

Have you ever thought about blogging?

🔦 B1 Level

🔦 Duration: 1 hour

🔦 Group lesson

🔦 Age: Adults

🔦 Necessary background Students are familiar with the tense structure and usage of Present Perfect.

🔦 Lesson goals Students can talk about their experiences and results using Present Perfect tense.

1

Warm-up

Exercise 1: Answer the questions. Tell the group a little bit more about these experiences.

🔦 Teacher tip

Create a spin-the-wheel activity to engage your students more.
Or just print out paper cards with these questions, put them in a box or a hat.
You can find a "Have you ever...?" handout on the last page.

- **Have you ever** created a profile on any social media platform?
- **Have you ever** posted anything online?
- **Have you ever** written a blog post?
- **Have you ever** read any interesting blogs?
- **Have you ever** commented on someone else's blog posts?
- **Have you ever** used blogging as a way to express yourself?
- **Have you ever** been inspired by another blogger's work?
- **Have you ever** considered starting your own blog?

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Reading

Exercise 2: Read the texts. What are they about? Think of the possible titles.

Johnny and Jane are a couple of extremely talented pastry chefs. Last year they made a decision to open an online delivery restaurant. To promote their pastry and cakes, they created a blog. So far, they have posted 365 pictures of their delicious creations on social media. Johnny has designed a very stylish online menu and Jane has written a book with **pastry** recipes. Johnny and Jane have achieved their goal. To keep up with the **demand**, they have hired more staff. Their hard work has **paid off**. Johnny and Jane's business has become very successful.



Meghan has always been passionate about fashion. She dreamed of becoming a fashion blogger and decided to make it happen. She read blogs, watched tutorials, and asked other bloggers for advice. She started by creating an Instagram account and posting pictures of her stylish **outfits**. She then began writing blog posts about fashion trends, tips, and advice.

Meghan has worked hard to reach her goal. Up to now:

- She has made over 100 posts;
- She has gained over 30,000 followers;
- And she has earned a stable income from sponsored posts.

Meghan is proud of what she has achieved so far. She plans to continue creating her content and increase the number of her followers even more.



Glossary

Demand (n) - a desire for a product or service.
Pay off (phr v) - produce a profit.

Pastry (n) - type of sweet food made from flour
Outfit (n) - a set of clothes that you wear together

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Speaking

Exercise 3: Role-play: "Interview with bloggers".

Imagine that you are interviewing these people. What would you ask them about? Make 5 questions for an interview with Meghan and 5 questions for an interview with Johnny and Jane.

🔗 Teacher tip

Pick 3 people from the group who will pretend to be Meghan, Johnny and Jane. They will answer the questions.

Ex: Have you spent a lot of money on promotion?

Have you...?

Optional: Make notes during the interview. Discuss when they can use Past Simple in their answers and why. Write some examples on the board.

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Grammar practice

Exercise 4: Fill in the gaps with the following verbs. Put them in the right tense form. Add “you” and “ever” if necessary. Check the task with your teacher by reading the dialogues aloud in pairs.

watch

collaborate

regret

ask

be

consider

Hetty: Have you ever had a blog?

Frank: No, I _____(1) interested in having a blog.

Ashley: _____(2) posting a blog post?

Katy: Definitely! It's hard to hit that post button and not know how people are going to react.

Nigel: _____(3) blogging as a career?

Elise: Of course I have! Everyone is talking about it these days.

Frederick: _____(4) someone else's videos 'live' on Instagram?

Millicent: Oh yes, all the time! It's really interesting to follow other people's journeys.

Frederick: _____(5) your followers for advice?

Millicent: Of course - lots of times! It can be easier to ask strangers who don't judge you.

Stephen: _____(6) with brands for sponsored content?

Samantha: Yes, it's one of my favourite parts about blogging - being able to bring creative ideas to life.

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Writing

Exercise 5: Write a post (8-10 sentences) on one of the topics below. You can post it on Instagram or Facebook, if you wish! ;)

Use the texts we read in class as templates. You can follow the same structure.

How social media have changed my life

How my favourite blogger has achieved success

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Extension*

Exercise 6: Reorder the words in the following sentences to find out more facts about different social media platforms.

1. users / billion / its / 40 / Instagram / in / since / 2010 / photos / have / shared / launch / over
2. their / Instagram / have / through / influencers / Facebook / bloggers / blogs / become / Some
3. 53 / likes / post / Instagram / liked / The / most / million / over / has / reached
4. have / TikTok / users / money / blogging / from / on / 5 / Over / million / earned
5. campaigns / Twitter / have / awareness / raised / global / important / about / issues / many



Correct answers

Exercise 4: Fill in the gaps with the following verbs. Put them in the right tense form. Add a pronoun/the word “ever” if necessary. Check the task with your teacher. Read the dialogues aloud with your partner.

1. haven't been
2. have you ever regretted
3. have you ever considered
4. have you ever watched
5. have you ever asked
6. have you ever collaborated

Exercise 6: Reorder the words in the following sentences to find out more facts about different social media platforms.

1. Instagram users have shared over 40 billion photos since its launch in 2010.
2. Some bloggers have become Instagram influencers through their Facebook blogs.
3. The most liked Instagram post has reached over 53 million likes.
4. Over 5 million users have earned money from blogging on TikTok.
5. Twitter campaigns have raised awareness about many important global issues.

Printable activities

Have you ever created a profile on any social media platform?	Have you ever posted anything online?	Have you ever written a blog post?
Have you ever read any interesting blogs?	Have you ever commented on someone else's blog posts?	Have you ever used blogging as a way to express yourself?
Have you ever been inspired by another blogger's work?	Have you ever considered starting your own blog?	Have you ever recommended someone's blog to your friend(s)?