

VOCABULARY WORKSHEET

Name: _____

Class: _____

I. Read each sentence carefully. Choose the correct word or phrase from the box to complete each sentence. Use each word or phrase only once..

engagement	online presence	map out	target demographic	authenticity	reputation
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0. *Before starting a project, you should map out a clear plan.*

1. Before launching a new product, the company needs to identify its _____.

2. Posting useful videos can increase audience _____ on social media.

3. You should _____ a clear plan before creating your personal brand.

4. A professional _____ can help you show your skills and achievements.

5. Being honest and showing your real personality demonstrates _____.

6. Good communication and responsible behaviour help you build a positive _____.

II. Read each sentence carefully. Choose the best answer from A, B, C, or D. Circle the letter of your answer.

0. You should be _____ when presenting yourself online.

A consistent B. consistency C. consistently D. consist

1. If you want to build your credibility, you should _____.

A. share false information B. provide accurate information C. copy others' ideas D. ignore your followers

2. A company selling toys for children needs to identify its _____.

A. authenticity B. reputation C. target demographic D. online presence

3. She wants to _____ in the fashion industry by creating a unique style.

A. carve a niche B. map out C. build credibility D. keep a high profile

4. You should be _____ when presenting yourself on social platforms.

A. engagement B. consistency C. consistent D. credibility

5. The singer gives interviews and appears at events to _____.

A. define an audience B. keep a high profile C. create a target demographic D. map a reputation

6. Which action helps establish a positive reputation?

A. Posting offensive comments B. Sharing private information C. Communicating respectfully D. Spreading unverified news

7. Before starting a social media campaign, the team needs to _____ a detailed plan.

A. map out B. stand out C. carve D. engage

8. The way people interact with posts, videos, and other content is called _____.

A. authenticity B. engagement C. reputation D. credibility

III. Each sentence contains one grammatical or vocabulary mistake. Read the sentence carefully, identify the mistake, and rewrite the whole sentence correctly on the line provided.

0. She have a strong online presence.

She has a strong online presence.

1. She has build a strong online presence through her videos.

2. Our company needs to maps out a marketing plan.

3. Honesty and responsibility helps people build credibility.

4. The company wants to reach its target demographics.

5. He is very consistent to the way he presents himself online.

6. They have establish a positive reputation among their customers.

7. You should creates useful content for your audience.

8. Social media engagement are important for online communication.
