

IELTS ENGLISH PODCAST. SOCIAL MEDIA. TRANSCRIPT

Part 1. Do you use social media? Which platforms do you use the most?

I definitely use social media, but I have cut down my use. I used to use Instagram, Facebook, Twitter as it used to be called and then of course YouTube.

Nowadays I've really cut down to simplify my things, and I just like interacting through YouTube and it's become very clean and although traditionally not considered a social media platform, I think nowadays we can.

Part 1. What do you usually post on social media?

Of course, having a podcast I predominantly post episodes of my podcast. I do images related to the podcast, maybe text announcements related to the podcast. So everything really revolves around this podcast now. In my private life, I don't post anything. I don't have anything against social media, just I'm not a big fan of sharing images of my private life.

Part 2. Describe a social media platform you use.

I'd like to tell you about Instagram. About 6 or 7, maybe eight years ago. I really started using Instagram a lot for my business. I studied, I tried to learn the best ways to interact with people on the platform. I learned how to take pictures. I learned how to edit pictures and make various posts and, it was it was a lot of fun. I had to go through quite a lot of training, courses, I took courses in order to learn the best way to write hashtags, how to follow the algorithm and allow the algorithm to share my content to a wide audience. It was a really fascinating process.

So let me tell you a little more about Instagram. A huge part of Instagram is understanding what is trending. Trends are so important on Instagram and then trying to follow that so that Instagram will spread you to the widest audience possible. One thing you can do, and this is what I had to learn, is you can analyze the analytics. You can look at the analytics of a post, which gives you kind of the background information. Who's looking at the post? What country are they from? How old are they? And that allows you to know how to tailor future posts and then hopefully your content will appear in the feed and go viral. That's the ultimate goal.

For me personally, it, that aspect of social media is fun. It's almost like a game. the more I study and the better I do, the more interesting I make a post, the more people I can reach and the more my channel can grow.

VOCABULARY

algorithm (noun) - a set of simple steps that a computer or person follows to solve a problem or finish a task.

analytics (noun) - the process of looking at facts or numbers to learn useful things from them.

cut down (verb phrase) - to make something shorter by chopping or trimming it

fascinating (adjective) - something that is very interesting and makes you want to know more about it.

hashtags (noun) - a word or phrase with a # at the start (like #puppies) used on phones or computers to group similar posts together.

predominantly (adverb) - mostly or mainly.

platform (noun) - an app/website where people share things.

revolves around (verb phrase) - to have something as the main focus.

tailor (verb) - to make or change something so it fits a person's needs.

trending (adjective) - something that lots of people are talking about or sharing online right now.

widest (adjective) - having the most space from one side to the other.