

EVIDENCE OF PROFESSIONAL ONLINE PRESENCE

Professional WhatsApp Account

Student Name: Sharon Mwaka

Course: BBIT

Unit: Communication Skills / ICT

Date: 15-12-2025

1. WhatsApp Messenger

WhatsApp is a widely used digital communication platform that supports professional, academic, and organizational communication. It enables instant messaging, group discussions, and information sharing in a structured and efficient manner.

A. Evidence of Professional WhatsApp Profile

The screenshot below shows my WhatsApp profile configured for **professional and academic use**. The profile includes a real name, a clear profile photo, and a professional bio that reflects responsible and formal communication.

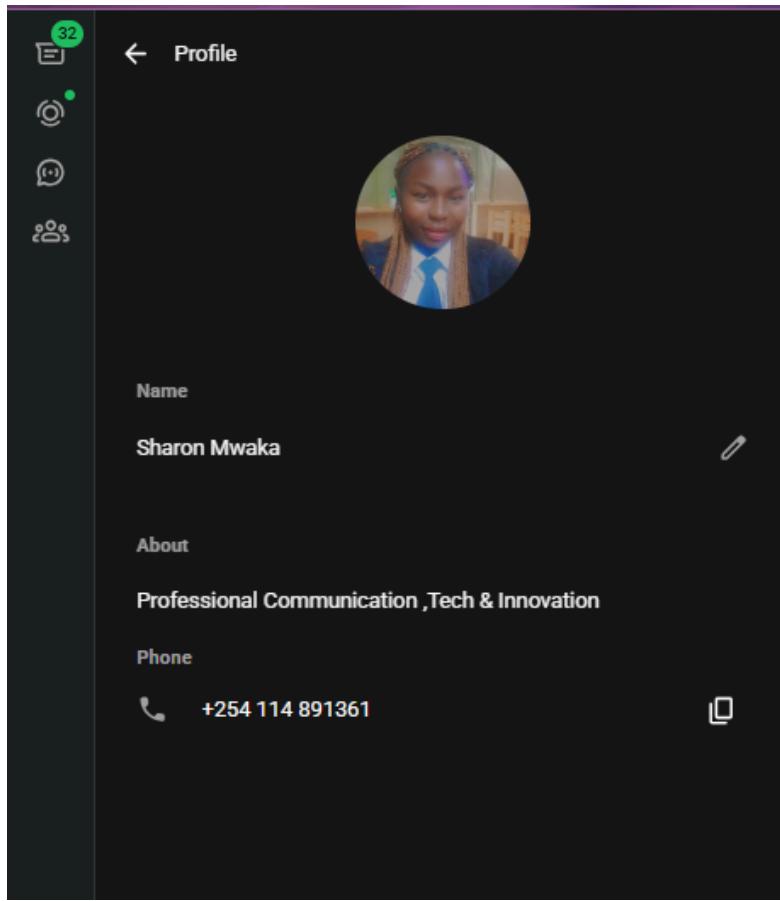


Figure 1: Screenshot showing a professional WhatsApp profile.

B. Evidence of Professional and Academic Communication

The screenshot below shows participation in a **class group chat** used for official academic communication, such as class updates, assignments, announcements, and group discussions. This demonstrates active and professional use of WhatsApp for educational purposes.

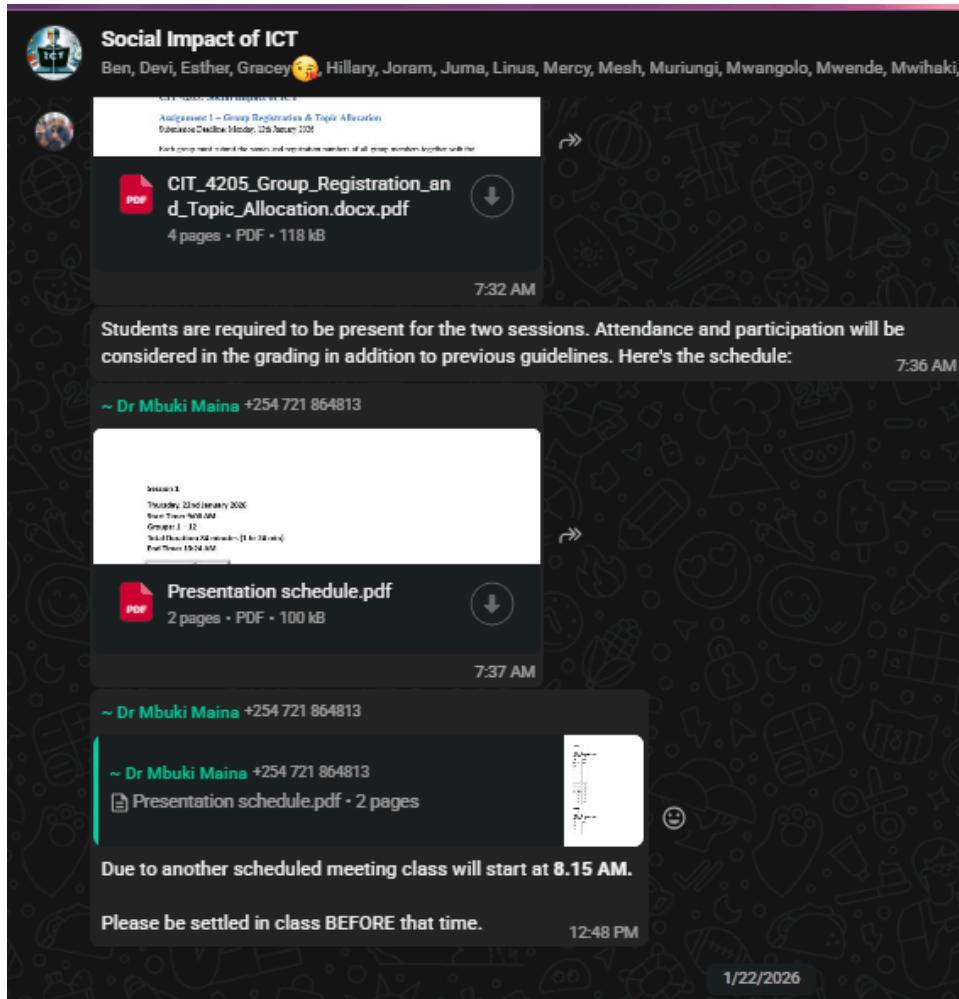


Figure 2: Screenshot showing professional academic communication in a WhatsApp class group.

C. Explanation of Professional Relevance

This WhatsApp account is used for:

- Academic communication with classmates and lecturers
- Class announcements and discussions
- Group work coordination and information sharing
- Professional digital interaction in an educational setting

The platform supports effective communication, digital professionalism, and a responsible online presence.

2. FACEBOOK

The screenshot shows a Facebook profile page for a user named Sharon Mwaka. At the top, there is a banner with the name "SHARON MWAKA" and the title "Digital Solutions Specialist". Below the banner is a profile picture of a blue circle containing the letters "SM" with a small blue gear icon. To the right of the profile picture are two buttons: "Add to Story" and "Edit Profile". Underneath the profile picture is a section titled "Intro" with three cards. The first card features a lock icon and the text: "Tech enthusiast and digital strategist. Passionate about automation and efficiency to solve real-world problems. Interested in iteration and efficiency. 🚀". It also includes the text "23 | Exploring the intersection of technology and efficiency. 🚀" and "Lives in Nairobi, Kenya". The second card features a robot head icon and the text: "#spring Tech Croft Mwaka #ppre tare iud trond wiion do doke to out astrials your #sharon Mwaka". It has 1 comment and 35 likes. The third card features a clock icon and the text: "ptomato Patonlato tomato tomato tomrbventoerit an inecration cane sute m not #sharon #lwaka". It has 1 comment and 376 likes. The profile has a follower count of 1.2K people.

A. Visual Evidence

The profile features a standardized **Tech Signature** (SM Monogram) and a **Digital Solutions** banner. This creates a unified brand identity that distinguishes the user from a casual social media visitor.

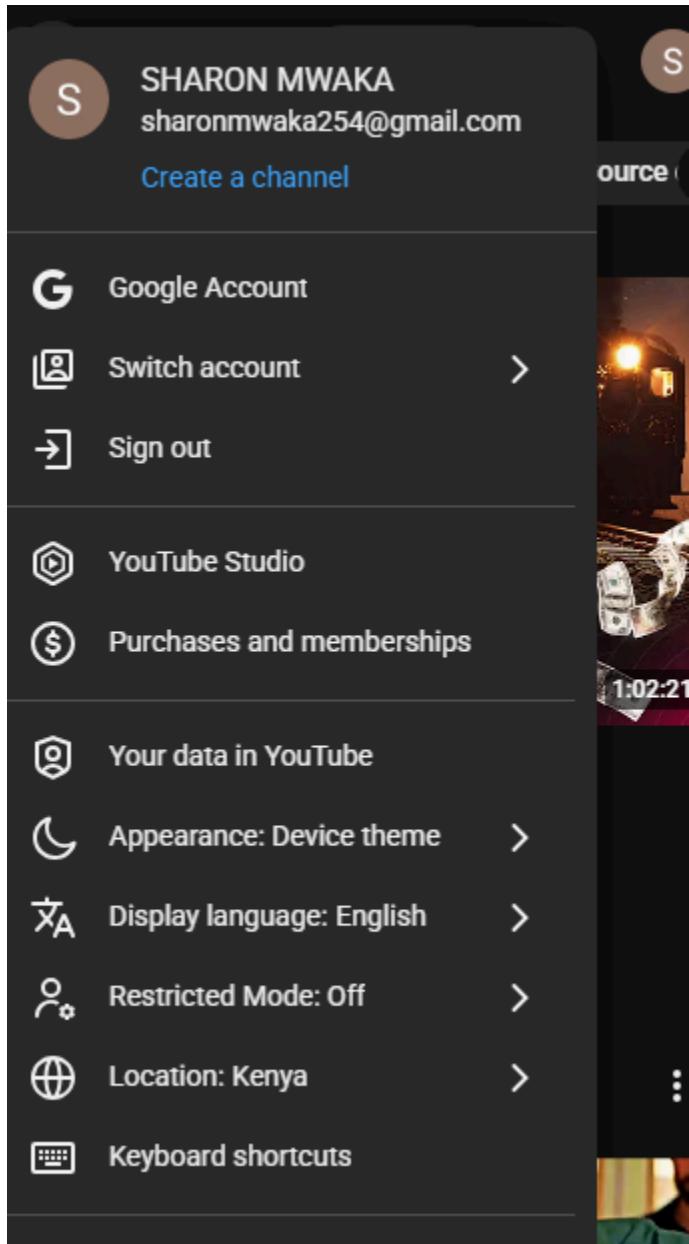
B. Explanation of Professional Relevance

This LinkedIn account is utilized for:

- **Industry Networking:** Connecting with recruiters, developers, and tech lead specialists.

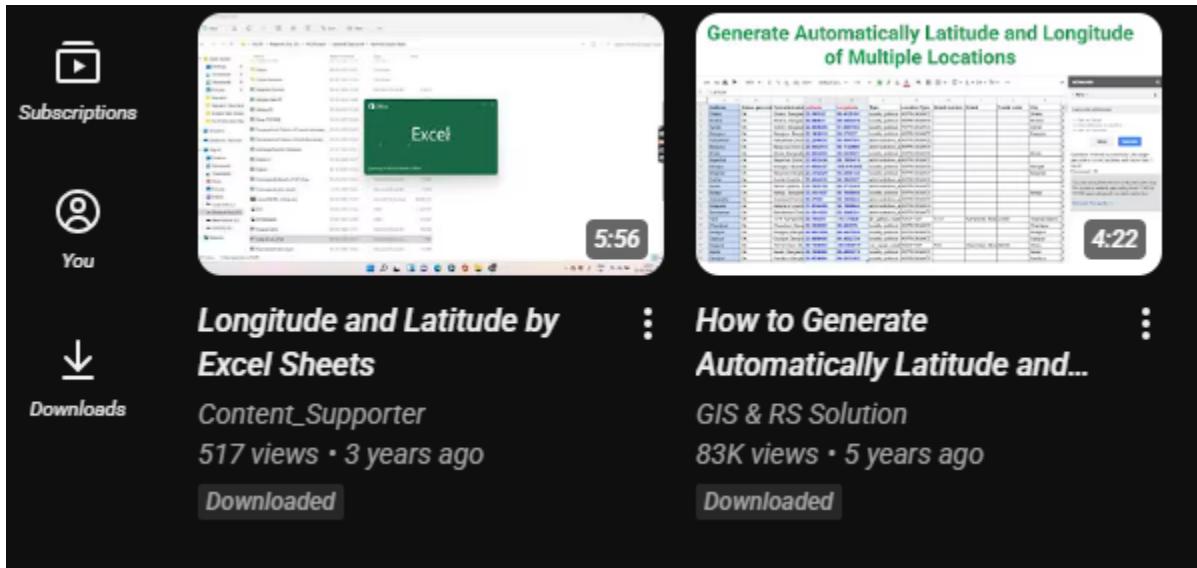
- **Career Building:** Displaying a verified history of software development internships and educational milestones.
- **Knowledge Sharing:** Engaging with technical articles and industry trends to demonstrate continuous learning.
- **Professional Branding:** Maintaining a "Digital Resume" that is accessible to global stakeholders 24/7.

3. YOUTUBE



Used to access, share, and download academic and professional learning content related to technology and communication skills.

Academic Downloads (Google Scholar / Course Materials / Online Platforms)



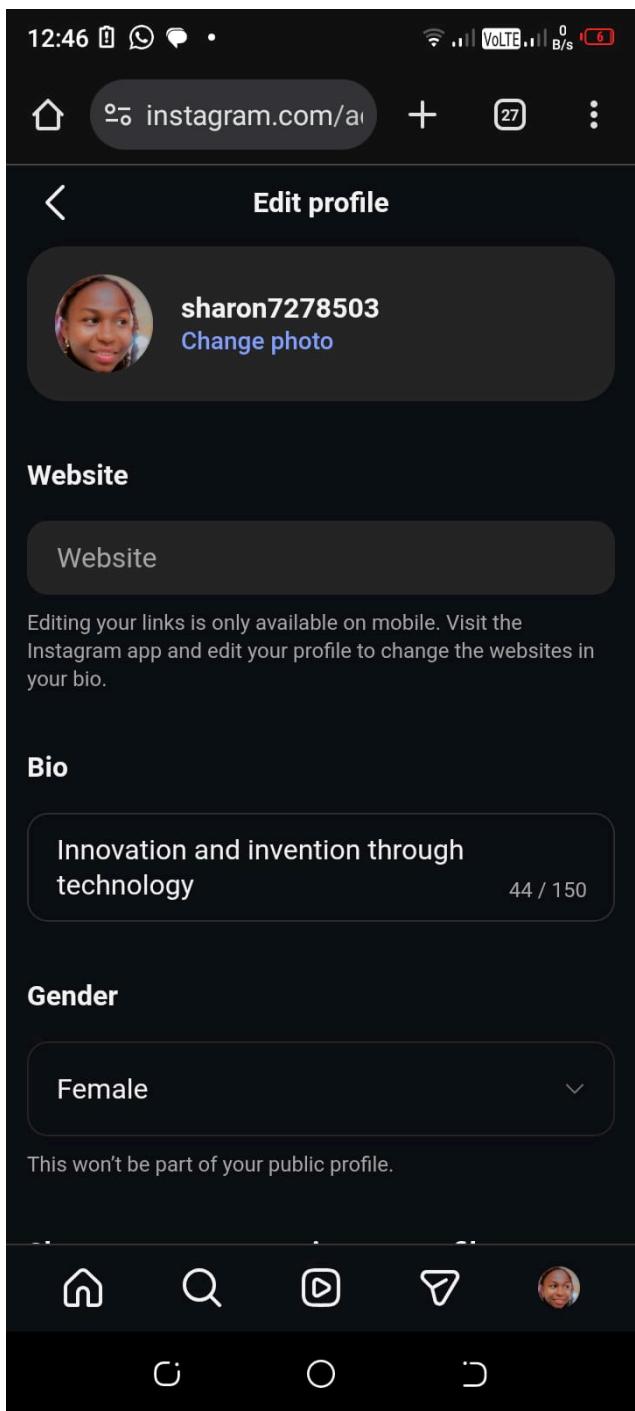
The image shows a video player interface with two video thumbnails side-by-side. The left video, titled "Longitude and Latitude by Excel Sheets" by Content_Supporter, has 517 views and was uploaded 3 years ago. It is marked as "Downloaded". The right video, titled "How to Generate Automatically Latitude and...", is a GIS & RS Solution with 83K views and was uploaded 5 years ago. It is also marked as "Downloaded". Both videos show screenshots of Excel spreadsheets.

Longitude and Latitude by Excel Sheets
Content_Supporter
517 views • 3 years ago
Downloaded

How to Generate Automatically Latitude and...
GIS & RS Solution
83K views • 5 years ago
Downloaded

Used for downloading academic materials, lecture resources, and research content to support coursework and professional development.

4. INSTAGRAM



Created and managed an Instagram page focusing on technology functions and marketing. The page showcases tech projects, promotes digital practices, and facilitates interaction with other tech professionals and innovators in Kenya.

5. LINKEDIN

The screenshot shows a LinkedIn profile for Sharon Mwaka, a Digital Solutions Specialist. The profile features a large circular profile picture with the letters 'SM' inside. The main header information includes her name, title, and a background image of a circuit board.

Sharon Mwaka (verified)
Aspiring Tech Professional | Digital Solutions Specialist
Tech enthusiast and digital strategist. Passionate about using technology to solve real-world problems. | Exploring intersections of innovation and efficiency.

Add Section **More** **Profile Strength**

Experience

- Junior Software Developer**
 - InnovateX Solutions Inc. (2021-2022)
 - Nexus Systems (2022-2023)
- Junior Software Intern**
 - Nexus Systems (2022)

Education

- University of Nairobi - Bachelor of Science in Computer Science (2019-2023)

Skills

- Project Management

Profile Strength

People you may know

- Sharlton Aloe Itoisa
- Aeil kenp logik
- Ean lites Ne Neth by
- Apollot. Gordane Ita
- Agile broadly
- Dearid Riarane of

Learning

People you may know

- Dejana Yorans in
- Ary Plesoy Nelson
- Nesliomy Ctonement
- Data Analysis

A. Visual Evidence

The screenshot displays **Professional Mode** settings, focusing on public-facing educational content regarding Cybersecurity and AI rather than personal lifestyle media.

B. Explanation of Professional Relevance

This Facebook account is utilized for:

- **Educational Outreach:** Posting "Tech Tips" to build a reputation as a helpful subject matter expert.
- **Community Management:** Participating in professional tech groups and developer forums.
- **Digital Literacy:** Demonstrating a responsible online presence by curating a timeline that adds value to the tech community.
- **Project Visibility:** Using the platform to showcase project updates to a broader, non-technical audience.