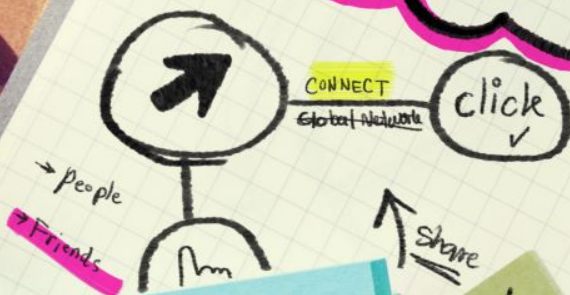


SOCIAL MEDIA



MEM

CHECK LIST:

- chat
share

cloud

Tweet

hello!

good!



- NETWORK
- internet
- connect

SHARE

Basic

- *'Social media are primarily Internet-based **tools** for sharing and discussing information...'*
- *'Social Networking is more an act of engagement'*

Reasons we use social media

- Chatting with friends
- Sharing things
- Meeting people
- Being part of a group
- Playing games
- Studying
- For entertainment
- For business - brand building
- For marketing - advertising

Vocabulary

- To **go viral** = *to spread quickly (videos or posts)*
- To **scroll** = *to move up and down (on a screen)*
- To **swipe** = *to move left and right (on a screen)*
- A **vlogger** = *person sharing their personal life on video*
- A **blogger** = *person sharing their personal life by writing a blog*
- A **meme** = *a funny way to spread ideas and behaviour*
- **Cyberbullying** = *to attack and intimidate on the Internet*

Vocabulary

- A **troll** = *someone who flames and upsets other people on the internet*
- An **influencer** = *someone with a large following on the Internet who can have influence over others*
- **Phishing** = *Pretending to be someone else so you can steal their ID, credit card, personal info....*
- **Streaming** = *the continuous transmission of audio or video files*
- **Data privacy** = *keeping your data (personal information private)*

The Pros / The Advantages/ The Benefits/ The Upsides

- Keep in touch with family
- Keep in contact with....
- Keep up to date with...(the news, family...)
- Making friends online, especially during lockdown
- Broaden your circle of friends
- To gain/acquire/get knowledge
- Learn new cultures
- Convenient to get news / get the latest news / get breaking news
- Get good recommendations for products and ideas
- Develop a business
- Sell products and advertise your business on many platforms
- Build a brand / influence

The Pros / The Advantages/ The Benefits/ The Upsides

- helps us **socialize** better.
- connects **companies** with **customers directly**.
- makes it easy to **share positive and negative news**
- make people **aware of something** happening.
- "**caters**" to our needs and likes.
- shows us more of the things we enjoy seeing.
- **great for doing business.**

The Cons / The Disadvantages / The Drawbacks/ The Downsides

- It can be **addictive**
- A **waste of time** / wasting time
- It's **time-consuming**
- **lose track of time** when looking at social media
- **waste a lot of money** buying unnecessary things online
- fake news / incorrect information
- It easily **distracts** us
- Intellectual property violations
- lead to **mental health issues**
- **negative body image**
- **perfectly filtered bodies**
- **lead to low self-esteem/ comparison issues**
- get a **stiff neck** if you are **staring at screens**
- lead to eyesight problems
- **Cyberbullying** is **rife** (=common) in many social media platforms

The Cons / The Disadvantages / The Drawbacks/ The Downsides

- lose the ability to **communicate face to face**.
- lose **confidence** by comparing themselves to everyone else.
- easy to **manipulate** people with **fake news and facts** online.
- focus on their **own personal image** and lose the ability for **compassion** and **care**.
- many types of **frauds** and **cheats** on social media all the time.
- **Exaggerated fake advertising**.

IDIOMS

- You can **get hooked on** social media (*=addicted to*)
- It **rubs** some people **up the wrong way** = *it annoys or irritates*
- I don't like everything about it, but I **put up with** it = *to tolerate*
- It's great for **spreading the word** or **getting the word out** = *giving a message/ information*
- Tik Tok has really **taken off** (*become successful*), it's **all the rage** (= *it's very fashionable*)
- When a new platform becomes popular, everyone **jumps on the bandwagon**. (= *follows the fashion*)
- I like to **while away the hours** (*=spend time in a relaxed way*) scrolling on Instagram

IDIOMS

- **Alive and kicking** in networking
- **Throwing shade** = expressing “sad”/ “angry”
- **In the blink of an eye** - posting
- **Get your wires crossed** by commenting
- **To kill time** by surfing/ watching
- **A race against the clock** such as creating videos
- **Get a foothold** – reading news, watching events
- **Blow your own trumpet** – declaring/starting something new
- **Cry wolf** = trolling/ alerting
- **See eye to eye** = liking/loving posts (with reactions)
- **Keep me posted** = sending files
- **Hot off the press** = knowing what’s latest/trending
- **Drop someone a line** = direct messaging (DMs)
- **To touch base** = renewing contacts
- **Give someone the low-down** = exchanging facts/details

PART 1

- *Are you a social person?*
- *Do you use social networking sites?*
- *What kind of people do you like to be friends with on those websites?*
- *Do you like to use Facebook?*
- *How did you first find out about Facebook?*
- *Will you use these sites more in the future?*
- *Is there anything you don't like about social media?*
- *How much time do you spend on social media sites?*
- *What kind of information about yourself have you put on social media?*

PART 1

- *When did you start using social media?*
- *Do you think you spend too much time on social media?*
- *Do your friends use social media?*
- *What do people often do on social media?*
- *Is social media a platform that you or your friend frequently use?*
- *Do you think you or your friends are engaging too much on social media?*
- *Do you think some people put themselves in a vulnerable position while posting social media content?*
- *What would you recommend to people who might get exposed to dodgy situations just by interacting online regularly?*

PART 2

Describe a person you follow on social media

You should say

- Who he or she is
- How do you know him/her
- What she/he posts on social media
- And explain why you follow him/her on social media



PART 2

Talk about your favourite social media site or application

You should say:

- when you first used it
- Why you use it
- How often you use it
- And if you recommend it to others

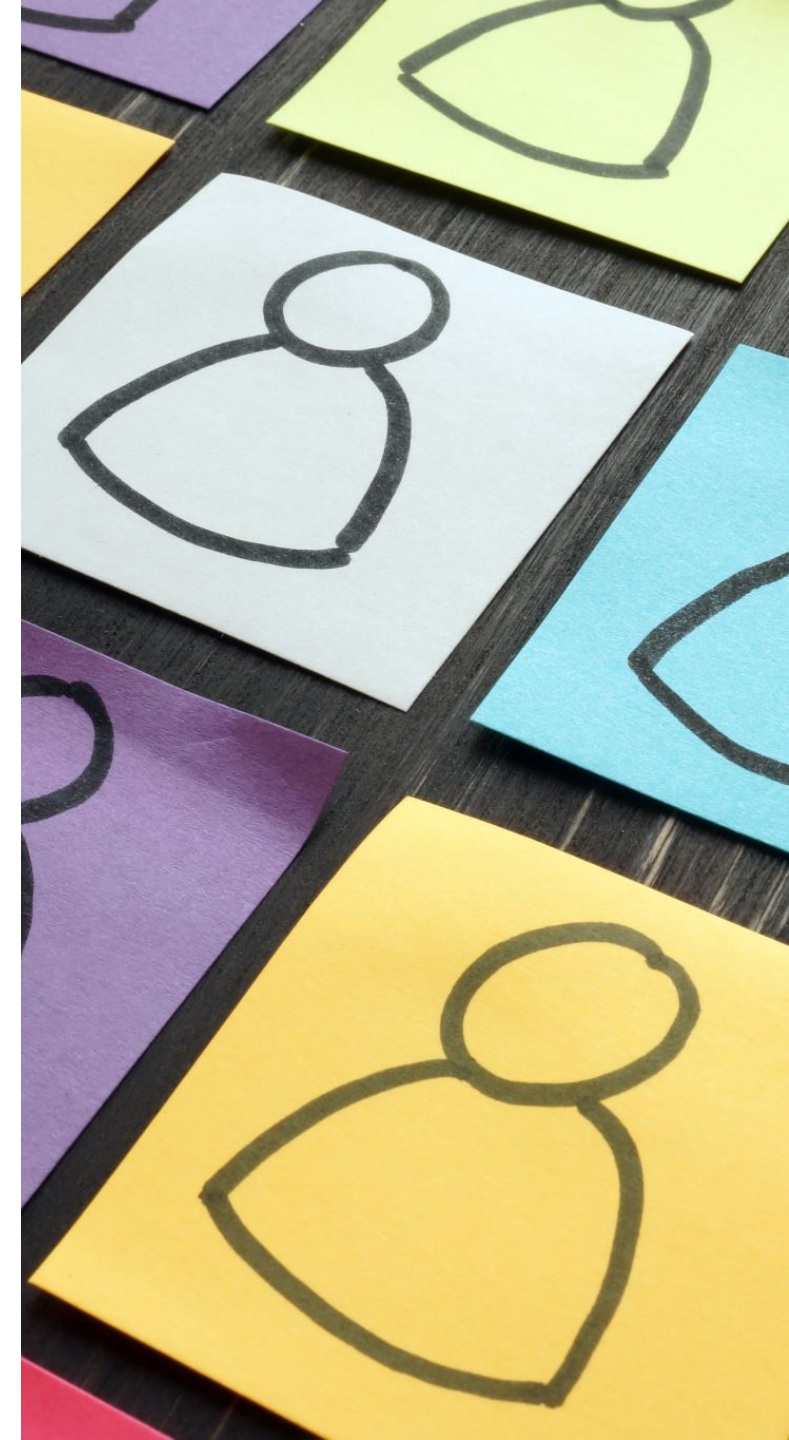


PART 2

Describe a positive impact of social media on society.

You should say:

- What specific positive impact it has.
- How it benefits individuals or communities.
- Any real-life examples that illustrate this impact, and
- Your personal views on the significance of this impact.



PART 3

- What can people do on social media?
- Do older people spend much time on social media?
- Are non-social media like television and newspapers still useful?
- What do you think about making friends on social networking sites?
- Do you think older adults and young people can share the same interest?
- Do you think older people and younger people will use the same kind of social media software?
- What kind of information do you usually share on your social media profiles?
- Do you think social media has more positive or negative effects on society?
- How do you deal with negative experiences or comments on social media?

PART 3

- At what age are children generally allowed to use social media in your country?
- Do you think people will use social media more or less in the future?
- Why do you think bullying on the internet has become so widespread?
- Should social media platforms be regulated by the government? Why or why not?
- How has social media affected the way people communicate with each other?
- Some argue that social media has led to a decline in face-to-face communication. What are your views on this?
- In what ways can social media be used to promote positive social change?
- What are the potential drawbacks of social media in terms of mental health?

A photograph of three coffee cups. Two white cups with black lids are in the foreground, sitting in a light-colored cardboard tray. A third cup, filled with a latte and topped with a dusting of brown powder, is in the background. The scene is set on a dark, reflective surface.

“Does less social media mean more in your life?”

MEM EDUCATION CENTER