Social media ESL lesson plan (B2)

B2 (upper intermediate) · 60 minutes · for English teachers · englishcue.app

Stage	Time
Warm-up	5–10 min
Vocabulary	15 min
Controlled practice	10 min
Grammar focus	10 min
Speaking	15 min
Wrap-up and homework	5 min

1. Warm-up (5–10 min)

- How has social media changed the way you keep in touch?
- Have you ever taken a break from social media? How did it feel?
- What do you find annoying about the way people post?

2. Vocabulary (15 min)

Elicit each word before you give it, model the pronunciation, then check meaning with a quick question.

Word	Meaning	Example
echo chamber	a space where people only hear opinions like their own	Social media can become an echo chamber.
clickbait	online content designed to make you click on it	That headline is pure clickbait.
doomscrolling	spending a long time reading bad news online	I stopped doomscrolling before bed.
cancel culture	the practice of rejecting people publicly after they say something offensive	Is cancel culture going too far?
misinformation	false information, spread by mistake or on purpose	Misinformation spread quickly during the pandemic.
polarization	division into two very different groups (British English: polarisation)	Social media has increased political polarization.
monetize	to make money from something (British English: monetise)	She monetized her channel.
engagement	how much people react to and share content	The post got huge engagement.
data breach	when private information is stolen from a company	The data breach affected millions of users.
digital footprint	the information about you that exists online	Think about your digital footprint.

Grammar focus (10 min): Linking ideas: although, despite, in spite of, whereas

Emma writes a review of her holiday in Wales: "Although it rained every day, we had a wonderful time. Despite the weather, we went hiking. My husband loved the mountains, whereas I preferred the beaches." By the end of this lesson you can link contrasting ideas in different ways.

Form	Pattern	Example
Although	although / even though + clause	Although it rained, we had fun.
Despite	despite / in spite of + noun / -ing	Despite the rain, we had fun.
Whereas	whereas / while + different fact	I like tea, whereas he likes coffee.
However	. However, ...	It was old. However, it was clean.

Watch for: ~~Despite it was late, we continued.~~ → **Although it was late, we continued. / Despite the late hour, we continued.**. Despite + noun / -ing.

Speaking (15 min): Rewrite the rules

The learner is put in charge of a social network for a day and may introduce three rules. They explain each rule and who would complain. You argue from the point of view of a user who loses out.

Useful language

- to post · to share · to follow · to block
- I spend too much time on...
- It depends how you use it.
- It went viral.
- a feed · a comment · a notification · a filter
- On the one hand... on the other hand...

Wrap-up and homework (5 min)

- Each learner says the three new words they will remember, and one sentence with each.
- Homework: write 80–120 words about social media using at least six words from the lesson and the grammar point.
- Self-study: the B2 social media vocabulary page on englishcue.app has a self-correcting quiz with all 22 words.

Social media (B2)

Student handout · Name: _____ · Date: _____

A. Word bank

attention economy · go off the grid · attention span · backlash · virtue signaling · jumped on the bandwagon · curated · performative

B. Complete the sentences

Use a word from the word bank. Then compare with a partner.

1. We're all products in the _____.
2. Some call it _____.
3. His activism seemed _____.
4. Many brands _____.
5. Her feed is very _____.
6. The ad caused a huge _____.
7. Short videos are reducing our _____.
8. I want to _____ for a month.

C. Talk with a partner

Ask and answer. Make notes of one interesting answer to report to the class.

1. Have you ever met someone in person after knowing them online?
2. Do people show their real life online?
3. What do you learn from social media, if anything?
4. Would you let a child have an account? At what age?
5. Which platform would you miss least?

Write

Write 80–120 words about social media. Use six words from the lesson.

Answer key

B. Complete the sentences: 1 attention economy · 2 virtue signaling · 3 performative · 4 jumped on the bandwagon · 5 curated · 6 backlash · 7 attention span · 8 go off the grid