

All about Social Media

Discuss social media and social networking.

1. Discuss

Discuss the following with a partner.

1. What's your favorite website? How often do you visit it?
2. How often do you buy things Online? What do you buy?
3. Do you use social networking sites? Which ones?



Photo by Ketut Subiyanto from Pexels

2. Reading

A. Read the facts about the world's most popular social media platforms.

Facebook

- Facebook originally launched as FaceMash in 2003, before changing its name to TheFacebook in 2004.
- It's the largest Online community and has 2.91 billion active monthly users around the world, as of September 30, 2021.
- It's in the top 3 most popular sites on the Internet; only slightly less popular than Google and YouTube.
- Facebook is the second most downloaded mobile app just after TikTok.
- 32.4% of Facebook's audience is aged 25-34.
- Users spend 34 minutes per day using the platform.
- Users have uploaded 250 billion photos. That means 350 million photos are uploaded every single day!

Instagram

- Instagram is a photo and video sharing social networking service founded in 2010.
- Facebook bought Instagram for \$1 billion in 2012.
- Over 4.2 billion "likes" happen on Instagram daily and about 995 photos are uploaded every second.
- The number one most shared food on Instagram is pizza.
- The majority of Instagram users are aged between 25-34.
- In June 2018, Instagram reached its first one billion users.

YouTube

- YouTube started in 2005 and was the first popular video sharing website.
- Google acquired YouTube for 1.65 billion dollars in October 2006.
- With an annual revenue of about \$20 billion, analysts say the brand is worth more than \$100 billion.
- The average video length on YouTube is 4 minutes and 20 seconds.
- There are approximately 7 billion videos on the website in total and it would take over 30 trillion minutes (58,000 years) to watch them all.
- The first video to hit 1 billion views was PSY's global megahit, Gangnam Style. The South Korean artist achieved superstardom as a result.

TikTok

- TikTok started as a Chinese project called Douyin in 2016.
- It has over 1 billion active monthly users.
- Almost 70% of TikTok users are between 16-24 years old.
- The average TikTok user spends more than 50 minutes per day on the app.
- About 34 percent of all users post at least one video per day.

B. Discuss the facts. Which do you think are most surprising?

C. Find evidence in the text and decide if the following are true or false.

1. YouTube was the first of the four platforms to be founded. **true / false**
2. Facebook is the 2nd most popular site on the Internet. **true / false**
3. About 30% of TikTok users are over the age of 24. **true / false**
4. YouTube is valued at over \$100,000,000. **true / false**
5. Google bought Instagram in 2012. **true / false**
6. About 700,000,000 TikTok users are aged 16-24. **true / false**
7. Google bought YouTube for \$1,650,000,000,000. **true / false**
8. TikTok is the second most downloaded social media mobile app. **true / false**

3. Vocabulary

Complete the sentences with the words in the box. Notice the parts of speech.

- | | | | |
|--|---|--|---|
| <input type="checkbox"/> trending v/adj | <input type="checkbox"/> viral adj | <input type="checkbox"/> apps n | <input type="checkbox"/> tweet n/v |
| <input type="checkbox"/> influencer n | <input type="checkbox"/> clickbait n | <input type="checkbox"/> uploaded v | <input type="checkbox"/> troll n |
| <input type="checkbox"/> DM n | <input type="checkbox"/> YouTuber n | <input type="checkbox"/> likes n | <input type="checkbox"/> memes n |

1. A famous social media personality is called an _____.
2. My phone is full of games and productivity _____ that I use everyday.
3. Many children today want to become a _____ because they grew up watching videos on the Internet's most popular video sharing site.
4. In February 2020, more than 500 hours of video were _____ to YouTube every minute.
5. Popular YouTube videos have many views and _____.
6. Something very popular on the Internet or on social media at the moment is said to be "_____".
7. When something is popular and spreads quickly, we can say it has "gone _____".
8. In May 2020, Twitter reported that 500 million _____ were sent each day.
9. A private message sent directly to a user's inbox is a _____. They are not public forms of interaction on social media like commenting on an image or posting on a user's timeline.
10. Pictures with text on them that often end up going viral are called _____.
11. Many videos on YouTube use _____ to attract attention and encourage visitors to click on their video.
12. A _____ will comment negatively on your social media feed in order to start an argument.

4. Discussion (Student A)

Discuss the following questions. Take notes to review later.

1. What are some advantages of social media?

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2. What activities can you do on a social media/networking site?

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3. What is something you learned recently thanks to social media?

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4. Do you think people should be allowed to post or comment anonymously on social media?

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5. How would our lives be different without social media?

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6. What do you think causes social media addiction?

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4. Discussion (Student B)

Discuss the following questions. Take notes to review later.

1. What are some disadvantages of social media?

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2. What kind of information are you comfortable sharing in public?

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3. Do you use emoticons or emojis in your messages? Which ones do you like?

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4. Do you think teenagers' activities on social networking sites should be supervised by parents? How? Why?

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5. Would you prefer to meet new people at a party or Online? Why?

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6. What tips would you give to someone who wanted to reduce their time on social media?

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All about Social Media



Level:	Intermediate: B1 Upper-Intermediate: B2
Updated:	Apr 7, 2022
Language:	n/a
Teaching time:	120 minutes.
Overview:	This is a vocabulary and discussion based Handout. Students are introduced to modern vocabulary used when talking about social media and social networking on the Internet.

0. PREPARATION

Cut Page 3 in half and distribute each half to student pairs during the lesson.

1. DISCUSS

A warm up activity helps set the mood for the topic/lesson and is a good opportunity to assess students' ability to generate language as well as elicit target vocabulary used in the lesson. If students struggle to engage with their partners, ask questions to encourage participation. Allow a few minutes for students to complete the activity and continue the conversation if interesting.

Elicit ideas from students.

2. READING

- A. In pairs, student take alternate reading the facts about the world's most popular social media platforms. Answer any questions that arise and discuss new vocabulary as a class.
- B. As a class, students discuss the facts, in particular which they found the most surprising. Present facts to students and elicit reactions to discuss.
- C. Individually or in pairs, students find evidence in the text and decide if the statements are true or false. Students can compare their answers with a partner or check answers as a class. Have students provide evidence from the text to support their answers. The statements check students' understanding of reading large numbers. If students struggle you might choose to review large numbers in a follow-up lesson.

1. False
Facebook originally launched as FaceMash in 2003.
2. False
Facebook is the **3rd** most popular site on the Internet.
3. True
4. False
YouTube is valued at over **\$100,000,000,000 USD**.
5. False
Facebook bought Instagram in 2012.
6. True
7. False
Google bought YouTube for **\$1,650,000,000 USD**.
8. False
TikTok is the most downloaded social media mobile app.

3. VOCABULARY

Individually or in pairs, students use the words in the box to complete the statements. Parts of speech are indicated, n-noun, v-verb, adj-adjective. Students can compare their answers with partner and discuss any differences or check answers as a class.

1. A famous social media personality is called an **influencer**.
2. My phone is full of games and productivity **apps** that I use everyday.
3. Many children today want to become a **YouTuber** because they grew up watching videos on the Internet's most popular video sharing site.
4. In February 2020, more than 500 hours of video were **uploaded** to YouTube every minute.
5. Popular YouTube videos have many views and **likes**.
6. Something very popular on the Internet or on social media at the moment is said to be "**trending**".
7. When something is popular and spreads quickly, we can say it has "gone **viral**".
8. In May 2020, Twitter reported that 500 million **tweets** were sent each day.
9. A private message sent directly to a user's inbox is a **DM**. They are not public forms of interaction on social media like commenting on an image or posting on a user's timeline.
10. Pictures with text on them that often end up going viral are called **memes**.
11. Many videos on YouTube use **clickbait** to attract attention and encourage visitors to click on their video.
12. A **troll** will comment negatively on your social media feed in order to start an argument.

4. DISCUSSION

Distribute Page 3 to student pairs or small groups. Student A interviews their partner(s) by asking the questions on their paper. Encourage Student A to continue the discussion by asking interesting follow-up questions. Students should take notes.

Students change roles and practice again with Student B asking the questions.

If time permits, students can present information about their partner(s) using their notes as a reference.