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IFPRA INSTITUT
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FORMATION PROFESSIONNELLE
EN RÉGION ACADÉMIQUE



BECOME A social media INFLUENCER



ANTICIPATION :

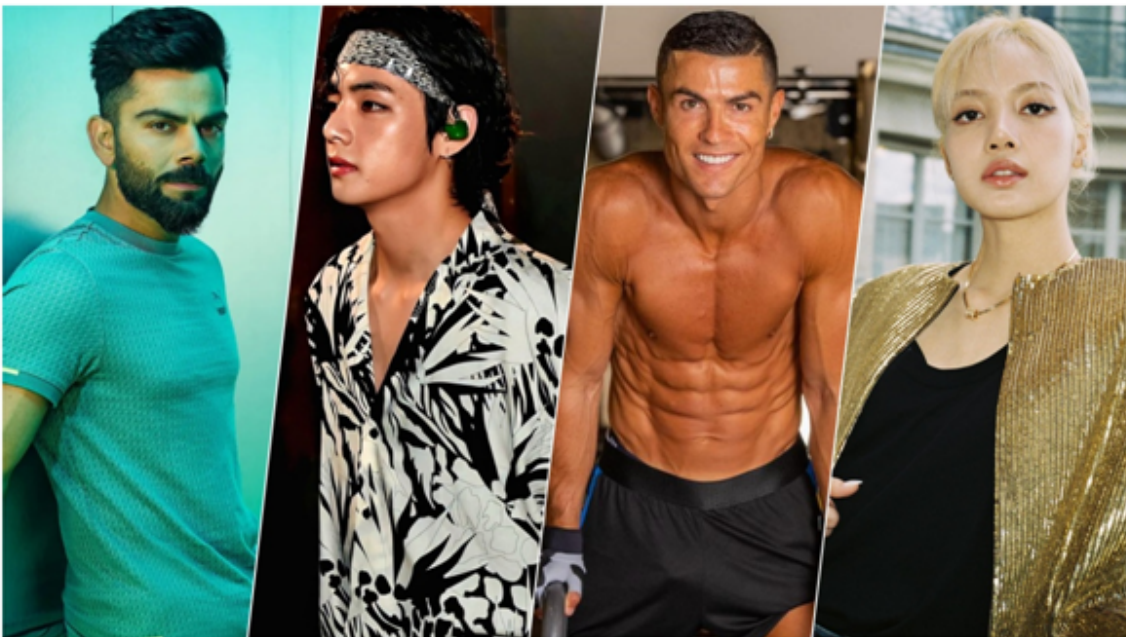
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Top-20 Influencers in World 2022: BTS V, Cristiano Ronaldo, Virat Kohli ...



Virat Kohli

Kim Taehyung

Lionel Messi

Ariana Grande

Look at the photo :

- Describe the influencers you can see,
- Say all the things you know about them,
- Speak about the influencers you prefer and say why,
- Say why they influence people.

□ **VIDEO TIME** : "Most kids and teens want to be social media influencers, is it realistic?"

1 / AT HOME:

□ **Watch the video;**

You can watch the video on youtube:

<https://www.youtube.com/watch?v=BvsqbJEvNBU>

□ **Find the French for the following words or expressions:**

According to a Bloomberg study : _____

3 fortune 500 CEOs? : _____

No reason to be alarmed: _____

The different career sectors there are out there : _____

That all the opportunities are understood: _____

What's going to be the launch-pad?: _____

The energy flows : _____

If you want to hang out with: _____

A virtual gateway : _____



Source : abc10.com

Names : J.A. Inspire, Susan Nelson (President of Junior Achievement), Dwight Taylor (virtual student career coach)

Place : State of Arizona, USA

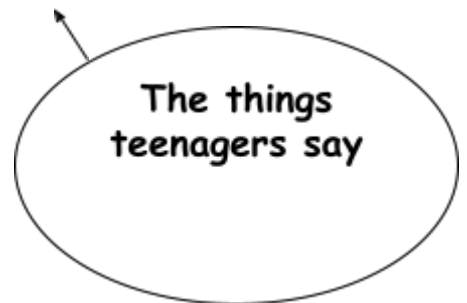
2 / IN CLASS:

- Describe the things you understand in the video;
- Tell about if you agree with the things people say;
- Do the activity on page 5;

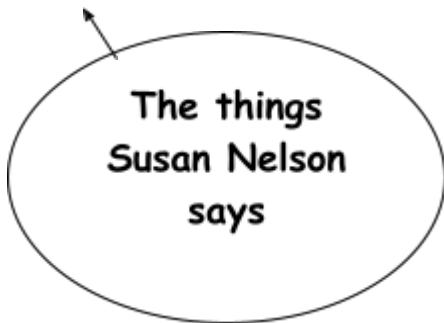
3/ ACTIVITY: Use the bubbles below to note the information you understand in the video:



Present AJ
Inspire
Foundation



The things
teenagers say



The things
Susan Nelson
says



The things
Dwight Taylor

4 / WRITTEN REPORT on the VIDEO:

- les tendances à suivre: _____
- leurs connaissances et leur expertise: _____


- être attentif à: _____
- se faire payer jusqu'à: _____
- pour commercialiser leurs produits: _____

- une biographie qui attire l'attention: _____

- il n'est pas surprenant que: _____

2 / IN CLASS :

- Read the text page 8 ;
- Do the activity page 10 ;

 **LearnEnglish**

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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. With some influencers charging up to \$25,000 for one social media post, it is no surprise that more and more people are keen to become influencers too. If you are one of them, then here are five tips on how to do it.

1. Choose your niche

What is the area that you know most about? What do you feel most excited talking about? Find the specific area that you're most interested in and develop it.

2. Choose your medium and write an interesting bio

Most influencers these days are bloggers and micro-bloggers. Decide which medium - such as your own online blog, Instagram or Snapchat - is the best way to connect with your followers and chat about your niche area. When you have done that, write an attention-grabbing bio that describes you and your specialty area in an interesting and unique way. Make sure that people who read your bio will want to follow you.

3. Post regularly and consistently

Many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, ensure that your posts are consistent and possibly follow a theme.

4. Tell an interesting story

Whether it is a photo or a comment that you are posting, use it to tell a story that will catch the attention of your followers and help them connect with you.

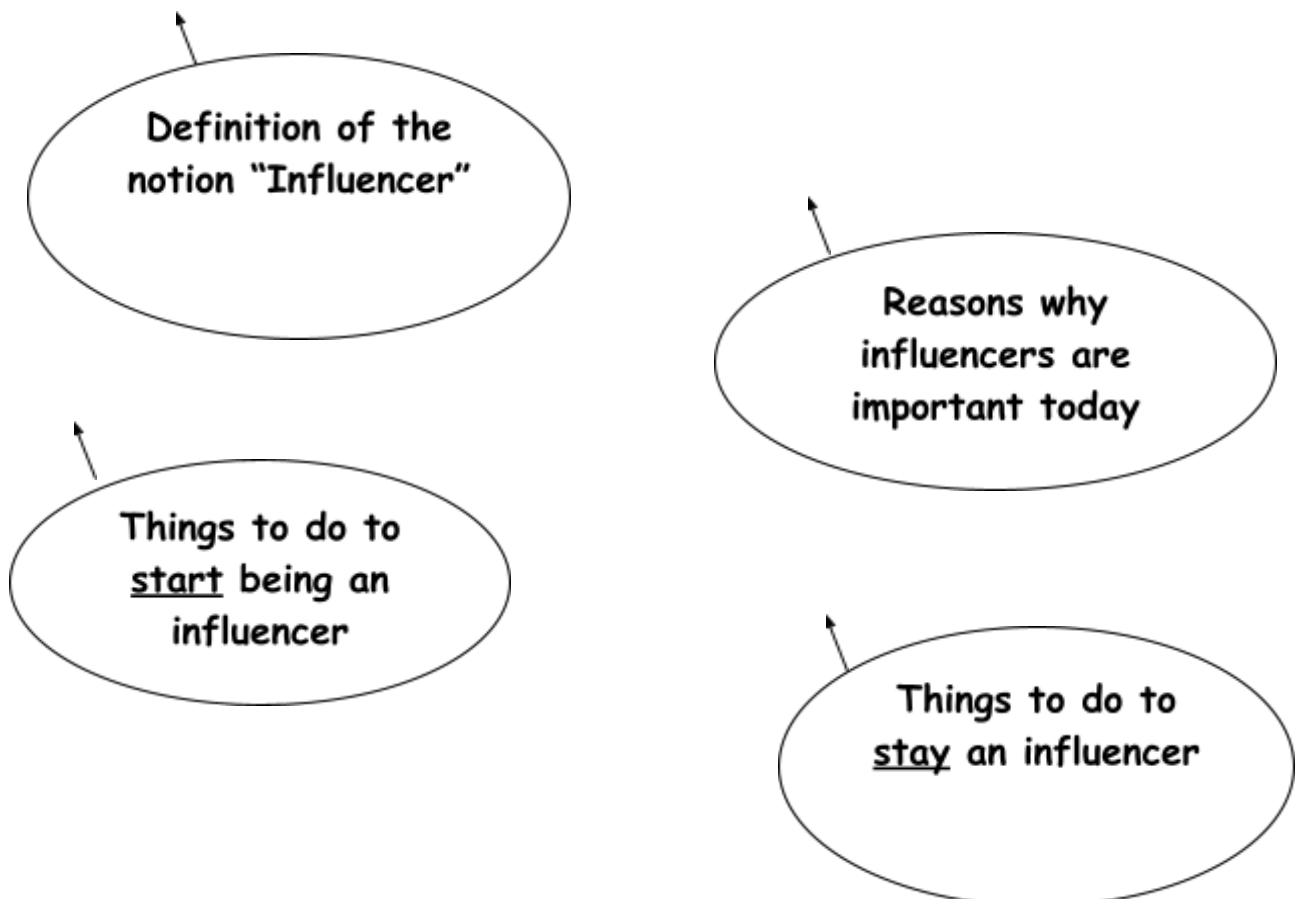
5. Make sure people can easily find your content

Publicize your posts on a variety of social media, use hashtags and catchy 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.

Most importantly, if you want to become a social media influencer, you need to have patience. Keep posting and your following will gradually increase. Good luck!

From: learnenglish.britishcouncil.org

3/ ACTIVITY: Use the bubbles below to note the information you understand in the text:



ACTIVITY TIME :

IN GROUPS OF 2:



You want to become a famous social media influencer. You decide to create your first video.

Use your mobile phone video-camera and make your video!!!

To make your video, respect the following steps :

- Choose a product, an activity, a shop...
- Detail all its characteristics (name, function...),
- Speak about all its qualities (positive aspects!),
- Show how to use it,
- Invite others to buy it.

⇒ Show your Video to the Class !!!

