



ENGLISH

Chapter 7 Session A

5th
SECONDARY

Perfect



 **SACO OLIVEROS**

HELICOMOTIVATION





Perfect

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/b
- 5 (re)set h
- 6 send c/f
- 7 share f
- 8 tag a/b/e

- 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

Influencers

- 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!).**

Influencers

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 c
They all love music.

8



Work in pairs. Discuss the questions.

- 1 Yes, he speaks straight to the camera / No, vloggers usually move around more when they talk
- 2 Yes, you can say a lot in a video.

No, because it's a one-way conversation.