

READING COMPREHENSION

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 sometimes charge up to \$25,000 for one social media post. Consequently, it is no surprise that more and more people would like to become influencers too. If you want to be 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. Write an interesting bio

Most influencers these days use their own online blog, Instagram or Snapchat to connect with their followers. When you have chosen your medium, write an attention-grabbing bio that describes you and your speciality area in an interesting way.

3. Post regularly and consistently

Many influencers post daily on their social media accounts. Also, ensure that your posts are cool.

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

Post 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!

Choose the correct option:

A social media influencer is not someone who ...

- guides the decisions of their followers.
- is an expert in a particular area.
- pays their followers to buy products.
- has many followers who pay attention to their opinions.

Companies want to use influencers to help ...

- sell their products to their followers.
- develop new products.
- write their blogposts.
- design their websites.

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

- say who you are.
- talk about your niche area.
- be interesting.
- be the same as other people's bios.

You should make sure that you post ...

- once a month.
- every day for the first month and then once a month after that.
- from Monday to Monday.
- about all sorts of different things.

You can make sure that people find your post by ...

- using hashtags.
- using funny or memorable titles.
- using different social media to link to your post.
- doing all of the above.

1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc.

True

False

2. Companies are paying some influencers up to \$25,000 to post about their products.

True

False

3. Most influencers write regular posts on their blogs or micro-blogs.

True

False

4. You can chat with your followers using your bio.

True

False

5. Your posts should not only be attractive but should tell a story.

True

False