



ENGLISH

Chapter 7 Session A

5th
SECONDARY

Perfect



 **SACO OLIVEROS**

HELICOMOTIVATION




Perfect

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WDYT?
(What do you think?)

What's your
perfect day?

Social media

1  Match verbs 1–8 with nouns a–h to make phrases connected to social media.

1 change d

2 comment g

3 create b

4 follow e

5 (re)set h

6 send c

7 share f

8 tag a

a a friend

b an account

c a friend request


d your privacy settings

e a celebrity

f a link

g on a post

h your password

- 3  Check the meaning of the words in bold in the to-do list. Which of the things in the list can you see in the photos?

Meet up with my fans

- **Attend** influencer **event** Tues. @7:00 pm, Park Hotel.
- **Promote** @Ollystime **brand**.


My to-dos to boost readership by 50%:

Run a more appealing blog

- **Engage** more **with my followers** – respond to their **comments**, etc.
- **Review** **shows**, **bands** or perhaps even **games**.
- **Launch** at least two new **products** every month.

Attract more YouTube subscribers

- **Identify** another **audience**, **create** suitable **content** for them.
- **Subscribe** to a new **channel** and **check out** the **content**.
- **Shoot** a new **video** (get Jollie to edit it – she's amazing!).

3  Check the meaning of the words in bold in the to-do list. Which of the things in the list can you see in the photos?

4 Complete the text with the correct form of the verbs from the to-do list.

1 Check out influencer Iris Apfel's cool looks on social media. She certainly knows how to
2 attract subscribers – she has almost 1.5 million followers on Instagram. She **3** engages with her followers and **4** responds to their comments. She has considerable experience in **5** launching new products, **6** promoting brands and **7** attending important events. As an interior designer, she decorated the White House for nine US presidents! Now as a fashion icon, she skillfully **8** creates suitable content for her audience.

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Work in pairs. Complete the sentences with the words in the box. Discuss which ones you agree or disagree with.

boost readership create content
meet up with fans review more things
run a blog shoot a video
subscribe to their channel

- 1 It's easy to shoot a video with your phone if you have a good camera, but it's much harder to edit it well.
- 2 I'd rather run a blog with weekly posts than create content for a YouTube® channel.
- 3 If I were a celebrity, I would meet up with fans on a regular basis and allow them to take selfies with me.
- 4 Many online magazines try to boost readership by launching competitions. I think they should review more things so we know what's worth watching, playing or buying.
- 5 If I like a particular YouTuber, I always subscribe to their channel.

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Work in pairs. Answer the questions.

- 1 Do you follow any influencers? Who? What kinds of things do they promote?
- 2 Would you like to be an influencer? Why/Why not?
- 3 If you ran a YouTube channel, what would it be like?

7 Watch the video. What do Oliver's followers all have in common?



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Work in pairs. Discuss the questions.

- 1 In your opinion, is this video a typical vlog?
- 2 Oliver made this video to talk to his followers.
In your opinion, is video a good way to do this?