Social media

VOCABULARY PRACTICE

INTERMEDIATE | B1-B2

Name: _____ **Date:** _____

1 Match each social-media term with its meaning.

1 news feed	____	a private message sent within a platform
2 hashtag	____	b real-time online video broadcast
3 direct message	____	c amount of interaction content receives
4 privacy setting	____	d control deciding who can see information
5 content creator	____	e person producing material for an online audience
6 influencer	____	f stream of updates selected for a user
7 livestream	____	g label beginning with # used to group posts
8 engagement	____	h online personality able to affect followers' choices

2 Complete the social-media collocations.

audience | content | engagement | followers | hashtag | live | sponsored | viral

1 create original _____

2 build an online _____

3 gain new _____

4 use a trending _____

5 go _____

6 broadcast _____

7 publish a _____ post

8 increase user _____

3 Correct one mistake in each sentence.

1 Her post became virus overnight. _____

2 He has 20,000 followings. _____

3 The creator went in live at eight. _____

4 This is a sponsoring post. _____

5 Send the details with a direct message. _____

6 The hashtag is trend today. _____

7 She creates contents about travel. _____

8 The video received high engage. _____

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4 Complete the campaign report with words from the box.

audience | content | engagement | followers | hashtag | influencer | livestream | sponsored

A local charity worked with an **1** _____ whose **2** _____ included many young adults. She created short **3** _____ and clearly labelled each **4** _____ post. A memorable **5** _____ helped users find the campaign. During a **6** _____, viewers asked questions. The account gained 3,000 **7** _____, while comments and shares showed strong **8** _____.

5 Read the text and answer the questions briefly.

A bookshop's online community

An independent bookshop began posting short staff recommendations and inviting readers to discuss them. Instead of buying followers, it built an audience gradually through regular, useful content. A weekly livestream included questions from viewers, while a clear policy required sponsored recommendations to be labelled. When one post attracted hostile comments, moderators closed the thread temporarily and contacted the targeted reviewer.

1 What content did staff post? _____

2 How did the shop build its audience? _____

3 What happened during the weekly livestream? _____

4 What had to be labelled? _____

5 Why was a comment thread closed? _____

6 Who did moderators contact? _____

6 Rewrite using the word in capitals.

1 The post spread extremely quickly. **VIRAL** _____

2 She broadcast the event in real time. **LIVE** _____

3 Many users interacted with the content. **ENGAGEMENT** _____

4 The creator was paid to recommend it. **SPONSORED** _____

OVER TO YOU

Write a **100-120 word** plan for a social-media account for a club or small organisation. Include audience, content, schedule, engagement, safety and advertising.

[ ] Use at least ten target expressions. [ ] Label advertising clearly. [ ] Explain how comments will be managed.

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ANSWER KEY

1 Social-media terms

1 **f** 2 **g** 3 **a** 4 **d** 5 **e** 6 **h** 7 **b** 8 **c**

2 Social-media collocations

1 **content** 2 **audience** 3 **followers** 4 **hashtag** 5 **viral** 6 **live** 7 **sponsored** 8 **engagement**

3 Corrections

1 became **viral** 2 20,000 **followers** 3 went live 4 **sponsored** post
5 **by** direct message 6 is **trending** 7 creates **content** 8 high **engagement**

4 Campaign report

1 **influencer** 2 **audience** 3 **content** 4 **sponsored** 5 **hashtag** 6 **livestream** 7 **followers** 8 **engagement**

5 Reading - suggested answers

1 Staff recommendations. 2 Gradually through useful content. 3 Viewers asked questions. 4 Sponsored recommendations.
5 It attracted hostile comments. 6 The targeted reviewer.

6 Rewriting - possible answers

1 The post went **viral**. 2 She went **live**. 3 The content had high **engagement**. 4 It was a **sponsored** recommendation.

Over to you: Answers will vary. Check strategy, transparency, audience engagement and moderation.