

How to become an influencer in three simple steps!

'How to become an influencer in three simple steps!'

Does the title make you curious as to what these steps are? Would you click on the link? Having a huge number of followers on Instagram or receiving thousands of views and likes on your videos seems to be a benchmark of success nowadays. Writing or speaking in a certain way can help you get more attention online. In this lesson students will look into the do's and don'ts of becoming popular in the digital world. Duration: 1 hour.

STRUCTURE

- Introduction: Becoming popular on social media.
- Next step: Students will look into different ways to tell a story.
- In practice: Students prepare their own posts.
- Evaluation: Who wants to be an influencer?

PREPARATION

You can prepare by:

- Reading this teacher's guide and the students' worksheet.
- Opening the presentation and going through the slides.
- Having laptops or tablets with access to the Internet.

WORK AND CAREER

Being an influencer can be a full-time job nowadays. Creating content, generating enough exposure for

your sponsors, and knowing how to grab people's attention. Apart from influencers on social media, there are more jobs in which it is important to know how to speak or write to convince people to do what you want them to do. Just look at what politicians say during elections and how they say them. Or look at all kinds of advertisements and commercials, marketers look for the best way to get the product or idea sold. A multitude of decisions lie behind even a simple looking slogan such as Nike's "Just do it".

⚖️ ETHICS AND TECHNOLOGY

Compared to traditional print media, digital media makes it easy to both write and say anything you want, as well as to spread your messages and ideas on a big scale. Especially if you are a so-called 'influencer'. Such influencers have tremendous influence on other people, what they will believe, what they will say, what they will do and what they will buy. But does having such a big influence on others makes it your responsibility to check whether the information you spread is true? In other words, can you, as an influencer, be held accountable for what you say? Or is it up to everyone for themselves to judge and check whether what you say is true and ethically acceptable?

LEARNING TARGETS

Domein curriculum 2021	Leerdoelen digitale vaardigheden	Kerdoelen	21st century skills
1 Data & informatie DG1.1 Van data naar informatie.	1 Mediawijsheid De leerling beseft dat iedereen (digitale) media op een andere manier interpreteert en is zich bewust van de eigen interpretatie.	1 Engels De leerling leert strategieën te gebruiken bij het verwerven van informatie uit gesproken en geschreven Engelstalige teksten.	1 Creatief denken
2 Digitaal burgerschap DG5.2 Digitale identiteit.	2 Informatievaardigheden De leerling kan woorden herkennen/ bedenken die gerelateerd zijn aan het informatieprobleem.	2 Engels De leerling leert in Engelse schriftelijke en digitale bronnen informatie te zoeken, te ordenen en te beoordelen op waarde voor hemzelf en anderen.	2 Communiceren

INTRODUCTION

Opening slide

How to become an influencer in three simple steps!



Slide 1, Group discussion

'How to become an influencer in three simple steps!'


Ask: Does the title make you curious as to what these steps are?

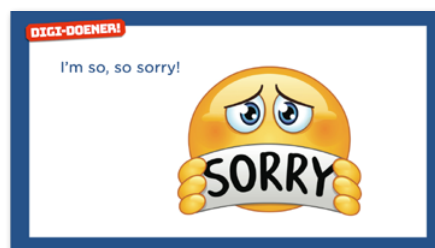
Would you click on the link? Having a huge number of followers on Instagram or receiving thousands of views and likes on your videos seems to be a benchmark of success nowadays. Writing or speaking in a certain way can help you get more attention online. The most heard advice is to be and show what your followers want to see.



What influencers do the students follow? What kind of content, types of personality or style attracts them? Open the word web.

Slide 2, Group discussion

 Compared to traditional print media, digital media makes it easy to both write and say anything you want, as well as to spread your messages and ideas on a big scale. This can have a positive effect when everyone is happy. But what if you accidentally hurt someone by what you say, or say something controversial? Ask who knows an example of this. Do influencers sometimes get negative responses from their followers? How do they react to this? Do they apologize or choose just to ignore them? Can they be held accountable for the effects their own posts and messages have? What do the students think?

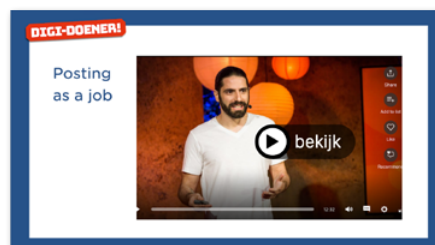


WORK AND CAREER

Slide 3, Work and career

Start the video (from 0:04 to 0:56), it shows how we looked at being an influencer a few years ago.

Explain: Being an influencer is a full-time job nowadays. Creating content, generating enough exposure for your sponsors and knowing how to grab people's attention. Influencers have tremendous influence on other people, what they will believe, what they will say, what they will do and even what they will buy. Apart from influencers on social media, there are more jobs in which it is important to know how to speak or write to convince people to do what you want them to do. Just look at what politicians say during elections and how they say them. Or look at all kinds of advertisements and commercials put out there by marketers for example. A multitude of decisions lie behind even a simple looking slogan such as Nike's "Just do it". If you want to spread a message and want people to act, the start is to write or speak in such a way that you attract the people that you want to target.

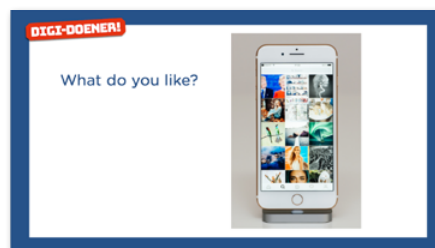


NEXT STEP

Slide 4, Group work

Explain: There are different kinds of influencers: influencers with a commercial interest, ones that want a better world like Greta Thunberg or a combination of both. Whether it be through video, photo, text, song or a combination of these media, in the end influencers all tell a story. It is a story that you as a true follower are more than happy to believe. But where to start if you want to be an influencer yourself? How do you tell a story that people will listen to?

First the students find out what makes them click on something. Assignment 1 makes them do a little research on their own habits.



Slide 5, Group work

There are different ways to tell a story. The Internet is full of tips and tricks on how to write to get attention and be persuasive. What search terms would the students use to find such tips and tricks? Let the students have a brainstorming session, for example you can use <https://answergarden.ch/create/>. Think about using “ “ and the + symbol to make the search better.

In assignment 2 the students will search online to find advice which helps them to write in a way which makes people read their articles.



IN PRACTICE

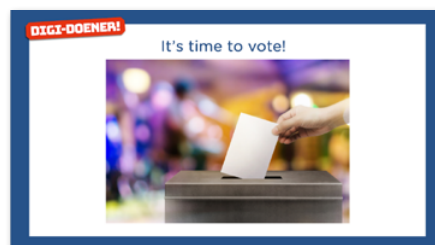
Slide 6, Group work

Become an influencer! In assignment 3 the students will use the previous assignments to write the best posts they can. They will choose a subject and write two posts about this subject using different strategies. Which one will capture everyone's attention and will make them curious to know more?



Slide 7, Group work

In assignment 4 the students will share their two posts from the previous assignment with at least ten fellow students. Their readers will then vote for the version they think will best attract attention.



EVALUATION

Slide 8, Group discussion

Ask: Who wants to be an influencer and why? Aren't we all already influencing our friends and family? What are the differences with influencing as a job?

