Lesson Plan © Easy Access English

Snapchat



EAE Learning objectives for this lesson

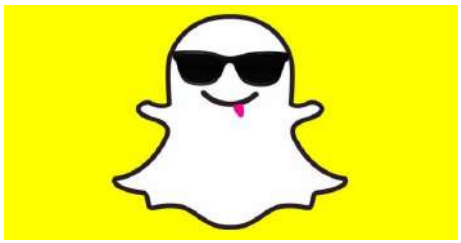
Learn and use sequencers to structure your ideas as well as expressions to compare and contrast. Reading comprehension and listening comprehension

Activity one: Questions and Answers

With your teacher or a partner, ask and answer the questions below and find out how they use snapchat



- Do you remember the first time you used Snapchat? What were your first impressions?
- Do you have many friends who do not use Snapchat? Why?
- How many times a day do you check your Snapchat?
- What kind of snaps do you send the most?
- Can you describe the funniest snap you have ever sent or received?
- Why do you think Snapchat is so popular?
- What do you think will be the most popular social network in 5 years' time? Why?
- How do I save a video on Snapchat?
- Do you find the adverts on Snapchat effective?
- Do you follow any celebrities on Snapchat? If so, who are they?



Activity two: Linking words

Fill in the blanks with the following sequencer words to teach people how to use Snapchat:
Before, As soon as, While, Finally, Next, Firstly, Eventually, third, Once, Then.

1. _____, download the Snapchat app.
2. _____, open the app and create an account.
3. The _____ step is to add you friends, either by entering their Snapcodes, scanning their codes, or finding them in your contacts.
4. _____ you are waiting for people to accept you, try posting a Story.
5. _____, you have all of your friends, you can contact them directly with a picture message or text-based message.
6. _____ you can also view their stories by clicking on their icon.
7. _____ being able to send bitmoji images, you need to create a bitmoji on the app.
8. _____, you could experiment with the drawing tools and different texts and stickers.
9. _____ you figure out how to hold down on the camera page, you will find the different filters.
10. _____, you will be a pro!

Activity three: **Comparing Instagram and Snapchat**
Here are some expressions that you could use when making comparisons:

For showing how something is similar

- Like…
- As well as…
- As… as...
- Is the same as…
- Is just as good as…
- In the same way that…

For showing how something is different using adjectives

- Adding (-er)
e.g. Is better than
- More…than
e.g. more efficient than
- Less….than
e.g. less interesting than

Now, use these expressions to TELL YOUR PARTNER which you think is better- INSTAGRAM or SNAPCHAT, and WHY.

Activity four: **Multiple choice**
Choose the correct word from the multiple choice to fill in each blank in the text below:

Snapchat was **(launched, lined, lounged, lynched)** in 2011 and has **(flown, grown, green, shown)** from being a simple start-up with very **(small, little, few, lots)** users, to a multi-billion dollar **(entrepreneur, column, company, composition)** with over 170 million **(daily, quoted, daylight, dayby)** active users **(worldspread, worldful, wordlarge, worldwide)**. When it **(standed, parted, departed, started)**, it used to be a very simple app, used only for direct picture-based communication. It has now **(additioned, added, countered, aided)** a **(luge, fuge, huge, puge)** number of features, such as Stories, the Discover page, filters, texts and calls. It is **(paid, endorsed, owned, made)** by popular celebrities, such as the Kardashians.

Activity five: **Reading comprehension**
Read the next paragraph and answer the questions below:

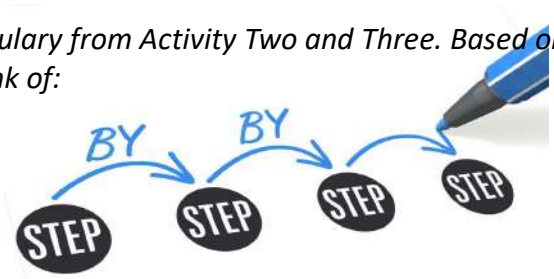
Snapchat now competes with Instagram with Stories, and with other photography-based apps for camera quality. Facebook now also provides a 'Stories' feature, making all three social networks extremely competitive and addictive. In 2018, the update to Snapchat's features and layout was costly to its popularity, and many users found that it led them to switch over to use Instagram more regularly. New features that Instagram can offer such as Boomerang has made it more popular, and it is more appropriate for advertisers and brand marketing as direct links from Stories are useful for promotional content. Instagram can also be used both for close personal relationships and people who are strangers but post appealing content.

1. Which feature do Snapchat, Facebook and Instagram all now offer?
2. What happened to Snapchat in 2018?
3. What was the result of this change?
4. Why is Instagram better than Snapchat for advertising?
5. What kind of people do we connect with on Snapchat?

Activity six: **Let's practice**

Read the text below and then work in pairs to present a step-by-step guide to becoming Snapchat famous.

Use the sequencing words from Activity One and the vocabulary from Activity Two and Three. Based on your knowledge of Snapchat, add in any other ideas you can think of:



How to become Snapchat famous:

In a similar way to Youtubers, Snapchatters can be sponsored by brands for their videos, pictures and story content. Cyrene Quiamco, from Little Rock, Arkansas, is 28. Sheleft her job as a web designer two years ago to concentrate on Snapchat full-time, where she has 200,000 followers. She already makes $500,000 (£380,000) a year from sponsored snaps, speaking engagements and consulting, and has written a book on becoming a social media influencer, 11 Seconds to Success.

Her advice: Tell a story within your Story. “Have a beginning, middle and end. Greet your audience, talk to them throughout the day and tell them goodbye at the end. This gives your story a structure which people subconsciously like,” says Quiamco.

Many Snapchatters and Snapchat influencers also use Snapchat to be creative. Editing pictures by drawing scenes on top of them gets followers and makes people laugh. Once you have a large base of followers and people who view your story every day, you can start to use your creativity to provide promotional content. For example, a well known Snapchatter; Cakes1todough1, publishes photos and videos of cat, editing them into funny scenes:



“You have the chance to create an active audience, instead of passive watchers,” says Quiamco, who creates interactive games and competitions, and asks followers to help her make her artwork. Instagram has arguably been more successful with this, offering features such as the 'swipe up' feature to directly follow links, and other interactive options such as the 'poll' feature.

The fact that snaps will always disappear and be hidden from the eyes of the viewers after a certain amount of time means that there is not the pressure of standard marketing to perfect content, making Snapchat a much more relaxed and passive method of influencing a younger generation.

Activity seven:

Watch this video of an interview with Snapchat founder, Evan Spiegel. Answer the questions below.

https://www.youtube.com/watch?v=0f64u_AdLf4

1. What was the main idea behind Snapchat?
2. What main problem did they come across when trying to promote the prototype?
3. What did they realise the important thing about Snapchat was, not just security and privacy?
4. What idea did they come up with to solve their problem?
5. What example does he give of something that someone might screenshot to save?
6. What example does he give of something that someone might not want to save?
7. What comment does he make about his generation?
8. Why are other social media sites tiring?

Activity eight: **Roleplays**

Read the following role plays and act them out with your partner.

(1)

You and your friend are on Snapchat and suddenly you see your other friend at a party, who had said she was too ill to come and see you.

PERSON A WANTS TO CONFRONT THE GIRL.

PERSON B THINKS THAT YOU SHOULD JUST LEAVE IT AND SEE WHAT HAPPENS.

DEBATE THE SITUATION AND DECIDE WHAT YOU SHOULD DO

(2)

PERSON A sees a Story of a girl they know (PERSON B) on a date with a boy who isn't her boyfriend.

PERSON B did not know that it was on Snapchat and is worried about her boyfriend finding out.

