



Personal Branding for the Digital Era

Proposed training assessment

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1. **Personal branding is:**
 - A) Sharing personal hobbies online
 - B) Communicating your unique professional identity
 - C) Making memes
 - D) Posting personal photos
2. **Three elements of a strong personal brand include:**
 - A) Values, visual identity, unique value proposition
 - B) Pets, hobbies, favorite music
 - C) Random posts, hashtags, memes
 - D) Gaming accounts, chat groups, blogs
3. **True or False: Personal branding is only relevant for entrepreneurs.**
 - A) True
 - B) False
 - C) Sometimes
 - D) Only online
4. **Identifying core values helps with:**
 - A) Choosing hobbies
 - B) Defining your brand's foundation
 - C) Writing emails
 - D) Posting memes
5. **A unique value proposition is:**
 - A) What sets you apart professionally
 - B) Your favorite movie
 - C) Random social media posts
 - D) Your hobbies
6. **Target audience in branding refers to:**
 - A) The people you want to reach professionally
 - B) Family and friends
 - C) Everyone online
 - D) Celebrities
7. **Visual identity includes:**
 - A) Colors, style, imagery, logos
 - B) Favorite pets
 - C) Random photos
 - D) Movie posters
8. **Consistency across platforms is important for:**
 - A) Professional credibility
 - B) Confusing audiences
 - C) Posting memes
 - D) Random content

9. **True or False: Posting inconsistently improves engagement.**

- A) True
- B) False
- C) Sometimes
- D) Only online

10. **Content types for branding include:**

- A) Industry posts, articles, portfolios
- B) Gossip
- C) Random jokes
- D) Personal diaries

11. **Storytelling in branding helps:**

- A) Entertain friends
- B) Communicate values and skills effectively
- C) Share memes
- D) Post random content

12. **Authenticity means:**

- A) Being genuine and consistent
- B) Copying others
- C) Hiding skills
- D) Only posting facts

13. **Engagement with communities:**

- A) Builds professional network
- B) Distracts you
- C) Has no effect
- D) Only online

14. **True or False: Ignoring negative comments is always acceptable.**

- A) True
- B) False
- C) Sometimes
- D) Only online

15. **Maintaining your brand over time requires:**

- A) Strategy and regular updates
- B) Ignoring online presence
- C) Random posting
- D) Deleting accounts

16. **A content calendar helps:**

- A) Plan and schedule professional posts
- B) Post memes
- C) Track friends
- D) Organize hobbies

17. Personal branding can:

- A) Improve job search and career growth
- B) Only entertain friends
- C) Replace work experience
- D) Be ignored

18. Measuring brand effectiveness includes:

- A) Analyzing engagement, reach, profile visits
- B) Counting posts
- C) Ignoring analytics
- D) Posting randomly

19. Common mistakes in branding:

- A) Inconsistency, inauthenticity, neglect
- B) Overposting memes
- C) Posting pets
- D) Random hashtags

20. True or False: Personal branding does not need continuous updates.

- A) True
- B) False
- C) Sometimes
- D) Only online

21. Social media can be used for:

- A) Professional networking and visibility
- B) Only personal posts
- C) Gossiping
- D) Random memes

22. Thought-leadership example:

- A) Writing industry insights articles
- B) Posting memes
- C) Sharing personal photos
- D) Posting daily jokes

23. Brand statement preparation involves:

- A) Defining mission, values, audience
- B) Sharing hobbies
- C) Random posting
- D) Copying others

24. Digital content demonstrates expertise by:

- A) Showing skills and projects
- B) Posting vacation photos
- C) Sharing gossip
- D) Posting memes

25. Professional networking aligned with brand involves:

- A) Engaging, sharing insights, connecting strategically
- B) Ignoring messages
- C) Posting jokes only
- D) Random friend requests

Key:

- 1. B
- 2. A
- 3. B
- 4. B
- 5. A
- 6. A
- 7. A
- 8. A
- 9. B
- 10. A
- 11. B
- 12. A
- 13. A
- 14. B
- 15. A
- 16. A
- 17. A
- 18. A
- 19. A
- 20. B
- 21. A
- 22. A
- 23. A
- 24. A
- 25. A

PARTNERSHIP



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