

## A day in the Life of an Influencer

Read the article and answer the questions.

**7:30 AM** For breakfast, I go to a café that sells vegetable and fruit shakes and sweet bakery treats. I share a picture of the shake with my followers, but not my banana pancakes. I eat the pancakes because they are my guilty secret. I am rewarding myself after all the hard work I did in the gym. Outside the café, I spot a cute dog and post a picture with it on Instagram. This picture will go viral for sure!



**9:00 AM** I go to the park with my friend who is a very good photographer. The sun isn't really helping us today, but it's okay because we can edit the pictures. We take pictures of each other and take pictures of flowers. These photo sessions are important as I need new content for Instagram everyday.

**11:00 AM** It's time to make money. I get out my slimming tea and take a picture of it. I post the picture on Instagram with a caption about how it changed my life. I add #ad at the end, but most of my followers don't care about what is sponsored and what isn't. They trust my opinion. I almost drink the tea, but then I remember all the health risks and drink regular tea instead.



**2:00 PM** I'm hungry and I go to the supermarket to buy food. When I get home, I post pictures of my favorite brands on Instagram and hope they will sponsor me. I'm not a good cook, so I order takeout from the restaurant down the street. People are already asking me for my recipes!

**3:30 PM** This is a big year for me because I'm finally releasing a new documentary: a story about my life, since I am an adult and have had enough experiences that I want to share with the world. I have a meeting with my director now but all I share with my friends is a picture saying "SOMETHING IS COMING." Everyone's excited and guessing what I'm doing.



**6:00 PM** I am going to an event organized by a luxury brand. I am going to show everyone my makeup collection and answer all their questions. I will ignore all the hate comments because I don't need that kind of negativity in my life. My job is difficult, and not everyone will understand, nor do I need to make them.

**8:00 PM** I go to a party wearing a dress that a designer gave me, and I make sure to tell everyone how much I love the dress, so the designer will be happy. I take pictures of myself at the party, and I post them on Instagram. Some of my followers don't like these posts because I'm showing off too much, but I view it as sharing my success with people.

**10:00 PM** I post one last video talking about how busy my day has been, and wish everyone a good night while feeling cosy in bed. I say I'm cosy in bed, but if only they knew that actually I'm searching to find a Netflix series I haven't already watched.

1. What are 4 things that the influencer does on this day?

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2. What does the influencer do to make money?

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3. What event is she excited about?

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4. Why do you think some of her followers don't like some of her posts?

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5. What are the influencer's two guilty secrets?

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## Answers

- 1 She goes to a café, a supermarket, a luxury brand event and a party.
- 2 She takes pictures of products, posts pictures on Instagram and tries to get companies to sponsor her.
- 3 She is excited about a documentary about her life.
- 4 They think she is showing off when she goes to parties wearing a designer dress and posts the pictures on Instagram.
- 5 One guilty secret is that she likes to eat banana pancakes. Also, she likes to watch Netflix series late at night.

## The Influencer (advanced)

1. What are the skills and abilities of this influencer?

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2. How does she use social media?

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3. What strategies does she use to gain followers?

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4. What kind of content does she post?

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5. How does she work with brands?

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6. What are the benefits of being an influencer?

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7. What are the challenges of being an influencer?

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8. What is your opinion of this influencer?

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9. In your opinion, what are the future prospects for influencers?

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10. Would you like to be an influencer? Explain. (eg. your content and your skills)

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## Answers

1. The skills and abilities of this influencer include being photogenic, outgoing, articulate, and having a large social media following.
2. She uses social media to share pictures and videos of her daily life, to promote products, and to connect with her fans.
3. She uses strategies such as taking pictures with popular dogs and posting pictures of herself with luxury brands to gain followers.
4. The content she posts includes pictures of herself, pictures of food and drinks, cosmetics, the latest fashions and videos of herself talking.
5. She works with brands by promoting their products on her social media channels and attending events organized by them.
6. The benefits of being an influencer include free products, invitations to exclusive events, and a large social media following.
7. The challenges of being an influencer include haters, trolls, and a lack of privacy.
8. I think she is a typical influencer who is trying to gain more followers and make more money.
9. I think the future prospects for influencers are good because there is a growing demand for influencers.
10. I would not like to be an influencer because I do not like the idea of sharing my life with the world and I do not want to be in the public eye.