Social media influencers

It is estimated that about 40 per cent of the world’s population use social media, and many of these billions of social media users look up to influencers to help them decide what to buy and what trends to follow. So what is an influencer and how do we become one?

An influencer is a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and expertise in a particular area, e.g. fashion, travel or technology.

Influencers often have a large following of people who pay close attention to their views. They have the power to persuade people to buy things, and influencers are now seen by many companies as a direct way to customers’ hearts. Brands are now asking powerful influencers to market their products. Some influencers charge up to $25,000 for one social media post, so it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are some tips on how to do it.

First, you should post regularly and consistently. Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Second, tell an interesting story. Whether it is a photo or a comment that you are posting, you should use it to tell a story that will catch the attention of your followers and help them connect with you. And third, make sure people can easily find your content. Publicise your posts on a variety of social media, use hashtags and funny titles and make sure that they can be easily found. There is no point writing the most exciting blogposts or posting the most attractive photographs if no one is going to see them.

QUESTIONS

1. Are the following sentences TRUE or FALSE according to the text? Justify your answer copying the evidence from the text. No marks are given for only TRUE or FALSE. (Puntuación máxima: 2 puntos)

   a) An influencer is someone who pays their followers to buy products.
   b) Companies are paying some influencers up to $25,000 to post about their products.
   c) Your posts should not only include contents but should also tell a story.
   d) You can make sure that people find your post by showing it on different social media.
2. Find a synonym in the text for each one of the following terms and expressions. (Puntuación máxima: 2 puntos)

   a) Paragraph 1: fashions
   b) Paragraph 2: public (noun)
   c) Paragraph 3: opinions
   d) Paragraph 4: humorous

3. Fill in the gaps with the correct option (Puntuación máxima: 2 puntos)

   Every year thousands of young people (1. go / stay / live / leave) _______ to Hollywood, the land of fantasy and dreams, hoping to be (2. discovered / discover / discovering / discoverer) _______ by a producer who believes that they have that special magic that audiences will love. What they do not see is that they are beginning a life (3. for / about / from / of) _______ low paid jobs waiting on tables at restaurants or cleaning cars. The majority of (4. they / them / there / their) _______ will finally have to go back to their hometowns, with no money and many broken dreams. In Los Angeles there are (5. lots / many / much / most) _______ waiters and waitresses who will tell you that they are working there temporarily, until they get to make a good film, which never comes. So I will give you some (6. main / close / practical / only) _______ advice: (7. in time / however / before / then) _______ you decide that a life in films is for you, think carefully and make sure that you (8. were / would be / are / was) _______ strong enough to resist many hard years of difficulties and frustration. If you still decide to go ahead, I have two words for you: good luck.

4. What is the most influential person in your life? Please describe this person in a maximum of 100 words. Be careful with the grammar! (Puntuación máxima: 4 puntos)
CRITERIOS ESPECÍFICOS DE CORRECCIÓN

Pregunta 1: hasta 2 puntos. Se trata de medir exclusivamente la comprensión lectora en lengua inglesa. Se debe decidir si cada una de las cuatro frases que se presentan es verdadera o falsa, copiando a continuación el fragmento del texto relevante que justifique su elección. Dar sólo el número de línea/s en el que se encuentra la evidencia del texto no será una respuesta válida. Se otorgará 0,5 puntos por cada frase correcta. Se calificará con 0 puntos la opción elegida que no vaya justificada con la evidencia relevante del texto o cuando exista una contradicción entre la cita elegida y la veracidad o falsedad de la enunciación.

Pregunta 2: hasta 2 puntos. Esta pregunta trata de medir la comprensión del vocabulario del texto. Para ello se pide al alumno que localice cuatro sinónimos en el texto y los copie al lado de sus equivalentes léxicos. Cada uno de ellos se evaluará con un máximo de 0,5 puntos.

Pregunta 3: hasta 2 puntos. Con esta pregunta se quiere comprobar los conocimientos generales de gramática y vocabulario del alumno (Use of English). Al tratarse de ocho espacios, se dividirá la puntuación dando 0,25 puntos a cada respuesta correcta.

Pregunta 4: hasta 4 puntos. Se trata de una composición de 80 a 100 palabras con el objetivo de medir la capacidad de expresión escrita libre en inglés. Se propone una única opción de respuesta. Se otorgarán un máximo de 2 puntos por el buen dominio de la lengua (léxico, estructura sintáctica, etc.), 1,5 puntos por la adecuación en la expresión de las ideas (organización, coherencia, linking words, etc.) y, finalmente, 0,5 puntos por la originalidad en la respuesta.
SOLUCIONES

(Documento de trabajo orientativo)

1. Are the following sentences TRUE or FALSE according to the text? Justify your answer copying the evidence from the text. No marks are given for only TRUE or FALSE. (Puntuación máxima: 2 puntos)

   a) An influencer is someone who pays their followers to buy products. FALSE - EVIDENCE: ‘An influencer is a person who can influence the decisions of their followers’ (Also: ‘They have the power to persuade people to buy things’).
   
   b) Companies are paying some influencers up to $25,000 to post about their products. TRUE - EVIDENCE: ‘Some influencers charge up to $25,000 for one social media post’.
   
   c) Your posts should not only include contents but should also tell a story. TRUE - EVIDENCE: ‘Whether it is a photo or a comment that you are posting, you should use it to tell a story’.
   
   d) You can make sure that people find your post by showing it on different social media. TRUE - EVIDENCE: ‘Publicise your posts on a variety of social media’ (Also: ‘make sure people can easily find your content’).

2. Find a synonym in the text for each one of the following terms and expressions. (Puntuación máxima: 2 puntos)

   a) Paragraph 1: fashions = trends

   b) Paragraph 2: public (noun) = audience

   c) Paragraph 3: opinions = views

   d) Paragraph 4: humorous = funny

3. Fill in the gaps with the correct option. (Puntuación máxima: 2 puntos)

   Every year thousands of young people (1. go / stay / live / leave) _______ to Hollywood, the land of fantasy and dreams, hoping to be (2. discovered / discover / discovering / discoverer) _______ by a producer who believes that they have that special magic that audiences will love. What they do not see is that they are beginning a life (3. for / about / from / of) _______ low paid jobs waiting on tables at restaurants or cleaning cars. The majority of (4. they / them / there / their) _______ will finally have to go back to their home towns, with no money and many broken dreams. In Los Angeles there are (5. lots / many / much / most) _______ waiters and waitresses who will tell you that they are working there temporarily, until they get make a good film, which never comes. So I will give you some (6. main / close / practical / only) _______ advice: (7. in time / however / before / then) _______ you decide that a life in films is for you, think carefully and make sure that you (8. were / would be / are / was) _______ strong enough to resist many hard years of difficulties and frustration. If you still decide to go ahead, I have two words for you: good luck.

4. What is the most influential person in your life? Please describe this person in a maximum of 100 words. Be careful with the grammar! (Puntuación máxima: 4 puntos)

   Free answer