

1- Read the text and decide if the sentences are true or false.

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 attentiongrabbing 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!

1. An influencer needs to know about as many topics as possible, e.g. fashion, travel, technology, etc. _____
2. Companies are paying some influencers up to \$25,000 to post about their products. _____
3. Most influencers write regular posts on their blogs or micro-blogs. _____
4. You can chat with your followers using your bio. _____
5. Your posts should not only be attractive but should tell a story. _____
6. You can become a social media influencer in a short time. _____

GRAMMAR

1- Complete the text with the correct present form of these verbs.

BREED CONSIDER LIVE (X2) NOT LOOK MAKE (X2) TRAIN

Guide Dogs for the Blind

- (1) you ever what it is like to be unable to see? In the UK, there are two million people who
- (2) with sight loss right now. For over eighty years, the charity Guide Dogs for the Blind has helped blind people to live an independent life and (3) thousands of guide dogs. The charity (4) puppies and trains them so that they can be placed with a blind person.

Christine Wells has experienced just what a difference having a guide dog (5) She began to lose her eyesight when she was five, and by the time she was nine she was using a white stick, which she hated. In 2012, Christine was matched with Bonnie. 'Bonnie (6) me feel completely better since I got her. I feel totally confident with her.' Since getting Bonnie, Christine (7) the life of an outgoing teenager. 'Bonnie has changed my life completely. I (8) back since I got her.'

2- Complete the sentences with the correct comparative form of the adjectives in brackets.

- a- My sister can swim (far) than me.
- b- I am (strong-willed) than my friend Peter. I gave up chocolate, but he couldn't.
- c- My brother speaks English (good) than me.
- d- My art teacher is (laidback) teacher in my school. Nothing seems to worry or upset him.
- e- Can you take these jeans back to the shop? They're (long) for me.
- f- My new German teacher doesn't speak (fast) as my old one.
- g- The new science teacher is (strict) than our old one who wasn't good at controlling the class.

3- Complete the second sentence so that that is has a similar meaning to the first sentence using the word given. Do not change the word given. Use between two and five words, including the word given.

1 I am not as good at drawing as Jane.

CAN

Jane me.

2 Paul is a slower runner than Kate.

RUNS

Paul Kate.

3 More boys than girls usually play sports at our school.

LIKELY

Boys are play sports at our school than girls.

4 I've never seen such a funny film.

EVER

That's the seen.

5 I couldn't hear the flute player because he played too quietly.

LOUDLY

The flute player did hear him.

4- Read the article and complete it with the correct form of the word in capitals.

Lost and Found

My last school had a very good reputation for music, with a 1 (SUCCESS) orchestra and choir.

I was never much good at music, but I enjoyed singing. That was until the music teacher heard me.

'Who is that with the truly 2 (DREAD) voice? Please don't sing, just mime the words.' And on that day I stopped singing.

I wasn't at all 3 (COMFORT) with people hearing my voice.

But about a year later, I came across a singing class for non-singers called 'You can speak, so you can sing.' We started just by

playing with different sounds. Working in a 4 (REPEAT) way helped to build our 5 (CONFIDENT). I've now

done a singing course with the same tutor and it's been great working in a 6non- (COMPETE) environment.

So the big question is, 'Has it made a difference?' Well, I'm no opera singer, but there's certainly been

an 7 (IMPROVE). And the most important thing is that it's made music 8 (ACCESS) to me. I feel I lost my voice and now I've found it.

5- Choose the correct words to complete the sentences.

- 1 I didn't use to / wouldn't like camping, but now I do.
- 2 By the time we got / were getting our food, we weren't / hadn't been hungry any more.
- 3 I have been messaging / have messaged Fiona four times, but she hasn't replied / wasn't replying.
- 4 Harry has been / was early for school because he hadn't put / hadn't been putting his clock back.
- 5 While we were waiting / waited to go in the museum, we saw / would see a famous film star come out.
- 6 Lenny was / was going to be excited when he had won / won an all-expenses paid holiday to Australia.
- 7 Sarah got / was getting bad sunburn because she has been sitting / had been sitting in the sun all day.

6- Complete the sentences with these words/phrases.

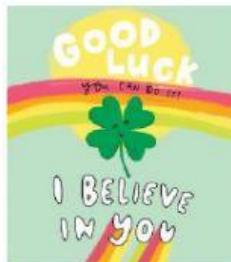
AS LONG AS IN CASE IF ONLY ON CONDITION THAT UNLESS WHEN WISH

- 1 I had a bigger bedroom! I'd then be able to invite my friends to stay over.
- 2 My grandparents will only move they can stay in their village.
- 3 It's really frustrating the free WiFi in the city centre isn't working as you can't connect to the internet.
- 4 I my house was nearer to school. I wouldn't have to get up so early if it was.
- 5 The people at my school will only like the designs for the park there is a skate park in it.
- 6 Let's take our swimming costumes there's a pool in the hotel.
- 7 Harry won't get here later than 8.00, there are traffic jams.

VOCABULARY

1- Choose the correct words to complete the sentences.

- a- He used photos in his presentation to give his message away / get his message across.
- b- Anna is going to try out / take off acting in the local theatre club.
- c- Mel doesn't want to give away / miss out on the special offer on new computers.
- d- The rich description in the book all adds to / takes off the effect on the reader.
- e- Virtual reality headsets have really given up / taken off in the last few months.
- f- They are giving away / putting off fifty free pairs of tickets to see the new Harry Styles concert.
- g- My big brother is going to take off / give up playing video games until he has finished his exams.



2- Choose the correct words to complete the sentences.

- a- We're off to Mexico tomorrow! Mum has made sure / secure that we have packed the right things for our holiday.
- b- Duolingo is a language learning app. You don't have to fill / enter your details if you log in with your Facebook profile.
- c- I'd like to make a reservation / reserve for two nights.
- d- I'm going to keep / stay a record of where we go and what we do on holiday on my blog. I'll use my tablet to upload new content.
- e- The first show / sign of trouble was when we saw our flight was delayed by two hours.
- f- My mum is amazing. She can cope / survive with anything. Missing passport? She'll find it.
- g- Many people such as shopkeepers and waiters on the Balearic Islands make / pay a living from tourism.
- h- It was on her third try / attempt to order a coffee that the waiter understood what she was saying.
- i- Global warming has caused severe / grave damage to the polar ice caps. Scientists are worried species like polar bears will become extinct if we do nothing.

3- Complete the sentences with the correct compound nouns.

COUNTRY COTTAGE - APARTMENT COMPLEX - PUBLIC SPACES- HOUSING CRISIS- PUBLIC TRANSPORT- WEATHER CONDITIONS

- a- They are planning a new next to the river, with great views.
- b- The were perfect for skiing. It was cold, with blue skies and the snow was powdery, not icy.
- c- I always try to use when getting about the city. The bus lanes mean it's much quicker than going by car.
- d- There aren't enough where people my age can meet up safely.
- e- My grandparents live near a small village in a pretty little The rooms are really small, but they are charming.
- f- The recent means that there are many families living in overcrowded conditions.