



Unit 3 – Lesson 1: Social Media and Digital Communication





Lesson 1: Social Media and Digital Communication

Time available: 4 hours



Lesson programming:

1. Socialize the technology idiom of the day.
2. Watch the Video "Digital communication" and discuss it.
3. Class discussion through an image: social networks.
4. Watch Video: "Evolution of social media."
5. Video comprehension activity: Quizziz activity.
6. Warm up activity: Matching definition vocabulary activity.
7. Explain what the skimming strategy is.
8. Reading comprehension activity: "The power of social media and digital communication in business."
9. True/ False activity
10. Categorization activity: Benefits, Communication changes, and Measuring.

Learning materials:

- Video "What is digital communication":
<https://www.youtube.com/watch?v=nAIOUFMFHcU>
- Images about social networks:
<https://drive.google.com/file/d/1SxXfb0CXaDXBqguuMEm3t89gPCvDSz-a/view?usp=sharing>
- Video "The evolution of social media":
<https://www.youtube.com/watch?v=NWrWEee8yls>
- Reading
- Game: <https://quizizz.com/admin/quiz/65970f84dda170a11d3e2680> source=quiz_share

Lesson 1: Social Media and Digital Communication



1- Idiom of the day:

Beta phase: This expression is used to talk about the testing period of a technology or product, where it is released to a select group of users so that the makers can listen to feedback and improve the product before the official release.

“The software is currently in the beta phase, and developers are gathering user feedback.”

2- Watch the following video and answer the following question: What is digital communication?

- Video URL: <https://www.youtube.com/watch?v=nAIOUFMFHcU>

Now, based on the previous video, what are the different purposes of digital communication?

3- Look at the following image and tell us which social networks you use and why.

- <https://drive.google.com/file/d/1SxXfb0CXaDXBqguuMEm3t89gPCvDSz-a/view?usp=sharing>

Now, answer the following question: Which of the previous social networks you won't use and why.

4- Watch the video and answer the questions through the game “Quizziz”:

- Video URL: <https://www.youtube.com/watch?v=NWrWEee8yls>



5- Multiple-choice game about the previous video:

- URL for teachers:
https://quizizz.com/admin/quiz/65970f84dda170a11d3e2680source=quiz_share
- URL for students: <https://quizizz.com/join>
(Each teacher will give the code to the students for them to join)



6- Warming -up: Match the definitions (1-8) with the vocabulary (a-h)

Keywords:

- 1.Social Media _____
- 2.Audience _____
- 3.Engaging Content _____
- 4.Customer Satisfaction _____
- 5.Metrics _____
- 6.Targeting _____
- 7.Insights _____
- 8.Return on Investment (ROI) _____



Definitions:

- A.** The degree to which customers are happy and satisfied with the products or services received from a business.
- B.** Measurements or data used to assess the effectiveness of a particular activity in business.
- C.** Online platforms where people create and share content or participate in social networking.
- D.** The ability to focus marketing efforts on specific groups of people.
- E.** The group of people who watch, read, or listen to something.
- F.** Information or knowledge obtained from analyzing data.
- G.** Material created to attract and hold the interest of an audience, typically in marketing.
- H.** A measure used in business to evaluate the efficiency of an investment.



7- Explain what the skimming reading is:

What is Skimming Strategy?

Skimming is a reading technique that involves quickly moving through a text to get a general overview of the content rather than focusing on detailed comprehension. This strategy allows readers to cover a large amount of material in a short amount of time.

When to Use Skimming:

- 1.Previewing:** Before delving into a detailed reading of a text, to get a sense of what it's about.
- 2.Time Constraints:** When you have limited time to read and need to grasp the main points quickly.
- 3.Reviewing:** To quickly review a text you've already read in detail to reinforce your understanding.
- 4.Research:** When looking for specific information or trying to determine if a text is relevant to your needs.
- 5.General Overview:** To get a basic understanding of a text when detailed comprehension is not necessary.

How to Use Skimming:

- 1.Read the Title and Headings:** Start by looking at the title, headings, and subheadings to get an idea of the main topics covered in the text.
- 2.Look at the Introduction and Conclusion:** Often, the introduction and conclusion of a text will summarize the main points.
- 3.Focus on the First Sentences of Paragraphs:** The first sentence often introduces the main idea of a paragraph.
- 4.Notice Keywords and Phrases:** Keep an eye out for bold or italicized words, bullet points, and any repeated phrases or concepts.
- 5.Pay Attention to Visuals:** Graphics, charts, and pictures can provide important information and context.
- 6.Speed Over the Text:** Let your eyes move rapidly over the text, not stopping to read each word or sentence in detail.



How to Apply Skimming Reading Strategy:

1.Set Your Purpose: Know why you are skimming the text. Are you looking for a general idea, specific information, or trying to decide if the text is useful for your research?

2.Adjust Your Speed: Be flexible with your reading speed. Slow down slightly for more important sections and speed up over less relevant parts.

3.Practice Regularly: Like any skill, skimming improves with practice. Regularly incorporate skimming into your reading habits.

4.Take Brief Notes: Jot down main ideas or keywords as you skim. This helps in retaining important information.

5.Review After Skimming: Once you've skimmed the text, take a moment to summarize the main points in your mind or out loud to reinforce comprehension.

8- Reading:

https://drive.google.com/file/d/1euCvfgxiKmeFlhxxMZL-JijCiqM0b7sG/view?usp=drive_link



9- Read each statement based on the text "Understanding Digital Communication in Business" and decide whether it's true or false.

- Social media platforms are only used for personal networking, not for businesses. _____
- Businesses can reach a large audience with minimal effort through social media. _____
- Traditional communication methods like phone calls and emails are no longer used by businesses. _____
- Real-time communication with customers on social media can improve customer satisfaction. _____
- Social media metrics are not useful for tracking the success of marketing efforts. _____
- Digital communication allows businesses to target specific groups of people based on demographics. _____
- Using social media in business has no impact on reaching new customers. _____
- The return on investment from social media marketing is difficult to measure. _____

10- Categorize the following sentences based on their relevance to three main aspects of digital communication in business. The three categories are:

1. Benefits of Social Media in Business
2. Communication Changes in Business
3. Measuring Marketing Success

- Read each sentence and decide which of the three categories it best fits into.



Sentences to Categorize:

- 1."Social media has allowed businesses to interact with customers in real time."
- 2."Companies can now communicate directly through social media platforms."
- 3."Engaging content on social media helps to build a loyal following."
- 4."Businesses used to communicate through traditional methods like letters."
- 5."Metrics like engagement rates and reach are important for tracking success."
- 6."Social media enables businesses to target specific demographics."
- 7."Traditional phone calls are no longer used in business communication."
- 8."The return on investment from social media is easy to measure with data."

- After reading each sentence, assign it to the category where you think it fits best.

Correct categorizations:

- 1.Benefits of social media in business: _____
- 2.Communication changes in business: _____
- 3.Measuring marketing success: _____

