

Being an influencer for a day!

 learn.kids4all.eu/en/tg1/know-what/being-influencer-day

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How about experimenting with promotion activities? In this unit you get the chance to analyse how influencers promote products and services and learn from them. You will develop your own style and make your own online event!

Warm up

Have you ever seen any influencer doing online reviews?

Share with your buddy your experience with influencers and if you have it with online reviews:

- Do you like them?
- Who are your favorite reviewers?



Learn

An influencer review aims to provide an honest opinion of a product or a service which the influencer has used.

Who are the most successful reviewers?

Check it out

Dive in 1

Are you ready to do your own review?

Step 1. Choose something you would like to review (a tv series, a book, a video game, a local band, the public transport in your city...).

Step 2. Look at reviews of others to understand how they are done and which are their successful factors. Take notes in a spreadsheet about:

- the length of each review
- their structure
- their content
- the communication style of the influencer

The communication style?

Here you get hints about what to look at

Step 3: Share your ideas about how to do your review

Step 4: Prepare the contents and shape your style!



Create 1 ★ ★

You and your buddy are about to stream an online review.

You can do it on the secure, flexible and completely free video conferencing platform jitsi:

HERE

Create some slides to support your review. There you can

1. write a motto which represent your buddy-team
2. explain your audience why you chose exactly this product/service
3. describe it and promote it!

Get some tips on making a good presentation

If you want your content to be in the KIDS4ALLL gallery, please ask your educator to upload it in the work.it area.



Create 2 ★

Open a room in jitsi and rehearse your presentation!

When you feel ready to perform your review in a live web conference, invite all who could be interested to Jitsi meet.

Idea: Get together with other buddy-teams and create an event in which each team hold their presentation!

If you use a virtual space such as Hubs you are free to design and decorate your location.



Reflect ★

To speak in front of an audience is not easy...

...online can be a more relaxing or also a more stressful experience.

How did you feel? Could you support each other?
Share your thoughts with your buddy.

Done?

Now think of the whole process: starting from the choice and ending up with the video review.

What did you learn?

Think of keywords that describe it, create out of them a wordcloud and use it for your postcard!

Download the free KIDS4ALLL app and your wish comes true!





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Move to another unit
