

## Understanding Social Media and Digital Communication

Social media is a big part of our lives today. It helps us connect with people, share information, and have fun. To use social media well, it's important to know some key terms and concepts. For example, an **algorithm** decides what content you see based on what you like or comment on. If many people talk about the same topic, it becomes a **trend**. You might also see **hashtags** like #Travel or #Food to group similar posts.

Some people, called **influencers**, have many followers. They can share a picture, a **post**, or even a short video, like a **reel**, that goes **viral** if many people share it. They often ask their followers to do something, like clicking a link, with a **call to action (CTA)** like "Sign up now!"

Social media platforms also use **analytics** to measure how well content is doing. They count **likes**, **shares**, and **comments** to show how much people enjoy a post. If you want to share something directly with a friend, you can send them a **DM** (direct message). Understanding these terms can help you enjoy and use social media more effectively.

**Match the social media terms with their correct definitions:**

Word	Answer	Meaning
1. Algorithm	e	a) A private message between users.
2. Hashtag	b	b) A word or phrase with a # symbol that groups related content.
3. DM	a	c) The level of interaction people have with content, like likes or comments.
4. Viral	d	d) Content that spreads quickly to many people.
5. Engagement	c	e) A system that decides what content you see based on your activity.

**Complete the sentences with the correct term:**

*viral, influencer, analytics, reel, call to action (CTA)*

1. The funny video became viral and was shared thousands of times.
2. An influencer often promotes products to their followers.
3. A reel is a short, creative video on Instagram or TikTok.
4. Using analytics, we can see how many people liked and shared our post.
5. The ad ended with a CTA that said, "Click here to learn more!"

**Read the statements below and decide if they are true or false:**

1. An **algorithm** determines what content you see based on your activity. T
2. A **DM** is a public comment that anyone can see. F
3. A **hashtag** helps group similar posts together. T
4. **Engagement** is only measured by the number of followers an account has. F
5. A **reel** is a type of short video that can be posted on Instagram or TikTok. T