

Articles

Social Media Influencer

Exercise 1 Answer Key & Explanations

Choose the correct answer of the available possible options.

1. It is estimated that about 40 per cent of ___ 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.

A. a/an

B. the

Explanation: Only one world = everybody knows about it (known to the hearer HK+)

2. 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 ___ particular area, e.g. fashion, travel or technology.

A. a/an

B. the

Explanation: We don't know about this area, it is new to the hearer (HK-)

3. Influencers often have ___ large following of people who pay close attention to their views. If you are one of them, then here are five tips on how to do it.

A. a/an

B. the

Explanation: New information, HK-

4. What is ___ 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.

A. a/an

B. the

Explanation: You know the area that you know most about = HK+

5. Most influencers these days are bloggers and micro-bloggers. Decide which medium – such as your own online blog, Instagram or Snapchat – is ____ best way to connect with your followers and chat about your niche area.

A. a/an

B. the

Explanation: Best = unique, HK+

6. When you have done that, write ____ attention-grabbing bio that describes you and your speciality area in an interesting and unique way.

A. a/an

B. the

Explanation: New information, HK-

7. Whether it is ____ 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.

A. a/an

B. the

Explanation: New information/referent, HK-

8. Publicise your posts on ____ 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.

A. a/an

B. the

Explanation: New information, HK-

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

A. a/an

B. the

Explanation: New information, HK- (member of a category)
