

UNIT 3



DO YOU WANT TO BE AN INFLUENCER?



An influencer is a person who can influence the decisions of their followers in a particular area, like fashion, travel or technology. Influencers often have a large following group of people who pay close attention to their posts. They have the power to convince people to buy things. Brands are now asking powerful influencers to promote 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-Find the specific area that you're most interested in and develop it

2-Decide which application is the best way to connect with your followers

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.

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

5. Make sure people can easily find your content. Use hashtags and catchy titles and make sure that followers see your posts. Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and so with time you can get more and more followers!

Read the following statements and select one.

A social media influencer is someone who ….

- is an expert in many areas.
- pays their followers some money to buy products.
- has many followers who pay attention to their opinions.



LIVEWORKSHEETS

Companies want to use influencers to help ...

- sell their products to their followers.
- write their blog posts.
- design their websites.

An influencer should post ...

- once a month.
- every day.
- about the same topic

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

- using hashtags.
- using boring titles.
- using the same post every day.

LIVEWORKSHEETS