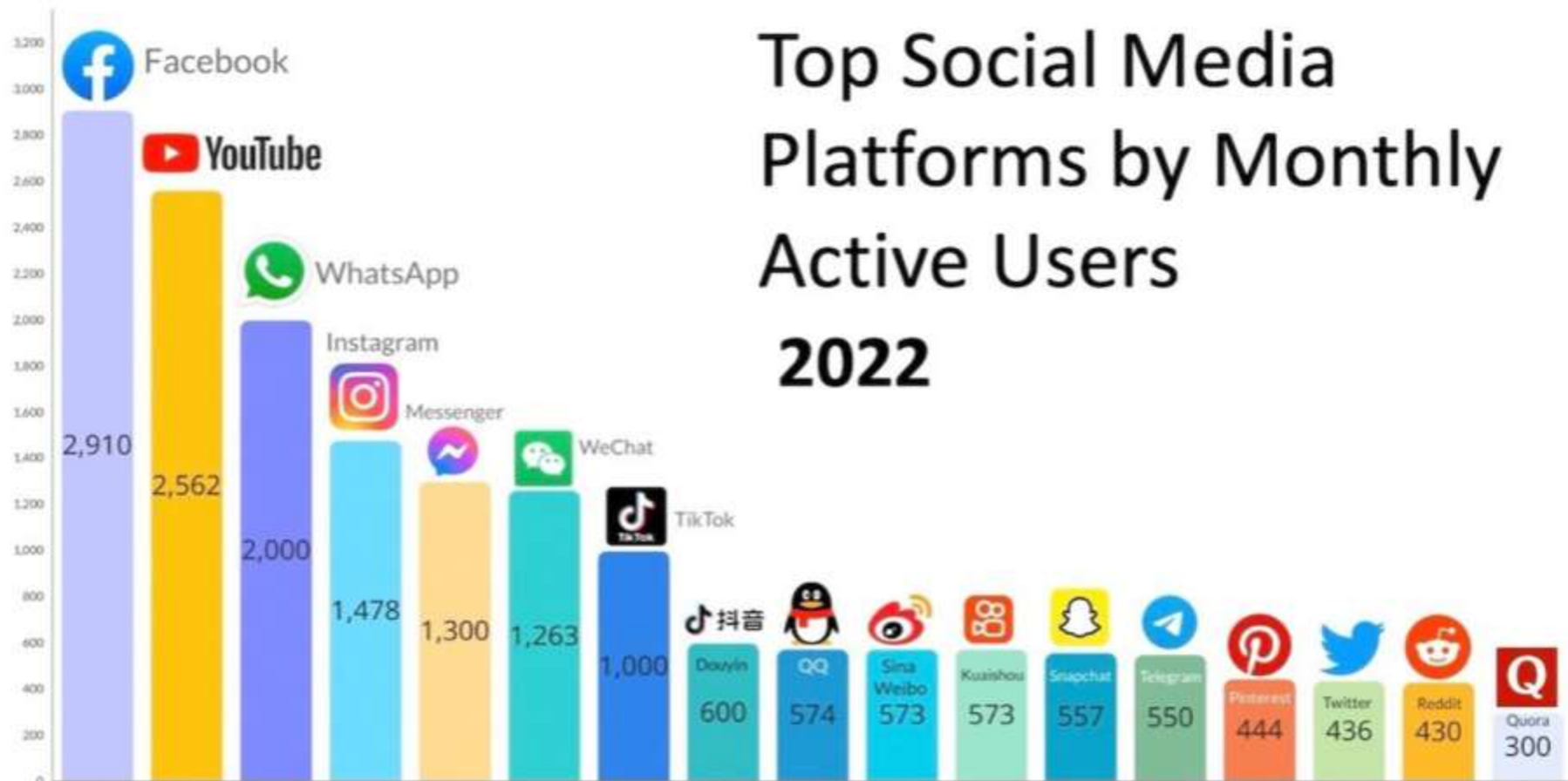


Social Media

By Teacher Cleide



Top Social Media Platforms by Monthly Active Users 2022



Monthly active users in millions, as of Jan 2022

1. Do you use social media?

Yes, I do. / No, I don't.

2. What social networks do you use?

I use Facebook, Instagram....

3. What do you use these social networks for?

I use it to talk to friends, meet people, for entertainment...

4. Which social Media do you think it's the most popular?

I think ____ is the most popular.

5. What is your favorite social network?

My favorite is _____.





How much time do you spend on the internet everyday?



I spend 1/2/3/4/5....hours.

Do you know how much time do people usually spend on social media?

Yes, I do. / No, I don't.



JAN
2022

TIME SPENT WITH SOCIAL MEDIA APPS

AVERAGE TIME PER MONTH THAT USERS SPEND USING EACH PLATFORM'S ANDROID APP, RANKED BY CUMULATIVE TIME ACROSS ALL ANDROID USERS



01: YOUTUBE



23.7
HOURS / MONTH

02: FACEBOOK



19.6
HOURS / MONTH

03: WHATSAPP



18.6
HOURS / MONTH

04: INSTAGRAM



11.2
HOURS / MONTH

05: TIKTOK



19.6
HOURS / MONTH

06: FACEBOOK MESSENGER



3.0
HOURS / MONTH

07: TWITTER



5.1
HOURS / MONTH

08: TELEGRAM



3.0
HOURS / MONTH

09: LINE



11.6
HOURS / MONTH

10: SNAPCHAT

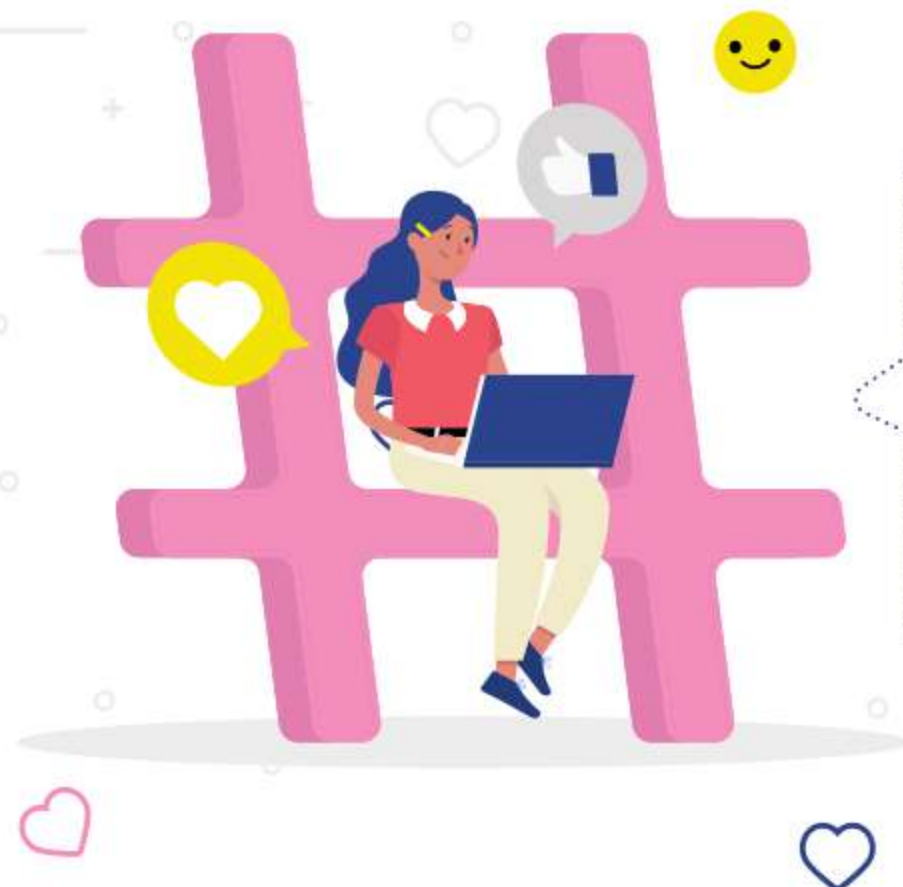


3.0
HOURS / MONTH

SOURCE: APP ANNI. SEE [STATEOFMOBILE2022.COM](https://www.stateofmobile2022.com) FOR MORE DETAILS. NOTE: FIGURES REPRESENT AVERAGE NUMBER OF HOURS SPENT PER USER, PER MONTH USING EACH PLATFORM'S MOBILE APP ON ANDROID PHONES THROUGHOUT 2021. DOES NOT INCLUDE DATA FOR CHINA. FIGURE FOR TIKTOK DOES NOT INCLUDE DOLBYN.

we
are
social

Hootsuite



Do you know a solution?

Make a list:

- Bla bla bla
- Bla bla bla
-

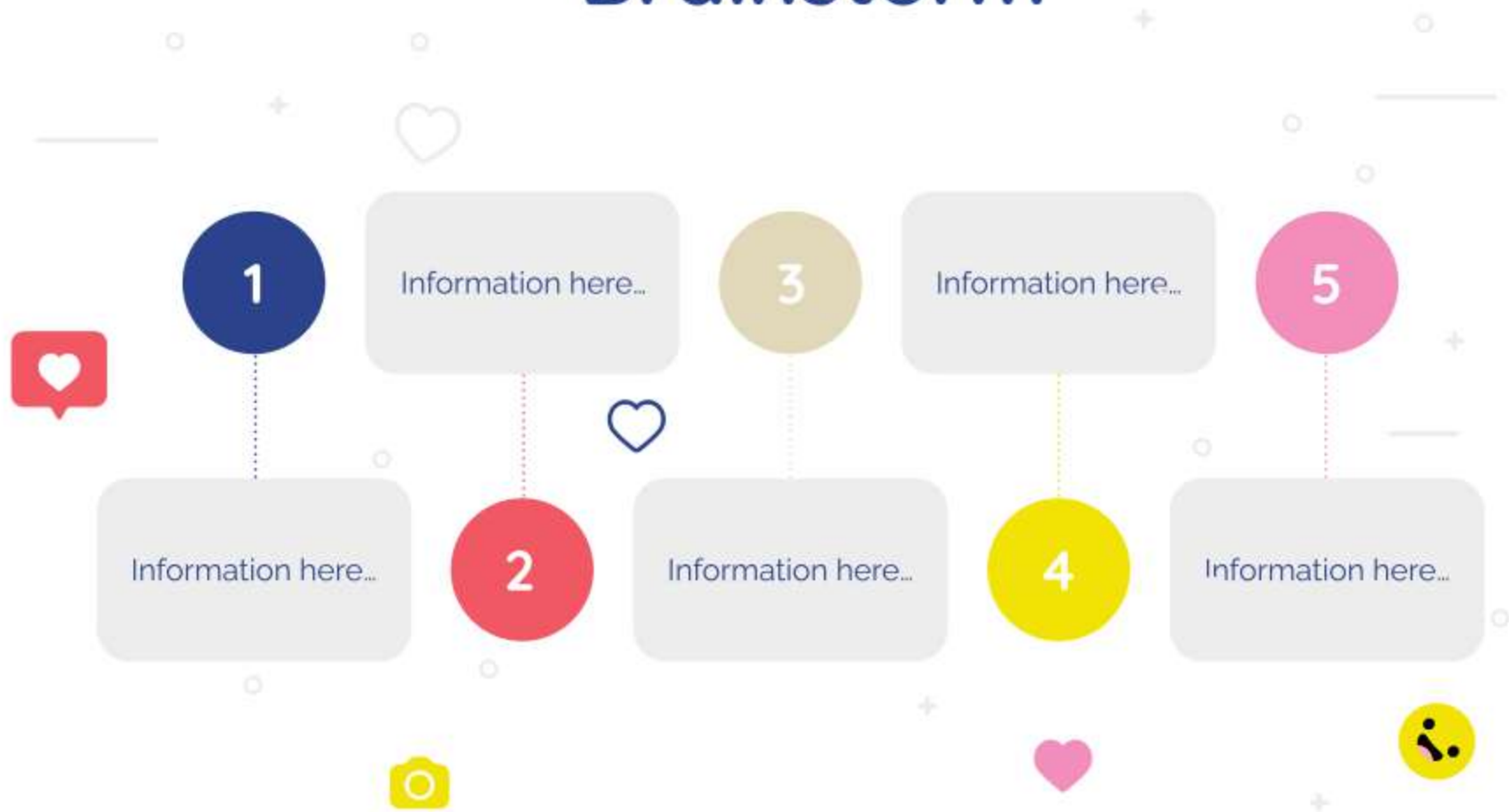


**The influence
of social
media use in
our lives.**





Brainstorm



Vocabulary



To go viral
Troll
Hater
Hashtag
Trending
Influencers
Subscribe

1

Tweet
Tag
Post
Comment
Like
Memes

2

Share
Stories
Live
Profile
Feed

3

Friend
Unfriend
Follow
Unfollow
Friend request

4



Have the students go on a tour on their Instagram features, not internet is necessary! They just need the app installed in their phones. Have them say the features in English and the kinds of things they see.

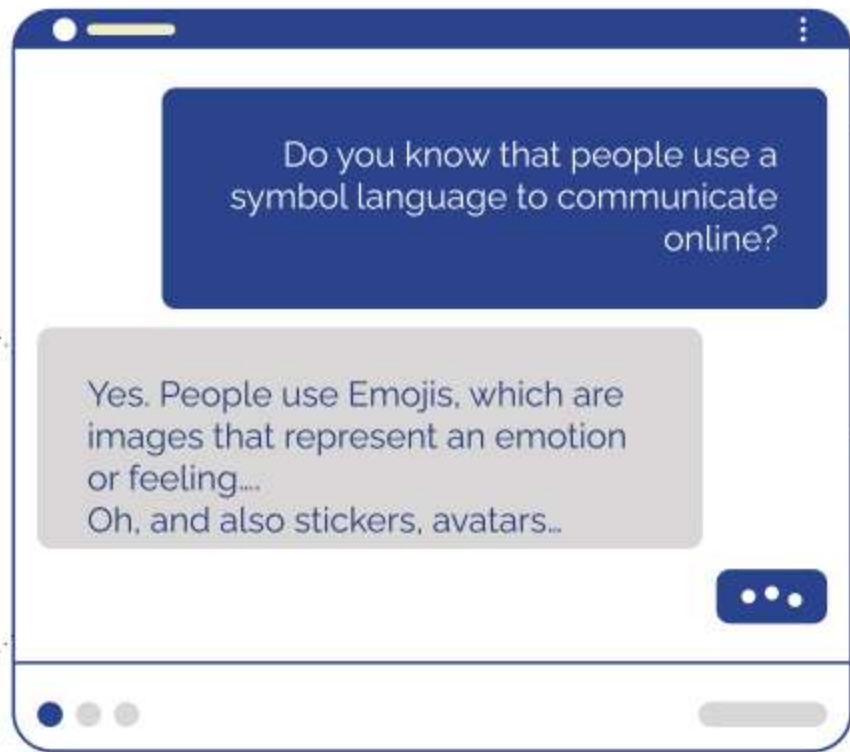


Which of these features
do you use?

I use...



Internet Talk





angry



annoyed



cold



content



cool



embarrassed

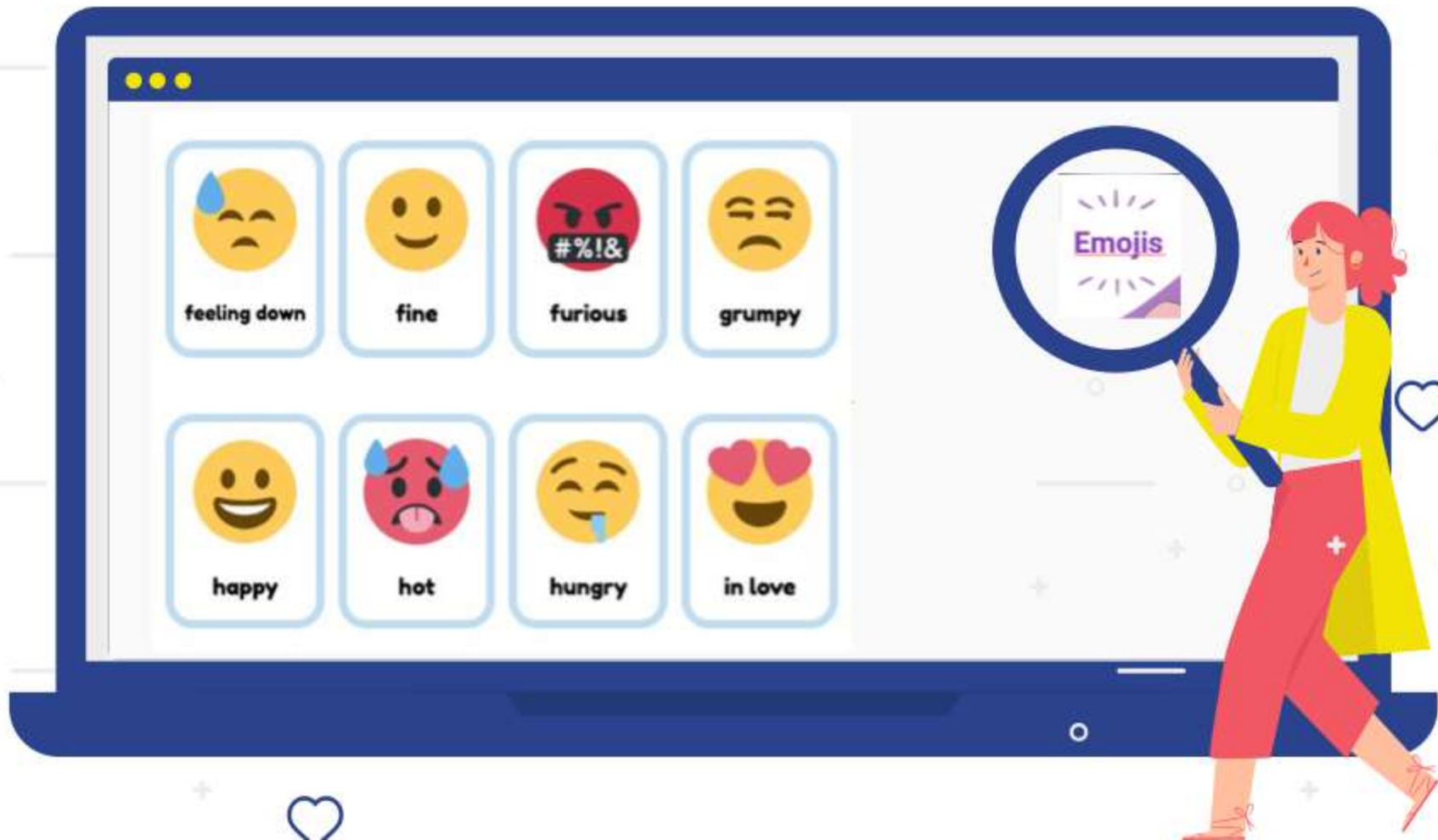


excited



exhausted





feeling down

fine

furious

grumpy

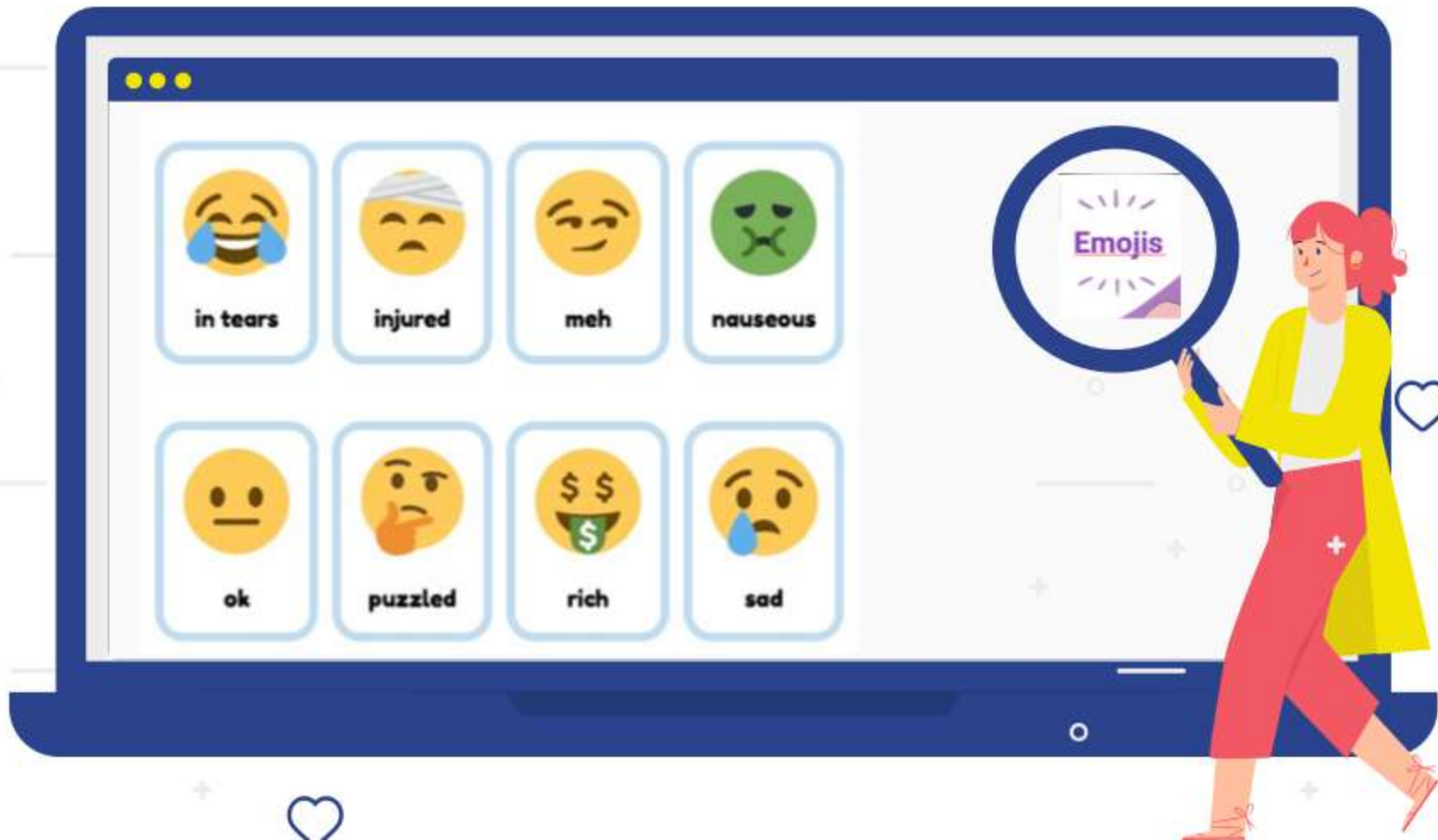
happy

hot

hungry

in love

Emojis



in tears



injured



meh



nauseous



ok



puzzled



rich



sad





Questions

Do you have a favorite Emoji? Why do you like it? 😊

Is there an emoji that doesn't exist yet but you would like to have? 🤖

Are Emojis the new global language? 😊



.....





1

“Don't use social media to
IMPRESS people, use it to
IMPACT people”.

—Someone Famous

