

Social Media

UNIT

7



1 Say what kind of media these words make you think of.

2 Quote other forms of communication that you can use.

KEYWORDS

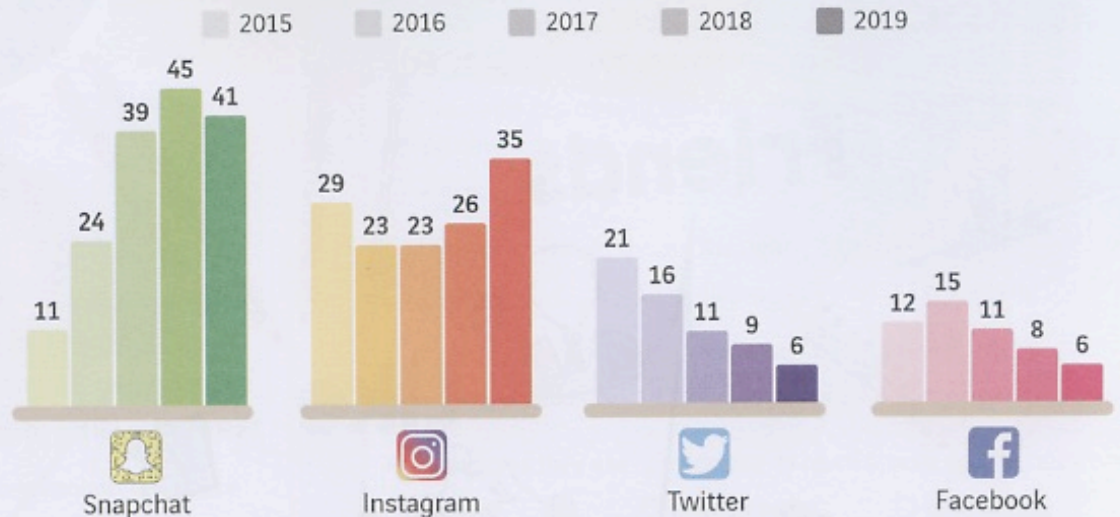
- a ban: une interdiction
- to back up: soutenir
- censorship: la censure
- a comment: un commentaire
- to deliver a message: passer un message
- to delete/to erase: effacer
- a follower: quelqu'un qui suit, adhère
- a member: un adhérent
- to post: poster, afficher
- to send, to dispatch: envoyer
- supportive: solidaire

ACTIVITY 1

The popularity of social networking sites

Instagram and Snapchat, American teenagers' favourite social media

% of American teenagers choosing the following social media as their favourite



SOURCE: PIPERJAFFRAY, a study over 8 600 American teenagers aged

- 1 **Explain** what this graph represents.
- 2 **Look** at the graph and **say** which sites have grown more and more important among American teenagers and which ones have lost popularity.
- 3 **Say** why Snapchat comes first according to you.

ACTIVITY 2

What is social media marketing?

vidéo

foucherconnect.fr / 20ang26



- 4 **Fill in** the blanks with words that you have heard.
"Social media marketing is a way for companies or brands to with customers, maybe potential customers, in a"
- 5 **Name** the different social platforms that are quoted here.
- 6 **Say** why people come and visit these platforms.
- 7 **Say** what the man concludes you need to do to succeed in social media marketing.

ACTIVITY 3 An example of social media marketing

Airbnb launched a series of live videos with the tagline “We Are Here”, which showed travelers using Airbnb’s new “Places and Experiences” options. This campaign came at a time when Airbnb wanted to grow and become more than just an accommodation provider for travelers.

In this endeavor, the company announced the launch of its “Trips” platform using Facebook Live. During the 24-hour launch period, people could post live videos of themselves indulging in exciting activities at their travel location. [...]

Airbnb used their Facebook Live campaign to show potential customers the wide array of thrilling activities that are available to participate in all over the world. And, most importantly, they can easily experience these activities with Airbnb. The campaign attracted over 6.2 million views of the six live streams around the world. [...]

DEBBI GOURLEY © 2020 SINGLE GRAIN, D.R. ■



8 Say how Airbnb tried to develop its reputation.

9 Explain what the purpose of this marketing campaign for Airbnb was.

ACTIVITY 4 Brands' relationships with influencers

Consumers are reluctant to trust online brand messaging: up to 25.2% of U.S. Internet users blocked ads on their devices in 2018. Instead, they turn to social media influencers: individuals who distinguish themselves through their personal style and their ability to attract a large audience. What influencers wear, where they travel, and who they listen to intrigue and inspire their followers. Increasingly, therefore, marketers look for opportunities to connect with their customers by inserting their products and brands into influencers' dialogues with followers. Marketers often treat social media as a low-cost advertising channel. From this perspective, an influencer simply executes the upstream part of a company's brand strategy, driving sales by creating visibility through product placement on social networks. [...]

ALICE AUDREZET AND GWARLANN DE KERVILER, APRIL 1ST, 2019 © HARVARD BUSINESS PUBLISHING ■

10 Explain who influencers are.

11 Say what the advantages are for companies to use influencers.

**EXPRESS
YOURSELF**



Why has social media marketing become more and more popular?

USEFUL PHRASES

- It offers visibility: Cela offre de la visibilité.
- It attracts a lot of consumers: Cela attire des consommateurs.
- It is cheap and fast: C'est peu coûteux et rapide.
- It boosts sales: Cela augmente les ventes.

The fakest influencers on Instagram

A new genre of social media influencers could further break down the barriers between what's real, what is not, and why that even matters – and so far, people seem to be OK with it. CGI [Computer Generated Image] influencers are growing their followers by the hundreds of thousands but not everyone even realizes they're not real.

Back in April 2016, Lil Miquela uploaded her first post to Instagram and introduced the world to a seemingly normal 19-year-old Brazilian-American. Miquela wore designer clothing and posed in the coolest locations [...]

Since then, Miquela has amassed a following of 1.5 million people and she doesn't even exist.

Yes, Lil Miquela is a computer-generated image and is responsible for the ever-growing trend of CGI influencers. This year, Miquela was named one of Time's 'Most Influential People on the Internet', further solidifying the place of CGI influencers online. She has appeared in fashion magazines such as *V*, *Paper* and even *Vogue*, and often shares pictures with her celebrity 'friends' Mary-Kate and Ashley Olsen, Tracee Ellis Ross and even Prince Charles.

But she's no longer the only one. Six months after Miquela first appeared online, another Instagram account was created for Bermuda. [...]

Bermuda and Miquela are also friends, often appearing on each other's feeds. [...]

ORLAITH CONDON, DECEMBER 25TH, 2018 © THE JOURNAL MEDIA © THE DAILY EDGE



1 Read the title and say what other title you could choose for the article.

☐ a • Be careful of Instagram

☐ b • Instagram likes scoops

2 Say who Miquela is.

3 Find words in the text that mean the same as:

a. obstacle:

b. counts:

c. until now:

d. understands:

e. collected:

f. tendency:

g. labelled:

h. emerged:

4 Say if these statements are right or wrong and **justify** by quoting from the text.

a. Miquela is a real person.

b. People accept the idea that she is not real.

c. People are completely aware of which influencers are real or fake.

d. Miquela has had a huge influence on the development of CGI influencers.

e. She became famous online only.

f. Bermuda and Miquela know each other and are often present together on sites.

5 Explain the expression "ever-growing trend".

6 According to the article, **explain** why Miquela is seen as a real person.

WRITING
(100-120
words)

What do you think of the relationship between brands and influencers?
To what extent should influencers (real or fake) be careful not to be exploited
by brands? What could the risks be for them?

USEFUL PHRASES

- **abuses:** des abus
- **a customised communication campaign:** une campagne de communication personnalisée
- **to bear something in mind:** garder quelque chose à l'esprit
- **to respect someone's privacy:** respecter la vie privée de quelqu'un

Why it feels like Facebook is listening through your mic

vidéo

foucherconnect.fr/20ang27



Before watching

Have a look at the picture. Say what this man is doing and what you expect the video to be about.

KEYWORDS

- an advertiser: un annonceur
- to gather: recueillir, réunir
- to target: cibler
- to track: pister

Understanding

1 What is the main topic? Choose among the following propositions.

☐ a. The dangers of Facebook

☐ b. The intrusion of Facebook in our lives

☐ c. A Facebook conspiracy

2 Explain what the woman tries to do at the beginning of the video. 0:00 to 0:30

3 Explain what happens to her at the very same time.

4 Explain what the conspiracy theory is. 0:31 to 1:09

5 Say why Facebook does that.

6 Say what former Facebook employees explained about this theory.

7 Explain why it feels like Facebook and its advertisers are listening.

8 Explain how the content of the woman's bag makes its way back to Facebook. **1:10 to 1:57****9 Complete** the passage with words from the recording. **1:58 to 2:37**

"Facebook and advertisers are actually following your The Facebook app in your pocket and many others gather your using various methods: IP addresses, around you and most likely your direct permission your phone location."

10 Explain what the medical app said about the woman blowing her nose. **2:37 to end****11 Say** what the woman's last suggestions are.**12 Say** what her conclusion is.**SOUNDS AT WORK**

#audio

foucherconnect.fr/20ang28



1. Read the following two-syllable verbs and **underline** the stressed syllable. Then **listen** and **check**.

increase - nosedive - produce - project - contract

2. Read the following nouns and **underline** the stressed syllable. Then **listen** and **check**.

increase - product - project - contract - student

3. Underline the correct rule concerning stressed syllables.

In most two-syllable verbs, the stress is on the first/second syllable.

In most two-syllable nouns, the stress is on the first/second syllable.

SPEAK UP!

1. Put together all the information you have picked up and give an account of the video.

2. Being tracked online by all sorts of apps is your fear. Explain what precautions you are ready to take and how you want them to be implemented.



Why digital marketing is important for small business

(1) When small businesses get started, their focus is often on how to get their first group of customers through the door. They may rely on traditional forms of advertising, such as print ads and coupon mailers or even big signs on the side of the road. [...] While this strategy may bring in a trickle of business, there is a better and easier way. Small businesses should consider the huge marketplace of prospects online. No small business, no matter how new, should overlook this vast marketplace. [...]

(2) Small businesses sometimes believe that they don't have the time or the money to be competitive online. [...] They may even think the best strategy is simply to wait for customers to show up. [...] The problem with this approach is that your customers and potential customers are already online. Right now. Today. There's a good chance they might already be looking for a business like yours, but if they can't find you easily, they are probably going to choose someone else. [...] They expect to find you there with a website and a social media presence. They may be looking for reviews so they can learn what other people are saying about your company and whether it is a good place to do business. [...]

(3) For your business to be successful, you need to pay attention to what your competitors are doing and learn from it. [...] When you look at what your competitors are doing, you will get some idea of what is working and what isn't working. [...] How do they communicate their brand and what makes them unique? How well do they engage with the audience? Do you think you can do better?

(4) It's clear that in today's digital world, the first place the average consumer looks for what they want is online. Whatever product or service they are looking for, they will most likely start their search with Google. If you have no online presence at all, you won't be found, and you can't compete. [...] By creating a web presence, your business is open for business even when it's closed. You can create an atmosphere in which your customers can come to you anytime day or night. At their convenience, customers and prospects can send you emails with questions, make purchases and browse your inventory. Potential customers who have no way to physically come to you can still do business with you, whether they are limited by disability, transportation or simply living too far away. [...]

(5) You can gradually get to know them and what they are hoping to find. [...] By interacting with people digitally, you can start to get to know what they are looking for. [...] In this way, you start to build a relationship with your customers. You become much more than a business. You become a trusted partner. [...]

(6) Compared to advertising on TV, radio or through direct mail, digital marketing costs considerably less and reaches a much wider audience at the same time. Using digital marketing to promote your small business will help you to have a much better chance of business success.

digitalmarketinginstitute.com, 2020, D.R.

1 Read the text carefully and match each paragraph with a title.

- | | | |
|---|---|-------|
| a. Your competitors are online | • | • \$1 |
| b. What advertising tools should you use? | • | • \$2 |
| c. Your customers are online | • | • \$3 |
| d. Benefits of online marketing | • | • \$4 |
| e. Be accessible to your customers | • | • \$5 |
| f. Get to know your target audience | • | • \$6 |

2 In the text, **find** words that mean the same as:

a. centre of attention (§1):

b. depend (§1):

c. ignore (§1):

d. appear (§2):

e. searching (§2):

f. involve oneself (§3):

g. rival (§4):

h. when it suits them (§4):

i. look through (§4):

3 Match the following words with their opposite.

a. successful	•	• 1. tiny
b. huge	•	• 2. unfaithful
c. average	•	• 3. unprofitable
d. trustworthy	•	• 4. remarkable

4 Say if these statements are right or wrong and **justify** by quoting from the text.

a. What is important for small businesses is to use traditional forms of advertising.

b. Small businesses should understand the importance of being present online.

c. It doesn't matter if your business is easy to find online or not, customers know the business they want.

d. It is easy for customers to communicate with small businesses online.

e. Being online changes your business relationships with customers.

5 List the advantages of being online for small businesses (in your own words).

**WRITING
FOR THE
EXAM**

1. Give an account of the text in French in 200 words (+/- 10 %).

2. What are the risks of using social media according to you? Try to give examples of bad publicity posted on social media that has damaged a brand's reputation (200 words).

Prétérît / present perfect

▶ Grammar p. 1

Lisez les deux phrases suivantes.

- a. ▶ Lil Miquela uploaded her first post and introduced the world to a seemingly normal 19-year-old Brazilian-American.
- b. ▶ Miquela wore designer clothing.

Dites comment sont formés les deux prétérît de la phrase a.



Dites comment est formé le prétérît de la phrase b.



Dites quelle utilisation du prétérît est faite.



Lisez la phrase suivante.

- c. ▶ Since then, she has amassed 1.5 million followers and she has appeared in fashion magazines.

Dites comment sont formés les *present perfect* ci-dessus.



Dites quelle utilisation du *present perfect* est faite dans la phrase c.



Concluez sur l'usage des deux temps.



Exercices

1 ▶ **Complete** the following sentences using the preterit or the present perfect.

- a. She just (start) a new job that she likes very much.
- b. They (become) fans a long time ago.
- c. Since she (invest) in the fashion industry, she (make) a lot of money.
- d. She (do) this for years.
- e. They (see) that she was going to be their model.
- f. They immediately (decide) that they would become users of the site.
- g. I never (change) my opinion since the beginning of the movement.
- h. She (wear) these clothes for years now.

2 ▶ **Translate** the sentences.

- a.
- b.
- c.
- d.
- e.
- f.
- g.
- h.

Reacting to people's feedback on social networks

TRAINING
FOR THE
EXAM

Your job

You work for Ryanair and are in charge of reading and answering travelers' feedback posted on Ryanair website. You take into account the travellers' experiences and suggest possible solutions such as refunds or special offers in case of very bad experiences engaging Ryanair's responsibility or simply appreciate and thank travellers for their good feedback.

Your task

- 1 Read the feedback below posted on Ryanair's website.
- 2 Write an appropriate answer to each.

<https://www.ryanair.com>

★★★★★ **"We had a decent flight with Ryanair"**

My Ryanair experience was average for a low-cost airline. The trip didn't get off to the best start as the plane was 15 minutes late to the gate and we boarded late as well, so we left about 45 minutes late. But other than that, we had a decent flight with Ryanair, seats weren't too bad but I wouldn't travel more than 3 hours in them. The cabin crew were nice and ground staff as well.

<https://www.ryanair.com>

★★★★★ **"We had the worst experience"**

I just had the worst experience with Ryanair. Their app wouldn't check in both me and my friend, and even though we tried doing it both on the website and in the app, it just wouldn't work. We even asked the help desk to sort it out, but still nothing. When we arrived at the airport, we waited forever in the luggage queue, only to be told that we had to go to the information desk. So we did and we again had to wait in line for a very long time. I was told I had to pay 40 pounds as I wasn't checked in, and I would have to apply for a refund myself. I accepted. At that time, there were 20 min until the closing of the gate, and as I paid I was told that it was now too late, our bags couldn't be checked in and we would have to buy another flight for the next day. So, we had to pay for another flight home the following day and a hotel to stay for the night.

Tips

Looking after your e-reputation is important.

Here are some tips to respond to customer feedback:

- Always stay **polite and measured**;
- **Thank** the customer for the feedback (bad or good);
- In case of bad feedback, **apologise** and express your regrets;
- Answer **every comment** point by point and explain if necessary;
- Keep it **short and simple**.

KEYWORDS

- financial compensation: une compensation financière
- grateful: reconnaissant
- to hope: espérer
- to make up for: compenser
- to see someone again: revoir quelqu'un
- the staff: le personnel

Let's be PRO!

1 Choose the right answer.

- If you ... confidential information from your computer, you will be safe.
☐ a. delete ☐ b. reset ☐ c. erased.
- You could easily become a victim of identity...
☐ a. thieves. ☐ b. theft. ☐ c. thief.
- The people you are connected ... may benefit ... you and vice versa.
☐ a. to ... of ☐ b. with ... of ☐ c. with ... from
- It's important that you create a ... of meaningful relationships with the people you've met.
☐ a. network ☐ b. networking ☐ c. platform.
- Once you've built a loyal following on social media, you'll be able to post all your new ...
☐ a. audience. ☐ b. content. ☐ c. brands.
- It ... the ad marketer's idea.
☐ a. was ☐ b. has been ☐ c. were
- They ... it regularly for years and years and are not ready to stop.
☐ a. do ☐ b. did ☐ c. have done
- I ... always records of the content of my blog.
☐ a. have kept ☐ b. kept ☐ c. kepted

2 Fill in the blanks with the words from the list below:

brand image devoted sharing
friendly chat broadcast prospects

- Social media marketing is a powerful way for businesses of all sizes to reach and customers.
- Great marketing on social media can bring remarkable success to your business, creating brand advocates.
- Using social media marketing enables your business to project your across a variety of different social media platforms.
- Social media marketing is a perfect channel for your best content with readers.
- Facebook's casual, environment requires an active social media marketing strategy.
- Facebook is a place people go to relax and with friends.
- Twitter is the social media marketing tool that lets you your updates across the Web.

WORDBOX

Glossary p. 177

Managing your social networks: gérer vos réseaux sociaux

- to back up: soutenir
- to broadcast: diffuser
- to build relationships: établir des relations
- to check: vérifier
- a comment: un commentaire
- to compete with: concurrencer
- to delete/to erase: effacer
- to deliver a message: passer un message

a follower: quelqu'un qui suit, adhère

- to link: relier
- a member: un adhérent
- to post: poster, afficher
- a prospect: une perspective
- a professional network: un réseau professionnel
- to send, to dispatch: envoyer
- to share: partager
- to stay in touch: rester en contact
- supportive: solidaire
- to tap into: se brancher sur

Social media issues: les problèmes des réseaux sociaux

- a ban: une interdiction
- to be reluctant to: être réticent à
- to block: bloquer
- to browse: naviguer (ordinateur)
- censorship: la censure
- a channel: un canal
- to conceal / hide from: cacher à
- to deter from: décourager de
- dishonest: malhonnête
- identity theft: le vol d'identité

- misleading: trompeur
- pervasive: envahissant
- privacy: l'intimité
- a theft: un vol
- transparency: la transparence
- unethical: immoral
- unexpected: inattendu
- unflattering: peu flatteur
- unfair: injuste
- visibility: la visibilité