

Name: _____. Grade: _____. Group: _____. Date: _____.

Tick the TRUE sentences and cross the FALSE ones.

1. If you follow social media, you will never miss out anything. ☐
2. There were many movies to play online while being on social media. ☐
3. You can promote yourself on social media. ☐
4. Social media is the best way for having fun nowadays. ☐
5. All the income from business success is the result of having lots of ads on the net. ☐

Match the information related to the subtitles, you can repeat 2 options.

- | | |
|--|--|
| 1. The different platforms have different users in certain age groups. Therefore, you should know how to target them with your social media posts. | a) Use social media to increase your organic traffic |
| 2. This can easily give your business a boost and increase the organic traffic if you have a website. | b) Facebook and LinkedIn are popular |
| 3. There are plenty of options to use within social media, as this is a large platform on the web. | c) Have fun with social media |
| 4. There are other alternatives to use than just Facebook and LinkedIn. You could, for example, use Snapchat, Instagram, TikTok and, in some situations, VSCO [Visual Supply Company]. | d) Snapchat, Instagram, TikTok |
| 5. More people would be knowing your name, brand, products, and services. | e) Use other alternatives |
| 6. "With Facebook, your customers are mostly private customers, and not businesses. | f) Social media |