

COMMUNICATION

# Comparing social media success stories

**LEVEL**

Intermediate (B1)

**NUMBER**

EN\_B1\_3103X

**LANGUAGE**

English



## Learning outcomes

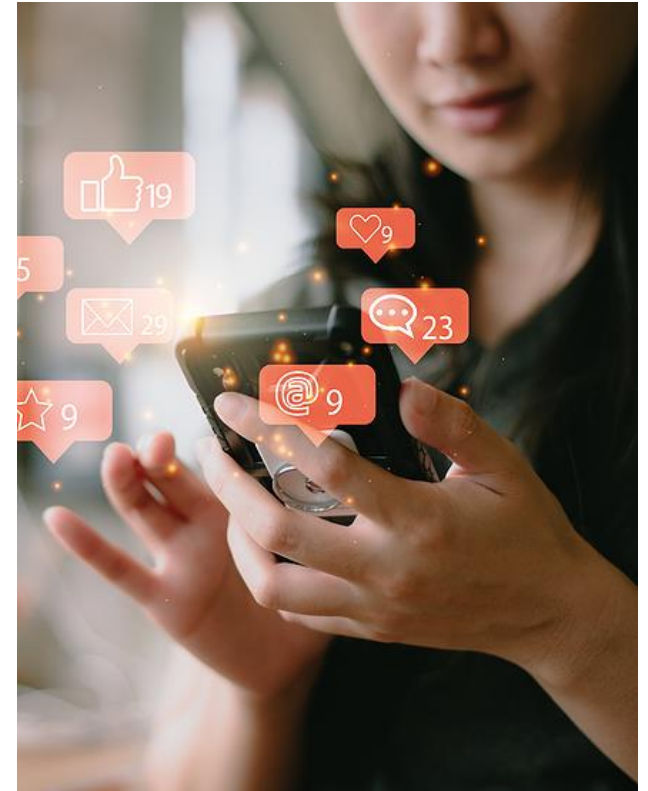
- I can compare two social media success stories.
- I can give my opinion on social media success using a range of vocabulary.



## Warm-up

**Do you follow any famous people on social media?**

**Why do you follow them?**



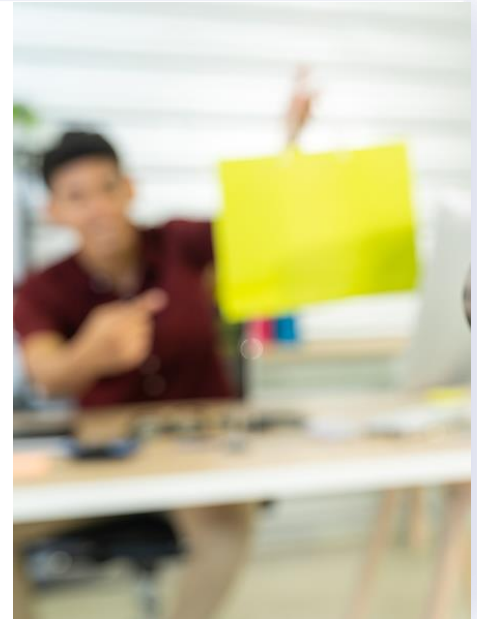
# Who is Ryan Kaji?

**Read** the text about Ryan Kaji.

In 2020, Ryan Kaji became the highest-paid YouTuber, earning \$29.5 million and all at the age of just nine years old! His YouTube channel, Ryan's World, has over 28 million subscribers.

What brings so many viewers to his channel? Ryan unboxes toys and games and reviews them. He also shares family stories and D.I.Y. science experiments.

He began making YouTube videos in 2015!



# Who is Baddie Winkle?

**Read** the text about Baddie Winkle.

Helen Ruth van Winkle, a woman in her nineties, is also known as Baddie Winkle. Before becoming an Instagram star, Winkle took care of her great-grandkids, worked in her garden, and went to church every Sunday.

One day, Winkle's great-granddaughter helped her set up an Instagram account. Her first post went viral, and she quickly gained many followers.

Baddie Winkle wears bright, eccentric outfits and has over 3 million followers. She even has her own beauty collection with French beauty company, Sephora!







**Baddie Winkle's granddaughter helped her **set up** an Instagram account.**

**Set up** is a phrasal verb that means to *start something*.

Can you name something else that we need to **set up** in life?



## Discuss

Answer the questions below.

**Whose story do you think is more impressive? Ryan Kaji's or Baddie Winkle's? Why?**



**Would you rather be famous as a child or as an adult?**



# Compare or contrast?

Categorise the words and phrases. Are they used to **compare** or **contrast**?



as well as

also

while

both

unlike

on the other  
hand

however

similar to

whereas

**Compare**

**Contrast**





# Complete the sentences

1. **Complete** the sentences with your own ideas.
2. **Refer** to the texts if you need help.

1 **Both** Ryan Kaji and Baddie Winkle...



*... are successful social media influencers.*

2 Ryan Kaji unboxes toys and games **while** Baddie Winkle...



3 Baddie Winkle has over 3 million followers **as well as...**



4 **Unlike** Baddie Winkle, Ryan Kaji...



5 Ryan Kaji's success story is **similar to** Baddie Winkle's because...



6 Baddie Winkle is in her 90s, **whereas** Ryan Kaji...



# Group discussion

1. **Answer** the questions below.
2. **Share** your answers with the rest of the class.

**Why do you think  
Baddie Winkle and  
Ryan Kaji became so  
successful?**

**What qualities should a social  
media star have?**





# Strivers and seekers

1. **Read** the statement below.
2. Then **answer** the questions in breakout rooms or together as a class.



There are two types of people: strivers and seekers. Strivers know what they want to do from a young age. The majority of people, however, are seekers. They have to discover what they love.



Are you more of a **striver** or a **seeker**?

Do you think Ryan Kaji is a **striver**? Why or why not?

What are some advantages and disadvantages of being a **striver**? A **seeker**?



# Discuss

1. **Read** the text.
2. **Answer** the question.

**The author Richard St. John believes there's one easy question you can ask yourself to determine if you've found your passion: 'Would I do it for free?'**

**Is there something you would do for free?**







# End of the lesson

Idiom

***social butterfly***

**Meaning:** an outgoing person who is charming and charismatic

**Example:** Sue is such a social butterfly! Everyone adores her!



# Additional practice



# Fill in the gaps

**Complete** the sentences with the correct words.

- 1 \_\_\_\_\_ it is difficult to become famous on social media, many people aspire to become influencers.
- 2 It's very competitive to become an influencer. \_\_\_\_\_ the other \_\_\_\_\_, you can make a lot of money if you are successful.
- 3 Two aspiring influencers can \_\_\_\_\_ be very talented, but one might get lucky and become successful and the other one might not.
- 4 \_\_\_\_\_, this shouldn't put people off, so long as you enjoy doing what you do.
- 5 \_\_\_\_\_ a full-time job, you can start trying to become an influencer by spending a little time working on it at the weekend.

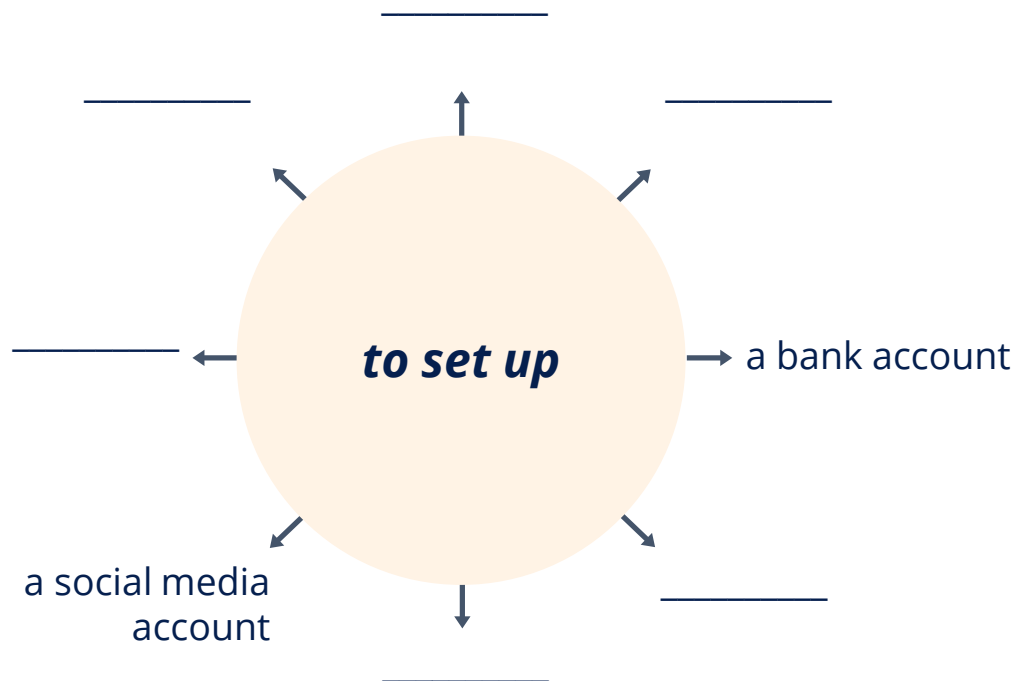
however  
hand  
both  
unlike  
while  
on



# Brainstorm

**Discuss** different things you have had *to set up* in your life.

Were they easy? Difficult?





# Discuss

**Compare** and **contrast** the two pictures.

- How are they **similar**?
- How are they **different**?



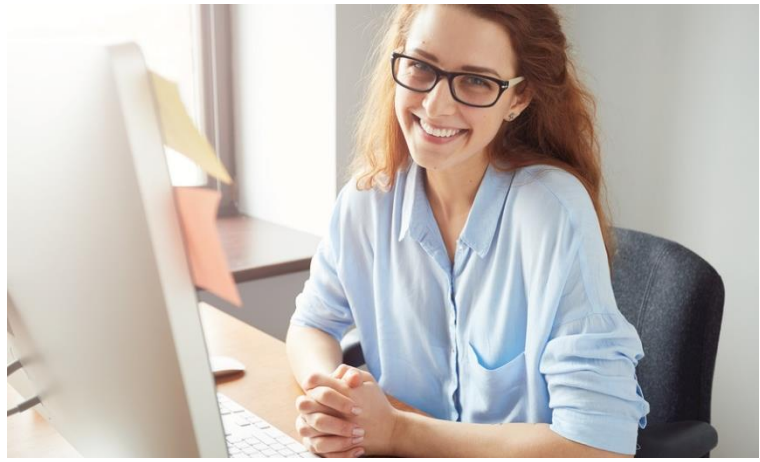
Use the phrases from the lesson in your answers.



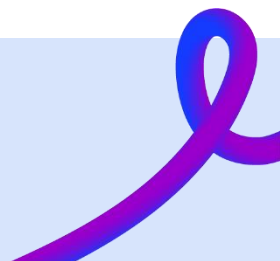


# Discuss

**What are the differences between strivers and seekers?**



**Can you discuss some examples of both? Who are they and what do they do?**





# Discuss



**Everyone should try to make money from their hobbies.**



Do you agree?

Compare and contrast your opinions.

Do you have to make money for something to be a success?



# Answer key

**P.8:**

**Compare**

as well as

also

both

similar to

**Contrast**

while

unlike

on the other hand

however

Whereas

**P. 16:** 1.) while 2.) on; hand 3.) both 4.) however 5.) unlike



# Summary

## Comparing social media success stories

### Influencers

- An influencer is someone who becomes famous on social media and makes money this way
- A lot of young people aspire to be influencers
- Ryan Kaji and Baddie Winkle are two examples of successful influencers

### To set up

- *To set up* is a phrasal verb meaning to start something
- We set up lots of things in our lives today: bank accounts, social media accounts, apps
- *It was very difficult to set up my new email account at work.*

### Compare and contrast

- When we discuss how things are similar, we compare
- When we discuss how things differ, we contrast
- To compare, we use words like *also* and *similar to*; to contrast, we use *while*, *unlike*, and *whereas*

### Strivers and seekers

- Some people say there are two types of people: strivers and seekers
- Strivers know what they want from a young age. This is quite rare
- The majority of people are seekers. Seekers have to discover what they love in life



# Vocabulary

to set up

striver

seeker

both

as well as

also

however

while

on the other hand

unlike

similar

whereas





Handwriting practice lines consisting of 15 horizontal blue lines on a white background.

