



Personal Branding for the Digital Era

Proposed training assessment

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

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