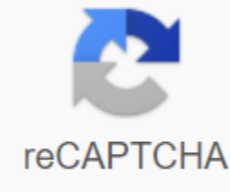




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British council reading b1

Today's grandparents join their grandchildren on social media, but the habits of different generations on the Internet can not be more different. Over-55s are joining Facebook in an increasing number, meaning they will soon be the site's second largest user group, with 3.5 million users aged 55-64 and 2.9 million over 65. Sheila, 59, said: 'I joined in to see what my grandchildren are doing as my daughter posts videos and pictures of them. This is a much better way to see what they are doing than waiting for emails and photos in this post. That's how we did it when I was a kid, but I think I'm lucky I get to see a lot more of their lives than my grandparents did. Ironically, Sheila's grandchildren are less likely to use Facebook themselves. Children under the age of 17 are leaving the site - only 2.2 million users under the age of 17 - but they don't go far from their smartphones. Chloe, 15, even sleeps with her phone. It's my alarm clock, so I have to, she says. I look at it before I go to sleep, and as soon as I wake up. Unlike her grandmother's generation, Chloe's age group spends so much time on their phones at home that they are not enough to spend time with their friends in real life. Sheila, on the other hand, is in contact with old friends from school she hasn't heard from in her forties. We use Facebook to organize meetings across the country, she says. It completely changed my social life. Teenagers can have their parents to thank for their smartphone and social media addiction as their parents were the first adopters of the smartphone. Peter, 38 and father of two teenagers, reports that he was on his phone or laptop constantly. I was always in touch and I felt like I was always working, he says. How could I tell my children to get off their phones if I was always in front of the screen myself? So, in the evenings and on weekends, he takes his SIM card from his smartphone and places it in an old-style mobile phone that can only call and send text messages. I'm not completely cut off from the world in case of emergencies, but the main thing is that I set a better example for my children and spend more time with them. Is it only a matter of time before a generation above and below Peter prepares for a new trend towards a less digital life? Do you like to read stories? In this section, read our entertaining stories, specially written for intermediate (CEFR B1) or upper intermediate (CEFR B2) students. You will improve the fluency of reading and understanding and develop your vocabulary. Each story has interactive exercises to help you understand and use language. My friend is afraid of spiders. It's not very unusual; Many people are afraid of spiders. But my friend isn't just afraid of spiders, she completely and utterly afraid of them... 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See more In order for the business to survive in today's world, it is important that we regularly review what we do and how we do it. By looking at new ideas and new ways of doing business and trying to innovate, we can improve our products/services, increase sales, cut costs, and make our processes more efficient and efficient. Innovation is the key to increasing profits. There are several ways a company can be innovative with its products and services. Today we'll look at four of them. 1. Using the latest technology to improve your product/service when we think about innovation, we often think about new technologies. While they can be impressive, we shouldn't use new technologies just because they're available. It is important to consider how technology can improve our product/service and make a difference to our customer. Companies that produce cars, toiletries, appliances, etc., often have a large NIOTRI department to work on improving their products. 2. Responding to customer demands by changing what is offered by listening to customer feedback, we can get their opinion on how we do and learn about what it is that they want. We also need to be aware of changes in customer requirements and keep up with the times. When the fast food restaurant McDonald's realized that the market wanted a healthier choice, they introduced fruits and salads, removing the super-size option from their menu. 3. Offering a new product/service to reach new customers your business may do well, but there is no growth or development, and there is a risk that your competitors may pick up some of your customers. Innovation sometimes means developing a new product that is focused on another market. Although boys often played video games, in 2006 the video game giant Nintendo introduced the Nintendo Wii game console, successfully targeting girls and older customers with games such as Cooking Mama and Brain Training. 4. By changing the way we provide services, looking at changes in the way of life and needs of the customer, we sometimes realize that there may be better ways to serve them. Customers who don't have a lot of time might prefer to have their food or their purchases delivered to their homes, or they would like to do their banking online rather than in a real bank. Not all innovations will bring success to our business, but they can give us the opportunity to grow and learn more about what we do and what our customers may want. It is estimated that about 40 percent of the world's population uses social media, and many of these billions social networks look to influential people to help them decide what to buy and and trends to follow. So what is an influential person and how do we become one of them? Influenced by a person who can influence the decisions of their followers because of their relationship with their audience and their knowledge and experience in a particular field, such as fashion, travel or technology. Influencers often have a large number of people who pay close attention to their views. They have the right to convince people to buy things, and influencers are now seen by many companies as a direct route to the hearts of customers. Brands are now asking powerful influencers to market their products. With some influencers charging up to \$25,000 per post on social media, it's no surprise that more and more people are aiming to become influencers too. If you're one of them, here are five tips on how to do it. 1. Choose your niche What is the area you know most? What are you most excited to talk about? Find the specific area you're most interested in and develop it. 2. Choose your host and write an interesting bio Most influencers these days bloggers and micro-bloggers. Decide which environment - such as your own online blog, Instagram or Snapchat - is the best way to connect with your followers and chat about your niche area. When you've done this, write an attention-grabbing bio that describes you and your specialty field in a fun and unique way. Make sure people who read your biography want to follow you. 3. Post regularly and consistently many influencers post daily on their social media accounts. The more you post, the more likely people will follow you. Also, make sure your posts are consistent and possibly follow the topic. 4. Tell an interesting story whether it's a photo or a comment you're posting, use it to tell a story that will attract the attention of your followers and help them contact you. 5. Make sure people can easily find your content by posting it on various social media, use hashtags and catchy titles and make sure they can be easily found. There is no point writing the most interesting blogposts or posting the most attractive photos if no one is going to see them. Most importantly, if you want to become a social media influencer, you have to have patience. Keep postings and your following will gradually increase. Good luck! Good luck! british council reading b1 robot teachers. british council reading b1 travel guide. british council reading b1 answers. british council reading b1 how to spot fake news. b1 reading texts british council. british council reading skills b1. british council reading activities b1. english reading b1 british council

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