

How to become an influencer



DID YOU KNOW?

The word 'influencer' was added to the English dictionary in May 2019.

'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.

Watch this video until 0:56: www.digi-doener.link/jlin. It shows how we looked at being an influencer a few years ago. 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, all influencers tell a story. It is a story that you as a true follower are more than happy to believe.

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 specifically been selected for you.

Write down what images made you stop scrolling and which ones even made you click.

Why do these posts get your attention?

Why did the posts you skipped not appeal to you?

ASSIGNMENT 2

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

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

ASSIGNMENT 3

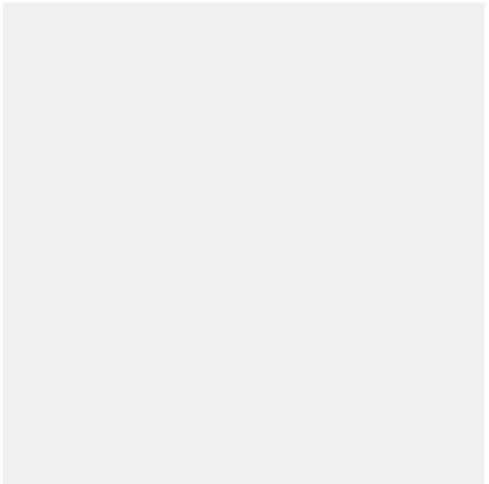
Make an amazing post using all the information you found in the previous assignments. What will the post be about?

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

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

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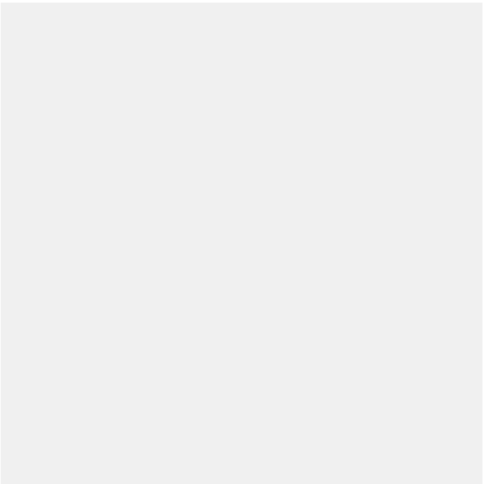


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Titel:

Text:

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Titel:

Text:

ASSIGNMENT 4

Share the two versions of your post with at least two people (students, family members, friends, etc.) 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?

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Version 2

#likes:

What did they like about 2?

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ASSIGNMENT 5

Do you want to be an influencer and why? Aren't we all already influencing our friends and family? How is that different from influencing as a job?

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