and a place to live, he	a. was very childish
2.- Both of Isabel's daughters	b. seems fairly hopeless
3.- Joe plays football and tennis, and	c. has always been fairly sporty
4.- With little clean water and no food, the situation now	d. are very musical
5.- I was quite shocked by his behaviour. I thought it	e. is feeling more hopeful

GRAMMAR

V. Match the two parts of the question (2 pts each)

1.- Do you live with	a. live in the city centre?
2.- Do you still	b. here long?
3.- Are you still	c. living in Madrid?
4.- Have you lived	d. been living in Madrid?
5.- How long have you	e. your family?

LIVEWORKSHEETS

VI. Read the sentences. Select TRUE if grammatically correct and FALSE if grammatically incorrect (2 pts each)

1.	I went to India several times as a child	TRUE	FALSE
2.	I've told Anna yesterday that I can't come to the party	TRUE	FALSE
3.	I've lived in Madrid for three years before leaving in 2010	TRUE	FALSE
4.	Dan has always wanted to visit the US ever since he's been a child	TRUE	FALSE
5.	No food for me, thanks – I've already eaten	TRUE	FALSE

VII. Complete the sentences with the infinitive or the gerund of the verb in brackets (3 pts each)

1. Luke doesn't want to be the only man at the party, so I've promised _____ (go), too.
2. It was a tough exam but, with lots of revision, I managed _____ (pass) it.
3. As a child, I used to really enjoy _____(swim).
4. I joined an art class in January, but I keep forgetting _____ (go).
5. I rarely go into the town centre because I can't stand _____ (shop).

Be determined and confident, for you will be the leader of these people as they occupy this land which I promised their ancestors.
Joshua 1:6

LIVEWORKSHEETS