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 we will investigate the do's and don'ts of becoming popular in the digital world.

ASSIGNMENT 1

What makes you click?
There is way too much content online to read in a single lifetime.
What makes you stop and click to read certain posts and what makes you ignore others?

Open Instagram and click the search button. The posts you see here have been especially selected for you.
a. Write down what images made you stop scrolling and which ones even made you click.

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b. Why do these posts get your attention?

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c. Why did the posts you skipped, not appeal to you?

ASSIGNMENT 2

a. What writing advice can you find online? Search online for five tips and tricks to improve your writing.

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b. What makes a good title that attracts attention? Try to find advice online.

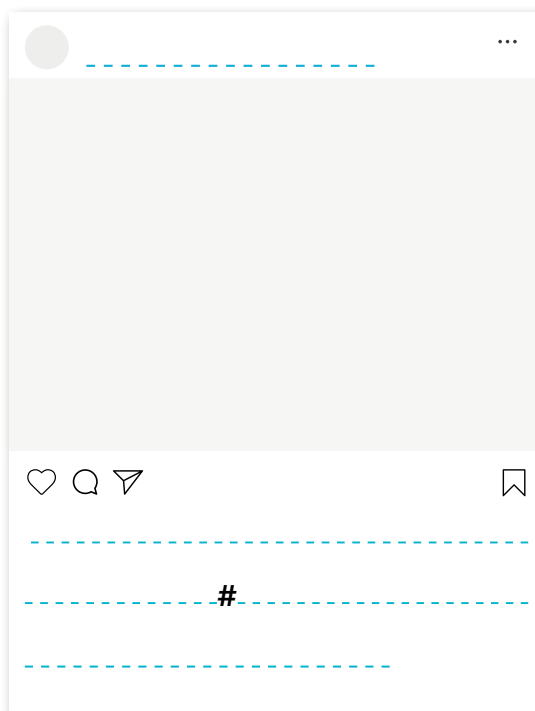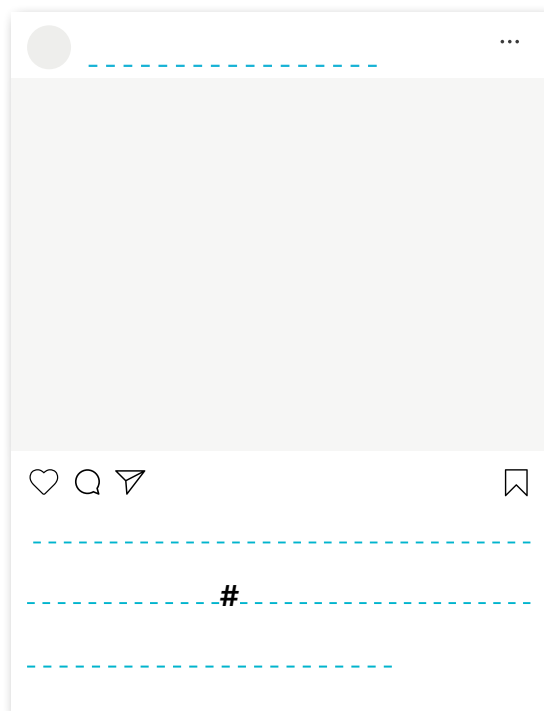---

ASSIGNMENT 3

a. Make an amazing post, using all the information you found in the previous assignments.
What will the post be about?

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b. Choose whether your post will have a picture or a video. Then you will add a
title and two to three lines of text.

I'll choose
☐ a picture
☐ a video

c. Write two versions of the post on the next page. Make sure they differ in image, title and text, but the
subject should stay the same. You can also change between using a video or a picture.

ASSIGNMENT 4

Share the two versions of your post with at least three students and let them vote.
Which one did they prefer and why? Write down the results below.

Version 1
#likes:

What did they like about 1?

Version 2
#likes:

What did they like about 2?