



# instagram influencers

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## Introduction

Is Instagram popular in your country?

What is an influencer?

Are these influencers happy in their lives?

## Reading

Julia is an influencer. This is a person who has an Instagram account and promotes goods and services via her Instagram pages.

She has over 500,000 followers on her account.

“I am not a big deal on Instagram either,” she says. “There are other girls — and guys — that have far more followers than I do.”

So what is a typical day like in the life of an Instagram influencer?

“Well, I have to get up very early, around six am most mornings,” says Julia. “I check all my incoming messages and emails. I reply to messages and maybe add a new message. Then I have to deal with any inquiries I might have from clients.”

Clients for Julia include hotels, nice restaurants and some clothing labels. She also does work for some cosmetics companies too.

“Dealing with clients can be a bit stressful, but as soon as that is done I have to think about what I am going to shoot that day.”

As an influencer with a lot of followers, Julia has to have fresh new pictures on her Instagram account at least five times a week.

“It is exhausting,” she says. “And it costs a lot of money because I sometimes hire a professional photographer and stylist.”

But there is a dark side to being an Instagram influencer.

“I have recently been diagnosed with having depression,” says Julia. “I sometimes find it really hard to get out of bed in the morning. I just don’t want to face the world and I certainly don’t want to put on a smiling face for Instagram.”

How did this come about? Surely the life of an Instagram girl must be very glamorous and exciting.

“It was at the beginning,” says Julia. “But then it became just work. I also received some negative comments on some pictures and I couldn’t stop thinking about it. I now look at some of my pictures and I can see flaws in my appearance and how I look. I think about my body all the time.”

So why not stop?

“I can’t,” she says. “This is my business. If I stopped I would have to get a regular job and I would not earn anywhere near as much money as I make now.”

Julia also mentions other Instagram girls that have depression or even anxiety.

“It’s very common, it would appear,” says Julia. “We have a

private group and we all try to support each other. One girl was making a ton of money but was so unhappy. So she stopped. She closed her Instagram account and the money stopped almost immediately. But she says she is very happy now. I think she works in a supermarket.”

That is a very hard choice to make in your life then. Money or your happiness?

“I am hoping that things will get better,” says Julia. “I can’t do this forever so it’s not like I’ll be doing it when I am in my thirties. But sometimes things can be very difficult.”

## Reading Comprehension Questions

What is Julia's job?

What does she have to do in this job?

How many fans does Julia have?

Is she one of the most popular girls on Instagram?

What time does she usually wake up?

What is the first thing she does in the morning?

What kind of clients does Julia have?

How many times does she add new photographs to her Instagram page?

Is it expensive? Why?

What health condition does Julia have?

How does it make her feel?

What could be the cause of this condition?

How does Julia view herself?

Why doesn't Julia leave Instagram?



Who does she talk to about her issues?

What did one girl do on the group?

How does Julia see the future?

When will she stop being an influencer?



## Essential Vocabulary

influencer	Instagram
account	promotes
goods	services
via	followers
account	a big deal
to deal with	inquiries
clients	cosmetics
stressful	to shoot
fresh	exhausting
professional	photographer
stylist	a dark side
diagnosed	depression
to face the world	put on a smiling face
glamorous	negative
flaws	appearance
a regular job	earn
anywhere near	anxiety
common	a ton of money

### Exercise

Write down all the words and phrases in your vocabulary notebook. Look in your dictionary

and find the meaning of each word. Write the definition next to each word.

Then make up your own sentences using each word or phrase.

For example:

**Notebook**—*a small book with pages of blank paper that students use to make notes when studying.*

***“I left my notebook at home so I was unable to make any notes in my English class.”***

## **A Brand New App**

**You are part of a team that is trying to create a new social media app.**

You have to describe what your app does and how it can compete successfully in the modern market.

In small groups try to think of FIVE things that your app can do to help it compete successfully.

***When you are ready, present your ideas to the class.***

## Discussion Questions

What should Julia do?

Why does Julia have depression do you think? What is the root cause of it?

Do you look at Instagram? What do you think of this app?

Is Instagram popular in your country? Why/why not?

What do you think Instagram influencers do? Describe a day in their life.

Would you like to do this for a living? Why/why not?

What are the rewards for being an Instagram influencer?

What are the risks?

Are we becoming too vain in modern society? Why is this happening?

Do you take selfies? Why do you do this? If not, why not?

What do you think the next big app could be after Instagram?

Are people getting tired of social media? Why/why not?

## Writing

**Imagine you are a very well-known Instagram influencer.**

You are writing an email to a very expensive hotel to offer your services. You must try to convince them to hire you as you could advertise the hotel to all your followers.

***What could you write?***

***How could you sell your services in one email?***

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