

# Professional Online Presence Evidence

## 1. LinkedIn: The Professional Identity Hub

- **Relevance:** Acts as your digital CV and primary professional verification tool.
- **Professional Use:** It showcases your technical stack (Django, Web Development) and hosts your project history, such as the **Benshop** e-commerce project. It also serves as your primary connection to the Kenyan tech industry and potential employers

The screenshot shows a LinkedIn profile page for Ben Njoroge. At the top, there's a header bar with a search bar containing 'Ben Njoroge', a profile picture placeholder, and a gear icon. Below the header, there's a large circular profile picture of Ben Njoroge. To the right of the profile picture is a camera icon and a pencil icon. The main profile section starts with the name 'Ben Njoroge' and a blue button to 'Add verification badge'. Below the name, it says 'DEDAN KIMATHI UNIVERSITY OF TECHNOLOGY (DeKUT)' and 'Nairobi, Nairobi County, Kenya'. A blue link provides the URL: <https://www.linkedin.com/in/ben-njoroge-a6467a346...>. It also mentions '500+ connections'. Below this, there are three buttons: 'Open to', 'Add section', and an ellipsis. A blue button labeled 'Enhance profile' is visible. A callout box at the bottom left encourages users to 'Show recruiters you're open to work' with a 'Get started' button. The bottom section is titled 'Suggested for you' with a 'Private to you' note. It features a decorative graphic and the text 'Stand out and build your credibility' with a 'Get started' button.

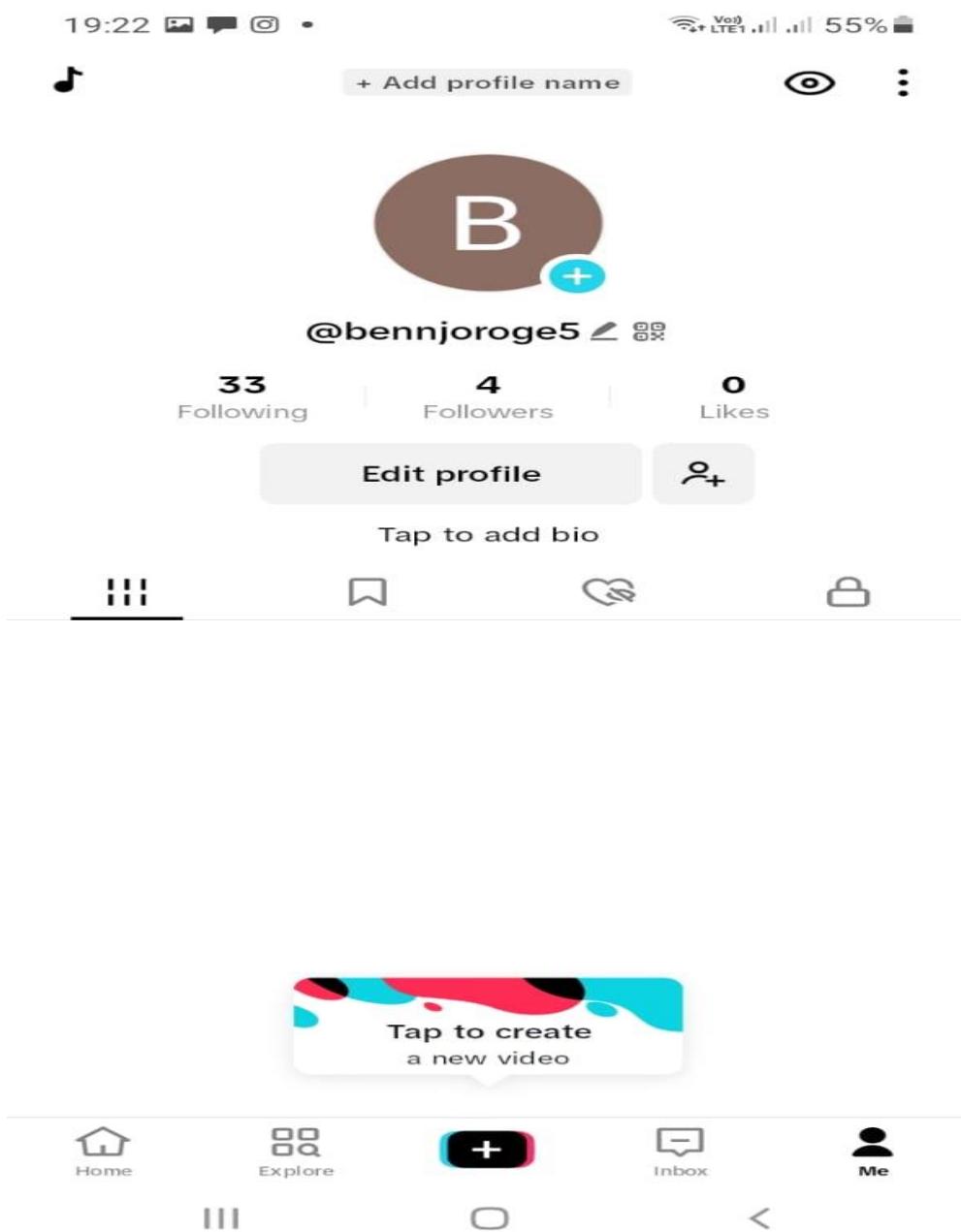
## 2. Instagram: The Visual Portfolio & Personal Brand

- **Relevance:** Demonstrates "Proof of Work" through visual storytelling.
- **Professional Use:** Used to post UI/UX screenshots of **Spaceoptimizer AI**, snippets of clean code, or behind-the-scenes looks at your development process. It proves you can communicate technical concepts visually to a broader audience.



### 3. TikTok: The Technical Vlog & Communication

- **Relevance:** Functions as a "Vlog" platform to demonstrate soft skills and technical communication.
- **Professional Use:** By sharing short tutorials or project updates, you provide evidence of your ability to explain complex AI and web development topics. This positions you as an expert and an educator within the tech space.



## 4. Facebook: Professional Networking & Community Growth

- **Relevance:** Access to specialized professional communities and industry-specific groups.
- **Professional Use:** Participation in developer groups (like "Django Kenya" or "Tech Startups Nairobi") provides evidence of industry engagement. It is also a platform for long-form updates on your research, such as your work on job displacement in the age of Agentic AI.

The screenshot shows a Facebook profile page for a user named Benz Njoro. The cover photo is a selfie of a young man with short hair, wearing a dark turtleneck sweater, outdoors in a grassy area. Below the cover photo is a smaller profile picture of the same man. The profile name is "Benz Njoro" and it says "800 friends". There are buttons for "+ Add to story", "Edit profile", and a dropdown menu. Below the profile section is a navigation bar with links for "Posts", "About", "Friends", "Photos", "Reels", "Check-ins", and "More". The main content area has sections for "Intro" (with "Add bio" and "Edit details" buttons) and a "What's on your mind?" text input field with options for "Live video", "Photo/video", and "Life update".

## 5. WhatsApp: Real-time Professional Coordination

- **Relevance:** Shows your ability to manage professional communications and agile project updates.
- **Professional Use:** Utilizing a "Professional" or "Business" profile allows for direct client/collaborator interaction. Being part of academic or developer broadcast lists serves as evidence of your integration into the local tech ecosystem.

