

# Social Media Managers

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Learning

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For Review Only

## What Is a Social Media Manager?

Talking with people is important for a business. Today, an easy way to talk to people is on the internet. A business needs people to act as the business' voice over the internet. These people are social media managers.

Over half of the world has some way to go online. They have computers. They have smartphones. And most of these people use social media.



Talking with someone over the internet

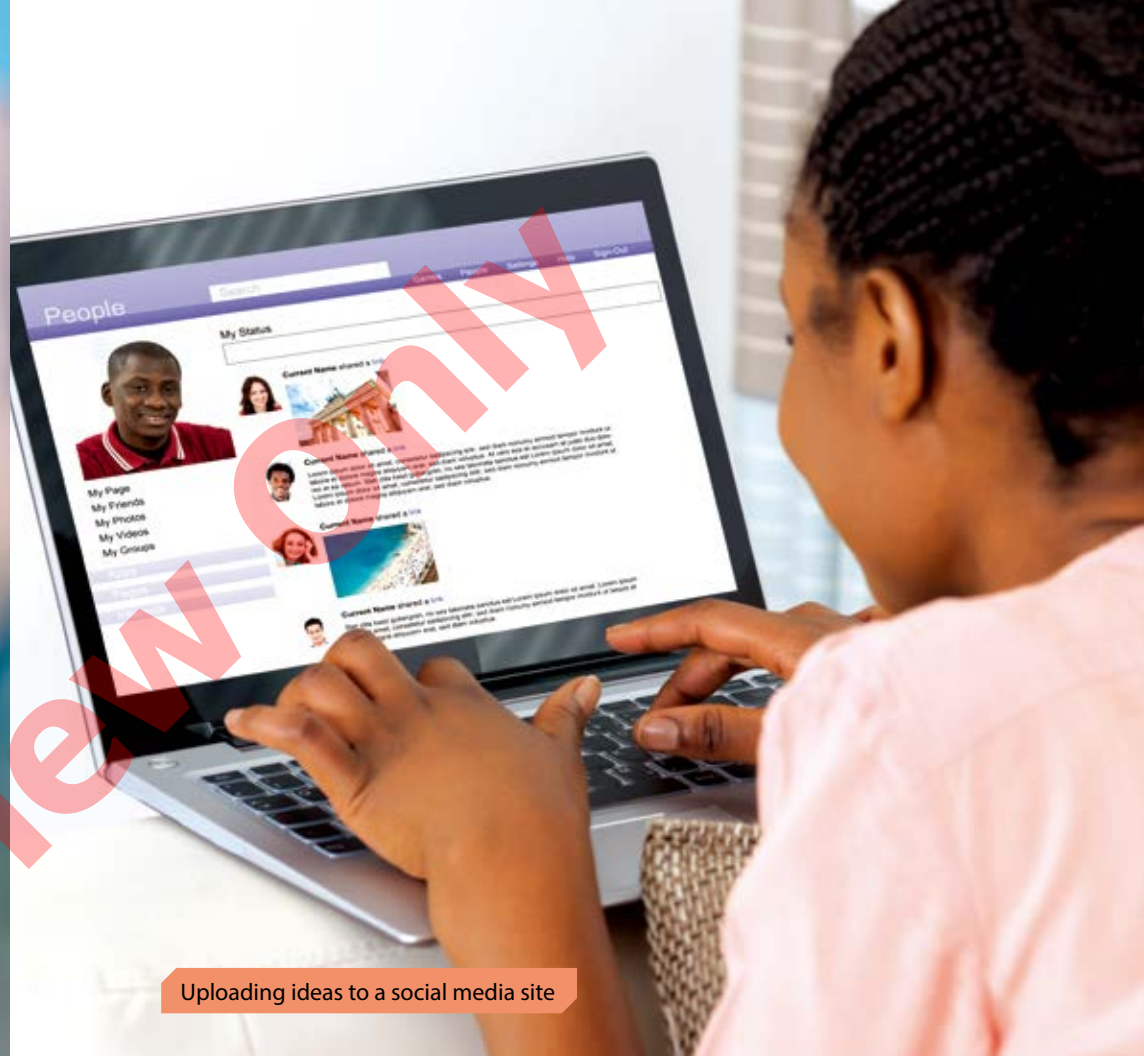


Many people have both a computer and a smartphone.



Social media apps

How often do you look at social media?  
People who enjoy using social media are on the websites day and night.  
Someone you know might be using the internet to check a social media website right now.



Uploading ideas to a social media site

Some social media websites are for connecting people.  
Some websites are for passing along good ideas such as how to cook or make things.  
And many of these websites have lots of users.

Social media websites are important.  
Users share their own thoughts, pictures, and ideas over the internet.  
People can also interact with others.  
These websites have changed how people interact in the 21st century.



Taking a picture to upload

Have you ever interacted with a business on social media?  
Did you write to the business to ask a question?  
If you did, a social media manager probably read your question.  
Maybe he or she wrote back to you.



Rating a product online

## Comprehension Questions

- Which of the following is a form of social media?
  - A computer
  - A smartphone
  - An app for cooking
  - All of the above
- What can people do on social media?
  - Put their thoughts on the internet
  - Put pictures on the internet
  - Interact with others
  - All of the above
- Social media managers know if people say \_\_\_\_\_ about the business they work for.
  - lies
  - good or bad things
  - jokes
  - secrets and riddles
- What should social media managers study at university?
  - Computers
  - Speaking
  - Marketing
  - All of the above
- Which of the following is NOT true about the internet?
  - It has been around for a long time.
  - It is changing.
  - It is a difficult place to do business.
  - It is used by both young and old people.

Key 1. (c) 2. (d) 3. (b) 4. (b) 5. (a)

## Glossary



▪ **advertising campaign** (n. phr.) an organized series of events to let people know about things to do or buy



▪ **attract** (v.) to draw something toward another



▪ **century** (n.) a period of 100 years



▪ **customer** (n.) a person who is interested in buying something



▪ **decision** (n.) the conclusion of a choice