

3

Perfect

Vocabulary

Social media

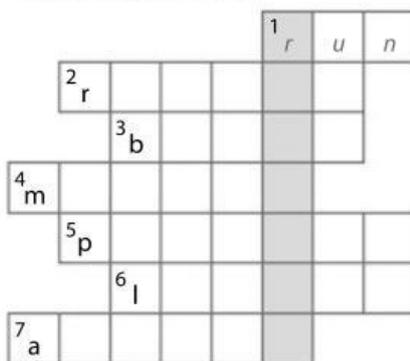
1 ☆ Complete the expressions with the verbs in the box. There may be more than one possible answer.

change comment create
follow (re)set send share tag

- 1 change your privacy settings
- 2 _____ a password
- 3 _____ a friend request
- 4 _____ a celebrity on social media
- 5 _____ on a post
- 6 _____ a friend in a photo
- 7 _____ a link with a friend
- 8 _____ an account

Influencers

2 ☆ Complete the crossword. What is the hidden word?



- 1 run a blog
- 2 _____ shows
- 3 _____ readership
- 4 _____ with fans
- 5 _____ a brand
- 6 _____ products
- 7 _____ an event

Hidden word: _____ to comments

3 ☆☆ Complete the sentences with verbs in the correct form from exercise 2.

- 1 I've often thought about running a blog, but I can't decide on the content.
- 2 My favourite influencer always _____ to my comments.
- 3 If I had to _____ events for different brands, I'd soon get bored.
- 4 My aunt's posted a photo of her watch because she _____ the brand.
- 5 Some influencers regularly _____ their fans, while other prefer more privacy.
- 6 I'd love to get a job for a magazine where I had to _____ shows or concerts.
- 7 Before a company _____ a new product, they do a lot of research.

4 ☆☆ Complete the text with one of the expressions in the box.

attract subscribers boost the number of views
check out the content create new content
engage with their followers identify your audience
shoot a video subscribe to your channel

HOW TO 1 attract subscribers TO YOUR CHANNEL



- ▶ 2 _____ and delete all the old. 3 _____ and make sure you upload videos that people really want to watch.
- ▶ 4 _____ of your competitors' videos. How do they appeal to and 5 _____? Could you do it any better and attract even more people?
- ▶ Before you 6 _____, plan it and write a script. You won't 7 _____ if what you're saying is weak.
- ▶ Make the first ten seconds of the video count. Nobody's going to 8 _____ if you lose their attention.

5 ☆☆☆ Complete the questions with suitable verbs. Then answer them for you.

- 1 Have you ever _____ a video? What was it about?

- 2 How often do you _____ to comments on social media?
