

Speaking Card 43

Social Media

Language: Vocabulary for Talking About Social Media, Modal Verbs (Can / Should)

Creating a Social Media Campaign

Owen: I hope that a lot of people want to join our language club this year.

Molly: Me too. Have you started telling people about it?

Owen: I told my brother about it. He is the social media manager for his company. He thinks that we should use social media to spread the word.

Molly: Good idea. But there are so many different networks. How many accounts should we create? And who's going to manage them all?

Owen: Well, we should probably have a Facebook page because everybody does. We can use it to create events and invite people. I can manage that.

Molly: I guess so. But I don't really like Facebook. Most of my friends are on Instagram. Do you remember my friend Grace? She has more than 10,000 followers.

Owen: We should ask her to take some pictures at our first event and tag our account. Some of her followers must be students. Do you think that she'll want to manage our Instagram account?

Molly: Maybe. And if she doesn't want to, then I will. And we should probably pick one messaging app to communicate with everyone. We could use Viber or Skype.

Owen: Right. At our first meeting we can ask everyone if they want to use WhatsApp, Viber, Skype, or Facebook messenger.

Molly: And who's going to read the comments on each account? There are always a few nasty comments or spam.

Owen: We should make sure our privacy settings are really strict. We only want comments from people in our group.

Molly: Good idea. I'm looking forward to the first meeting.

HANDY PHRASES & WORDS

to create a social media campaign – vytvořit kampaň na sociálních médiích

social media manager – manažer sociálních médií

to spread the word – informovat

to manage accounts – spravovat účty (na sociálních médiích)

to create events on Facebook – vytvořit akce na Facebooku

followers – sledující

privacy settings – nastavení soukromí

Social Media Verbs

to create / set up an account / update your profile – vytvořit účet / aktualizovat profil
to chat / video chat

to send a message / Snap

to PM (private message) someone – poslat soukromou zprávu

to post / pin – vyvěsit, přišpendlit,

to share a link / an article – sdílet odkaz / článek

to click on a link / a photo – kliknout na odkaz, fotku

to tag someone – označit někoho

to watch / stream a video – dívat se na / streamovat video

to like / follow someone – lajkovat / sledovat někoho

to comment / reply – komentovat / odpovědět

to edit / delete a comment – editovat, upravit / smazat komentář

to unfollow / block someone – přestat někoho sledovat / zablokovat

**Task 1**

Which social networks can you see on the front of the card? Why should someone use these networks?

(e.g. Travellers who want to find free accommodation or meet new people should use Couchsurfing.)

Task 2

Choose one social network and imagine that you have to explain it to your grandparents. What can you do / not do on each network

(e.g. leave a comment, send a message). How often should they post / comment / check their account?

Task 3

Role-play a celebrity giving an interview about social media.

Student A: Ask the celebrity if they use one of the social networks.

Student B: Say no and explain why.

Student A: Ask them about their success / lots of followers on a different social network.

Student B: Talk about why that social media network is good / useful.

Student A: Ask them how much time they spend on it / how often they use it.

Student B: Tell them how much time you spend on it and what you do.

Student A: Ask them which networks they think teenagers should be careful about using.

Student B: Talk about privacy / the dangers of social media networks. You can create a funny story about posting / sharing something that you didn't mean to.

Student A: Ask if there are any social media networks they don't like.

Student B: Mention one network that you think is stupid and can't understand why people use it.

Student A: Thank them for the interview.