



Perfect

WDYT?
(What do you think?)

What's your
perfect day?



Vocabulary: social media;
influencers; word formation:
nouns

Grammar: relative clauses;
comparing

Reading: an article about
fame

Listening: a radio interview
about happiness

Speaking: telling an
anecdote

Writing: an opinion essay

Project: a video about a
perfect day



Video skills p37



Real-world speaking p43



Project pp46–47

WHAT DOES AN INFLUENCER DO ALL DAY?



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ThisAllyCat Beautiful watches
at @Ollystime. Use the code
'THISALLYCAT10' to get 10% off.
#beautifulwatches

Claire4573 @Lydia22sp

Michelefp98 It's gorgeous! Where can
I get one?

Social media


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

- | | |
|-------------------|-------------------------|
| 1 change <i>d</i> | a a friend |
| 2 comment | b an account |
| 3 create | c a friend request |
| 4 follow | d your privacy settings |
| 5 (re)set | e a celebrity |
| 6 send | f a link |
| 7 share | g on a post |
| 8 tag | h your password |

2 Work in pairs. Ask and answer questions about the activities in exercise 1. Find at least three things you have in common.

When was the last time you reset your password?

I reset my email password last week.

- 5**  **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 (...) with your phone if you've got a good camera, but it's much harder to edit it well.
- 2 I'd rather (...) with weekly posts than (...) for a YouTube channel.
- 3 If I were a celebrity, I would (...) on a regular basis and allow them to take selfies with me.
- 4 Many online magazines try to (...) by launching competitions. I think they should (...) so we know what's worth watching, playing or buying.
- 5 If I like a particular YouTuber, I always (...).

- 6**  **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 could run a YouTube channel, what would it be like?

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!).

Meet up with my fans

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

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 verbs from the to-do list in the correct form.**

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

VIDEO SKILLS



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

- 8**  **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?