🎧 Listening 🎧03

Listen to a speech from a guest speaker, Jacob Lu, who is going to compare and contrast Facebook and Instagram. Please listen and write down the missing words or phrases in the blanks below.

Hello, everyone. My name is Jacob Lu, and I run a social media website. Today I'm going to talk about two popular social media _____ : _____ and Instagram. If you want to use these two platforms to sell your _____ , you should understand their _____ and _____ .

First of all, let's talk about similarities. Both Facebook and Instagram have two great features: _____ and _____ . Messages on these two platforms are short and _____ to work well. There is no doubt that these platforms have the best-performing ad types.

Second, let's talk about two differences between these two platforms: _____ and _____ metrics. The first difference is that mobility on Instagram is principal. To _____ conversation rates on Instagram for advertisers, _____ percent of the experience of the landing page is required for mobile users. The second difference is that _____ rates on Instagram ads, for example, are _____ . In _____ , when it comes to Facebook's _____ rates, we see that they are often _____ those charged by Instagram.

All in all, although there are similarities and differences between Facebook and Instagram, we can see that they both offer many great features to _____ more customers. Thus, it is easy to _____ why they both can become the most _____ social media for people all over the world.

Conversation

1. **Social media helps me keep in touch with friends and family around the world. It's super easy to share updates and chat.** 社交媒體幫助我與世界各地的朋友和家人保持聯繫，分享近況和聊天都很方便。

2. **Social media is great for networking. I can meet professionals and even find job opportunities there.** 社交媒體很適合建立人脈，讓我可以認識專業人士，甚至找到工作機會。