

Using social media

COMMUNICATION

LEVEL
Lower-intermediate

NUMBER
EN_BE_2222X

LANGUAGE
English

lingoda

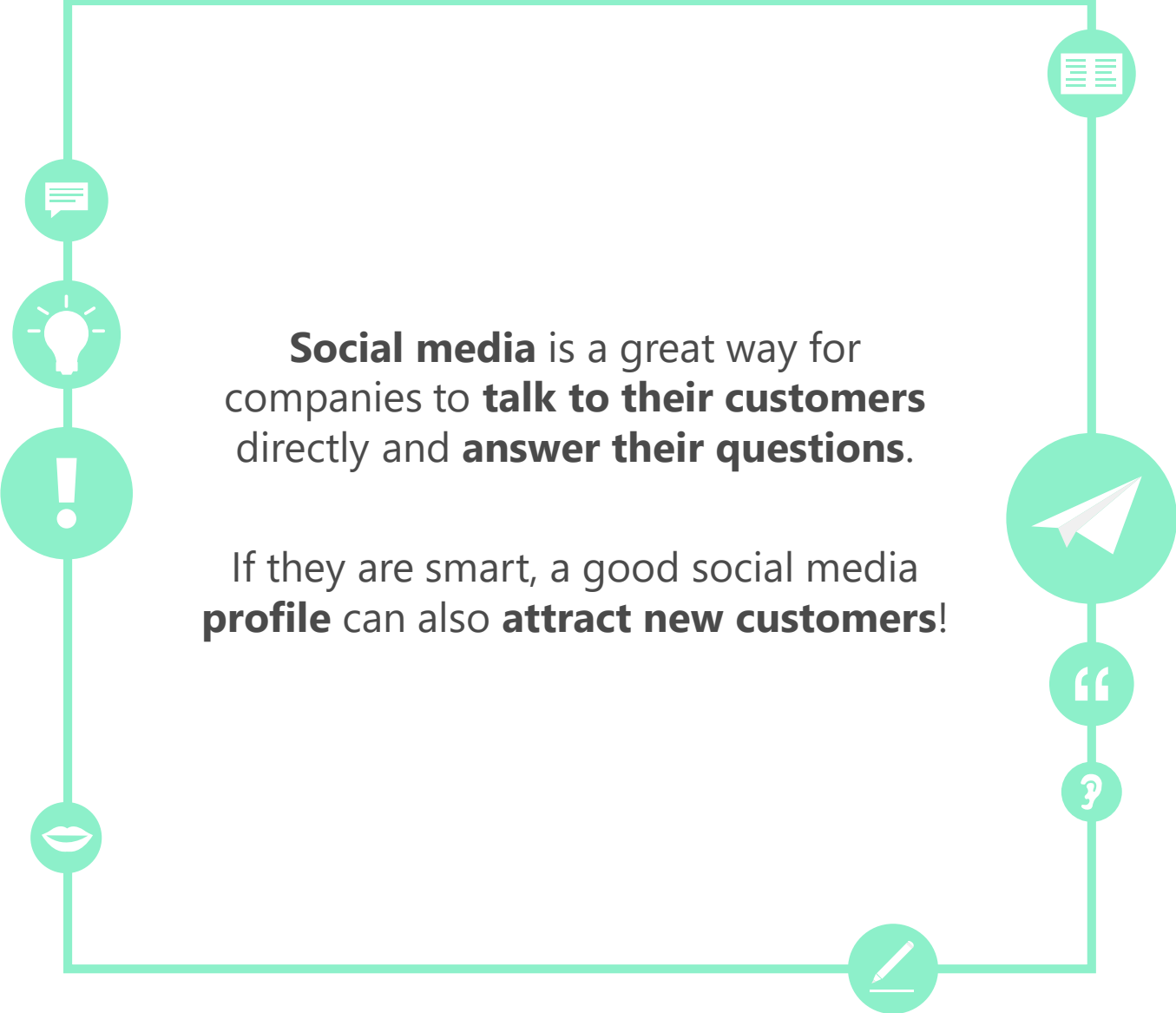




Goals

- Can engage in conversation about social media and how companies use it.
- Can express my views regarding social media.





Social media is a great way for companies to **talk to their customers** directly and **answer their questions**.

If they are smart, a good social media **profile** can also **attract new customers!**



Warm-up

In this lesson, you will learn to discuss how companies use **social media** for **online marketing**.



Most companies now have **profiles** on all major **sites**.

profile

A social media **profile** is an account where you share your content.



Their **profile** has a very modern design with bright colours.

to post

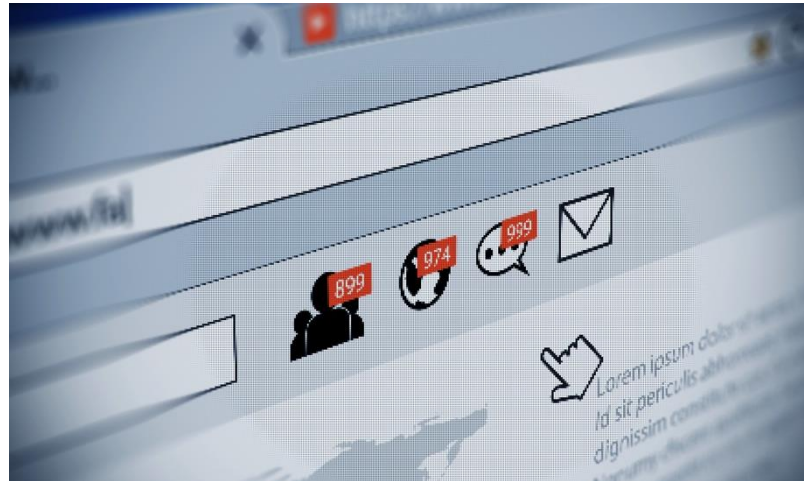
When we **share** things on social media, we **post** them.



That company **posts** pictures of new clothes every day.

channels

Social media **channels** are the different websites that companies use.



They shared the news via all their **channels**.

sites

Sites is a shortened form of **websites**.



Facebook is a popular social media **site**.

feed

A **feed** on social media is where the pictures, posts and comments show.



My social media **feed** shows products from brands I love.

followers

likes

Followers are the people that connect with a social media account and **likes** is a simple way of interacting with a post.



The company account has 100,000 **followers** but people do not give their posts many **likes**.



Complete the sentences

1. Our account is very popular, we have...

a. post every day.

2. We don't have a...

b. is to have multiple channels.

3. That company is active on social media. They...

c. from that fashion brand on my feed.

4. An easy way to connect with more people...

d. more than 150,000 followers.

5. I always see pictures...

e. profile on that website.



Form a sentence

Use the words below to create a sentence. Try to describe how a company can use social media as a marketing tool.

sites

to post

channels

profiles



Discuss with a partner

Which companies use social media a lot?

How do they use it exactly?

profile

channels

to post

followers

audience

An **audience** on social media is all the **people who can see** something.



They have a large **audience**, thousands of people see their posts on social media.

to check

We can use **to check** in the same way we use **to look at**.



People **check** social media almost every day.

to talk to clients

Talking to clients through comments or messages is a great use of social media for companies.



An airline can **talk to its clients** on social media directly.

to fix a problem

If something goes wrong, a company can **fix a problem** and **share this news** quickly with social media.



A supermarket **fixed a problem** with a food product by sharing an article on their social media.

to attract new customers

Companies try and **attract customers** by sharing their brand on social media.

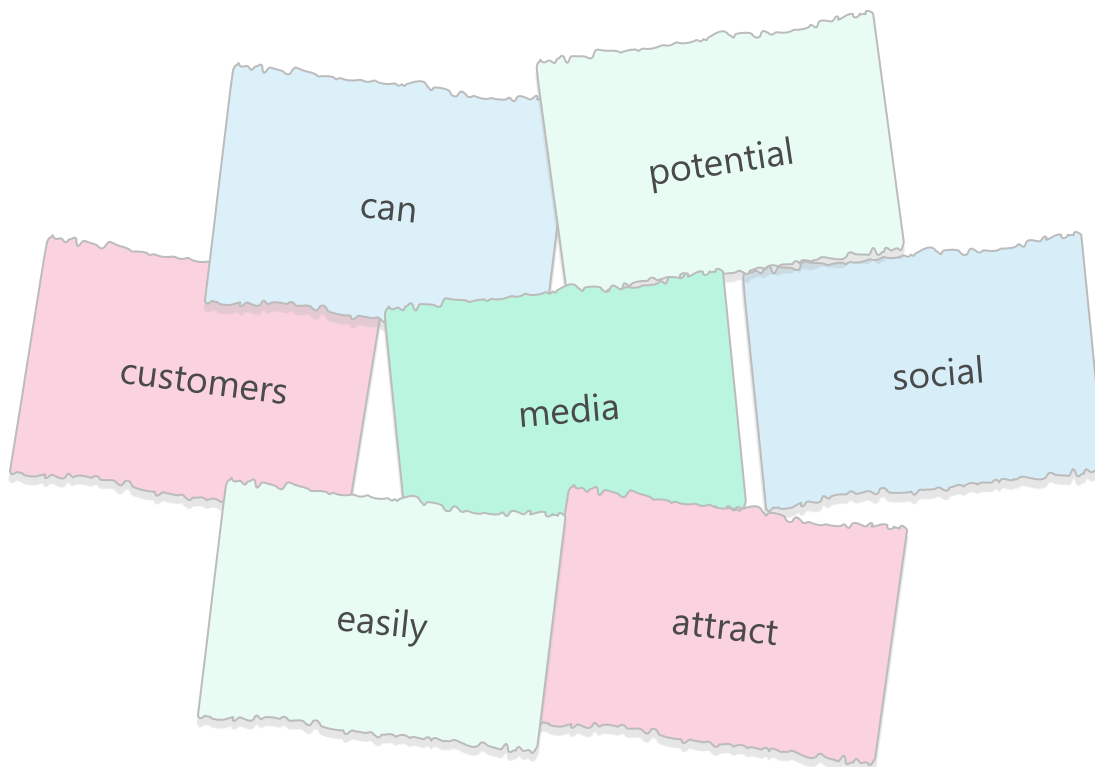


Using lots of photos on your posts can help show a product and **attract new customers**.



Make a sentence

Unscramble the words to make a sentence about social media





Speaking

Discuss these statements about using social media with your teacher.



1

Companies need to talk with clients on social media in the modern world.



2

People check social media all the time.



3

Companies should not use social media to fix problems.



Discuss with a partner

Being in charge of a company's
social media is a job anyone can
do.

It's easy!





Talk to your partner

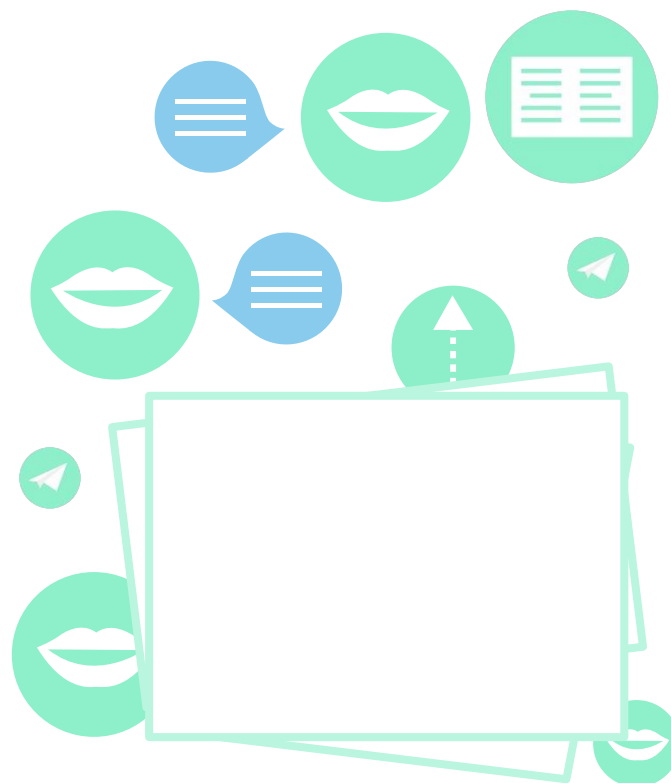
Discuss the following statements about social media with a partner. Then share your ideas with the group.



Social media is not important. A company should think only about the quality of a product.



Having lots of followers is always a good thing for a company.



traffic

Traffic is when lots of people are using a website.



The website is slow because there is too much **traffic**.

influencers

Influencers are people with a large following online.



We paid some **influencers** to show our products on their social media channels.

to log in

We **log in** to our social media accounts to interact and view social media content.



You need **to log in** to the company social media account to post.

to lead to

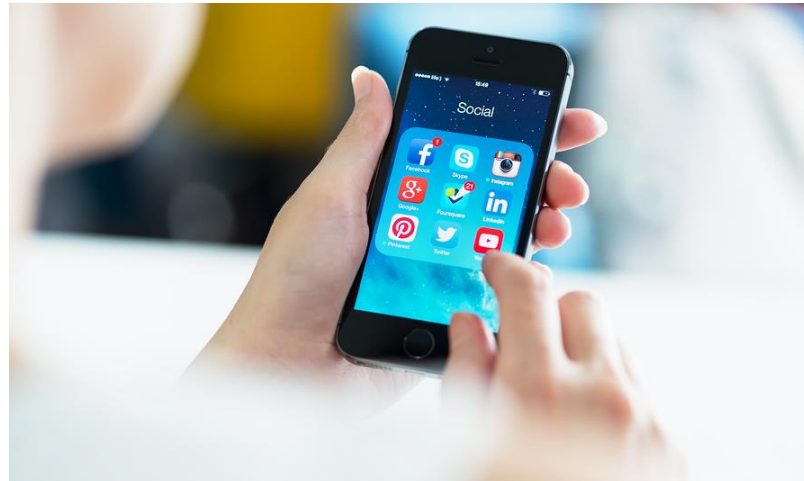
We can use **leads** to show the result of something.



A good social media campaign **leads** to increased sales.

to go viral

Viral content is content which gets popular quickly and is seen by millions of people.



Their ad campaign **went viral** in two hours.



Discuss

Talk about the power of social media with your teacher.



How do companies use social media to help them?

followers

influencers

to lead to

to log in

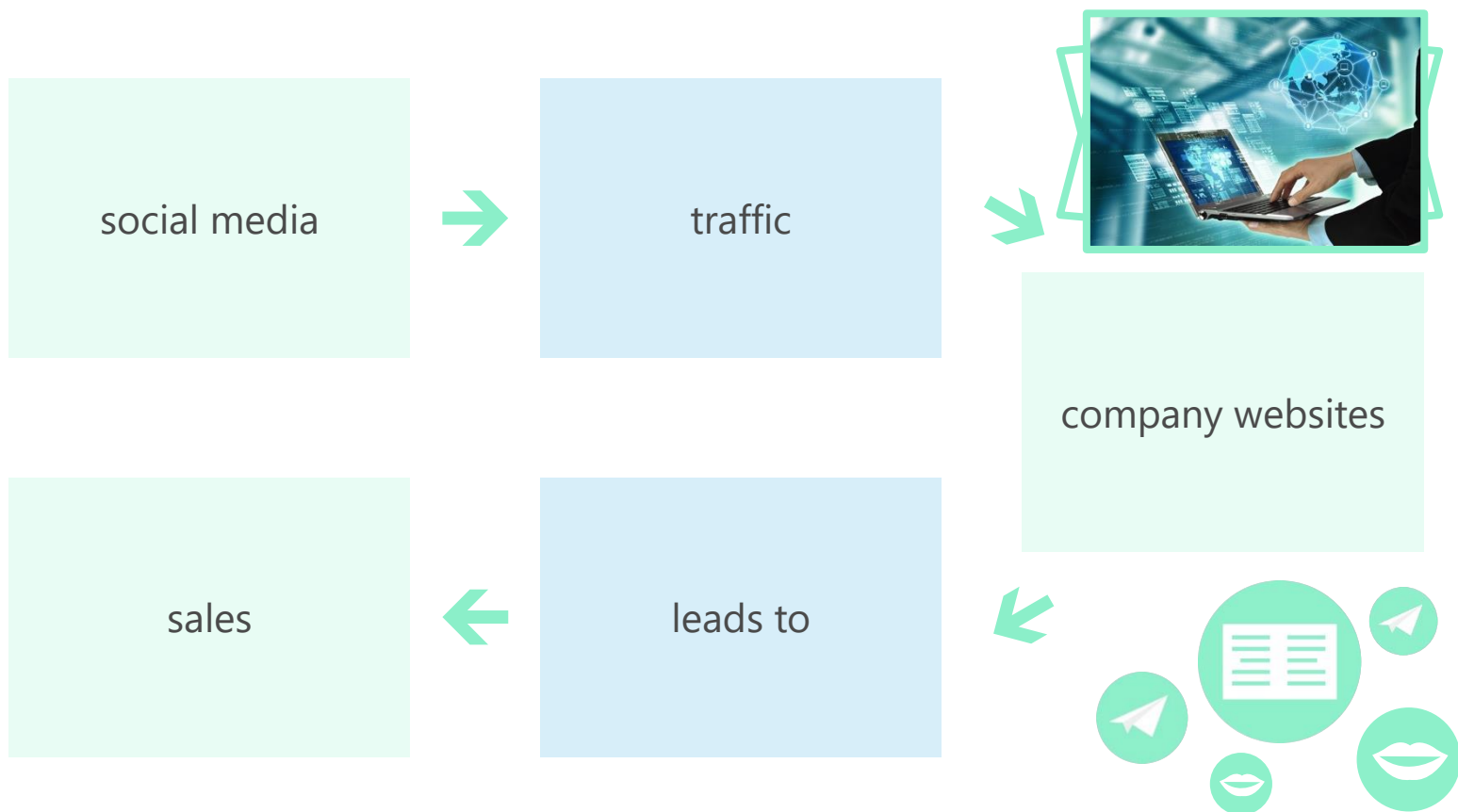
traffic

to go viral



Complete the sequence

Discuss how companies use social media using the sequence below





Imagine you are...

...preparing to speak at a conference about the positives and negatives of social media for companies. Prepare a brief presentation and present it to the class.

- Remember to use a range of expressions to describe how to use social media.
- Use lots of opinion phrases to give your thoughts.





Reflect on the goals

Go back to the second slide of the lesson and check if you have achieved all the goals of the lesson.

yes

no





Reflect on this lesson

**Think about everything you have seen in this lesson.
What were the most difficult activities or words? The easiest?**



If you have time, go over
the most difficult slides again



Answer key

Exercise 1, p11

D

E

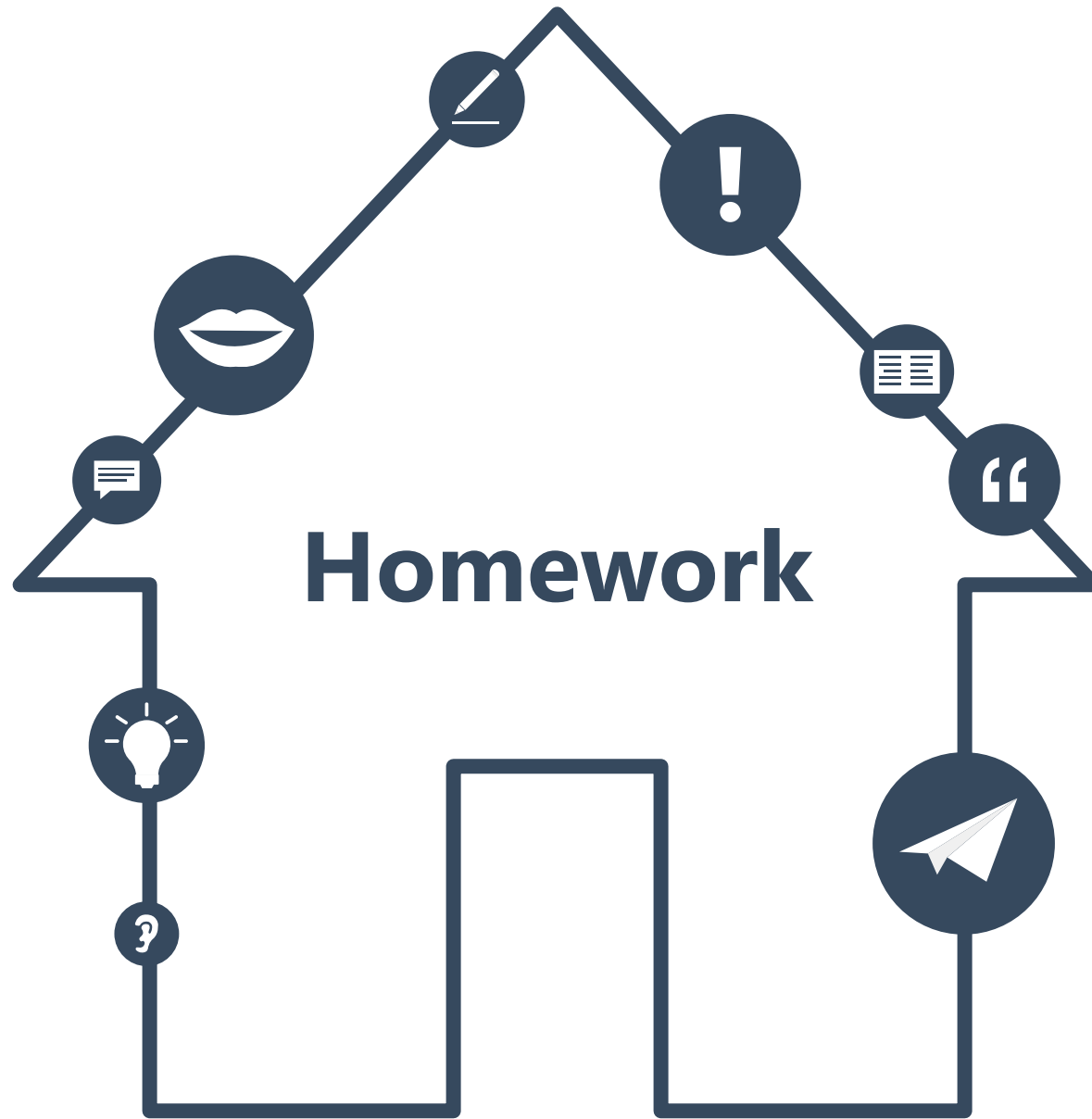
A

B

C

Exercise 2, p19

Social media can easily attract potential customers.





Homework complete the sentences

Complete the following sentences

1. We use many different _____.

2. The website isn't working because there is too much _____.

3. _____ have a large social media following.

4. Social media is a good tool to _____.



Homework email writing activity

Write a 200 word, formal email, explaining the benefits of a company using social media.

	-	□	×
To:			
Subject:			
Dear Sir,			
I am writing to tell you about how useful social media can be as a tool for marketing, but also as a tool to interact with clients...			



Homework answer key

- Exercise 1, pp 33
1. Social networks
 2. Traffic
 3. Influencers
 4. Target potential customers



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