Social media

VOCABULARY PRACTICE

UPPER-INTERMEDIATE | B2

Name: _____ **Date:** _____

1 Match each social-media concept with its meaning.

1 personal branding	____	a content created voluntarily by platform users
2 parasocial relationship	____	b visibility achieved without paid promotion
3 engagement metric	____	c repeated consumption of distressing online updates
4 organic reach	____	d data such as likes, comments, shares or viewing time
5 paid reach	____	e one-sided sense of intimacy with a public figure
6 micro-influencer	____	f reduced visibility applied without clear notice
7 user-generated content	____	g deliberate presentation of a recognisable public identity
8 shadow banning	____	h visibility purchased through advertising
9 doomscrolling	____	i influence created by seeing others approve or participate
10 social proof	____	j creator with a relatively small, focused audience

2 Complete the creator-economy collocations.

audience | brand | content | disclose | engagement | monetise | reach | sponsorship

1 build a personal _____

2 grow a loyal _____

3 increase organic _____

4 _____ a commercial relationship

5 secure a brand _____

6 _____ online content

7 measure user _____

8 feature user-generated _____

3 Choose the most precise term for the context.

1 A creator cultivates a consistent public identity: *personal branding / social proof*.

2 Followers feel they know a creator personally: *parasocial relationship / organic reach*.

3 A post spreads without advertising: *organic reach / paid reach*.

4 A platform quietly limits an account's visibility: *shadow banning / doomscrolling*.

5 A user repeatedly reads upsetting news: *doomscrolling / personal branding*.

6 Customer posts are reused in a campaign: *user-generated content / paid reach*.

7 High like counts encourage others to respond: *social proof / engagement metric*.

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4 Complete the campaign evaluation with terms from the box.

engagement metric | micro-influencer | organic reach | paid reach | parasocial relationship | personal branding | shadow banning | social proof | user-generated content

The campaign selected a **1** _____ whose consistent **2** _____ matched the product. Strong audience trust reflected a **3** _____, so the commercial link was disclosed clearly. Initial **4** _____ was high, then targeted advertising added **5** _____. Customer photos supplied **6** _____, and visible reviews created **7** _____. Comment quality, rather than likes alone, was the main **8** _____. A sudden fall in visibility was investigated rather than immediately described as **9** _____.

5 Read the text and answer the questions briefly.

Rethinking a creator campaign

A clothing company judged a campaign by views and likes, but sales barely changed. An evaluation found that a giveaway had attracted people interested mainly in prizes. Comments showed little product knowledge, and many viewers left after a few seconds. The company replaced raw totals with completion rate, meaningful comments and tracked purchases. It also reduced posting frequency and partnered with smaller creators whose audiences were closely connected to the product category.

1 Which metrics initially looked successful? _____

2 Why were many participants poorly matched? _____

3 What did comments and viewing time reveal? _____

4 Name two replacement measures. _____

5 How did the posting schedule change? _____

6 Why were smaller creators chosen? _____

6 Rewrite using the expression in capitals.

1 The post reached people without advertising. **ORGANIC** _____

2 Followers felt personally close to the creator. **PARASOCIAL** ___

3 Customers produced the campaign material. **USER-GENERATED** ___

4 Visible approval influenced new customers. **SOCIAL PROOF** ___

OVER TO YOU

Write a **120-150 word** evaluation plan for a creator campaign. Address audience fit, disclosure, reach, meaningful metrics, user content and possible harms.

[ ] Use at least ten target terms. [ ] Distinguish reach from impact. [ ] Include ethical safeguards.

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ANSWER KEY

1 Social-media concepts

1 **g** 2 **e** 3 **d** 4 **b** 5 **h** 6 **j** 7 **a** 8 **f** 9 **c** 10 **i**

2 Creator-economy collocations

1 **brand** 2 **audience** 3 **reach** 4 **disclose** 5 **sponsorship** 6 **monetise** 7 **engagement** 8 **content**

3 Precise terms

1 **personal branding** 2 **parasocial relationship** 3 **organic reach** 4 **shadow banning**
5 **doomscrolling** 6 **user-generated content** 7 **social proof**

4 Campaign evaluation

1 **micro-influencer** 2 **personal branding** 3 **parasocial relationship** 4 **organic reach** 5 **paid reach**
6 **user-generated content** 7 **social proof** 8 **engagement metric** 9 **shadow banning**

5 Reading - suggested answers

1 Views and likes. 2 They mainly wanted prizes. 3 Little product knowledge and brief viewing. 4 Completion rate, meaningful comments or purchases.
5 It was reduced. 6 Their audiences matched the category.

6 Rewriting - possible answers

1 The post had **organic reach**. 2 They formed a **parasocial relationship**. 3 It was **user-generated content**. 4 This created **social proof**.

Over to you: Answers will vary. Check metric quality, transparency, audience fit and proportional safeguards.