

## Exercise 1

1. What is the social media influencer?

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

2. Companies want to use influencers to help...

They want to use influencers to help them market their products.

3. Based on your experience, what is Instagram?

It's basically an application where you can make and share photos or videos and make or get connection to someone

4. What is the most important thing to become a social media influencer?

you need to have patience.

5. According to you, what are the advantages of being a social media influencer?

I could get a lot of connections, endorsement, personal branding, or to tell people and make people listen to my own opinion about something.

## Exercise 2

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

## Exercise 3

1. People sometimes need **Influencer** to buy some product.
2. When telling the story, it has to **Catch** attention of public.
3. We need to have **Patience** if we want to do something.
4. Choose the **Specific** area that most interested in.
5. very social media influencer has many **Follower** if they keep post interesting bio.
6. Companies choose the influencer that can **Persuade** customer to buy their products

### English Proficiency test TRIVIA-Reading

1. (B) Written correspondence
2. (C) Pneumatic Post
3. (A) Six Degrees
4. (A) The Problem
5. (B) People
6. (B) People
7. (C) Writer
8. (C) Everyone
9. (B) People
10. (B) Facilities

### Writing

#### **Whatsapp**

**Whatsapp** is an messenger app for smartphone. Whatsapp messenger is a cross-platform app where we are able to change message without fee. it first release on January 2009. Whatsapp founded by Brian Acton and Jan Koum. On January 2009, when he bought an iphone, Koum and Acton realized the potential from app software industry on App Store, then they started visiting Alex Fishman, one of koum friend on West San Jose to talk about a new messenger model App that would show status beside its user individual name. Then, Starting from that an idea about whatsapp been born to world and the rest is history