

EVIDENCE OF PROFESSIONAL ONLINE PRESENCE

Professional WhatsApp Account

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Course: BBIT

Unit: Communication Skills / ICT

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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.

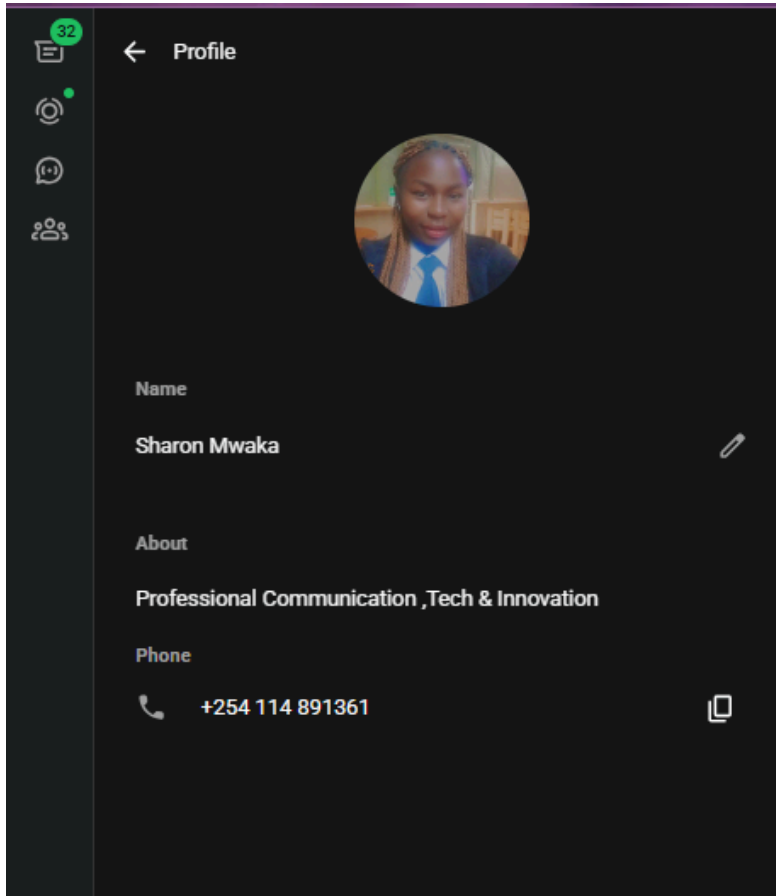


Figure 1: Screenshot showing a professional WhatsApp profile.

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.

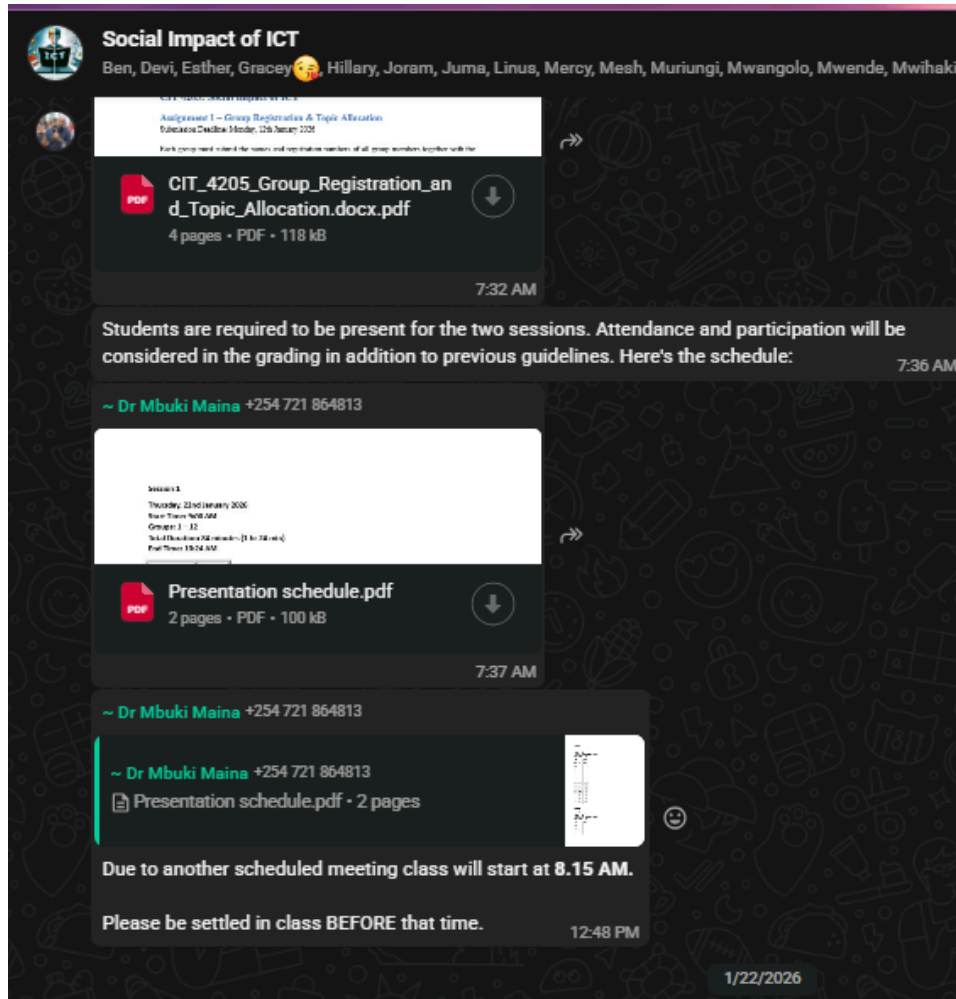


Figure 2: Screenshot showing professional academic communication in a WhatsApp class group.

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



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.

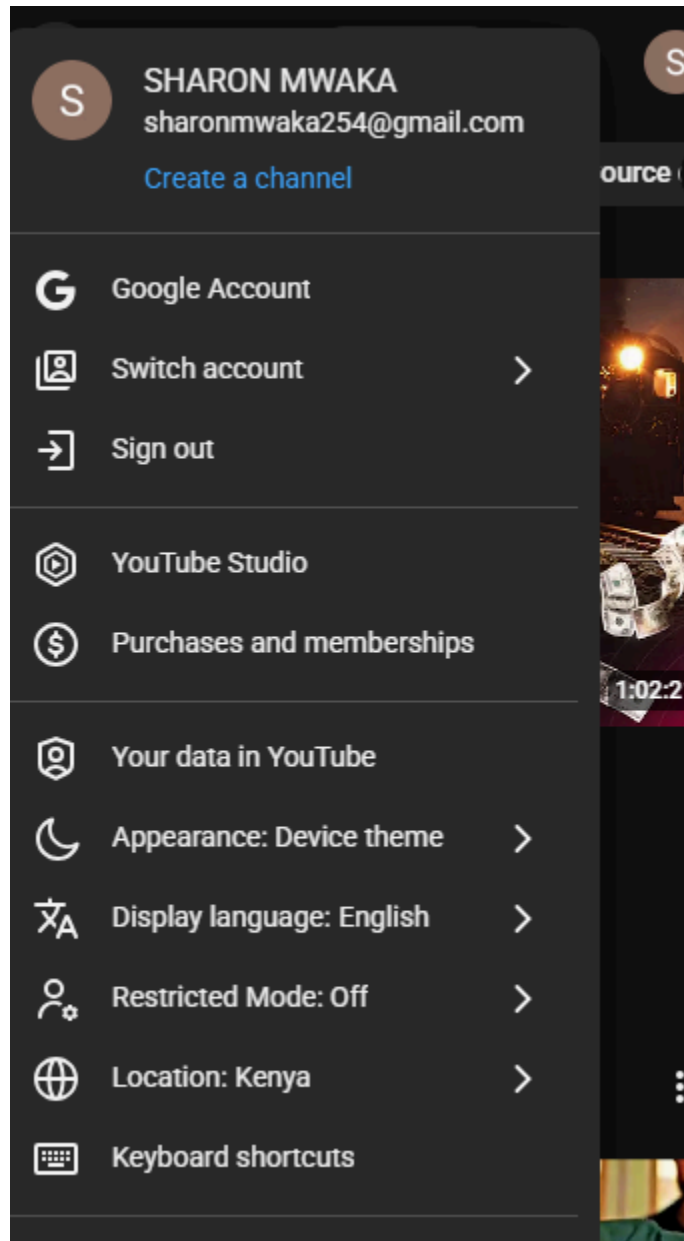
B. Explanation of Professional Relevance

This LinkedIn account is utilized for:

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

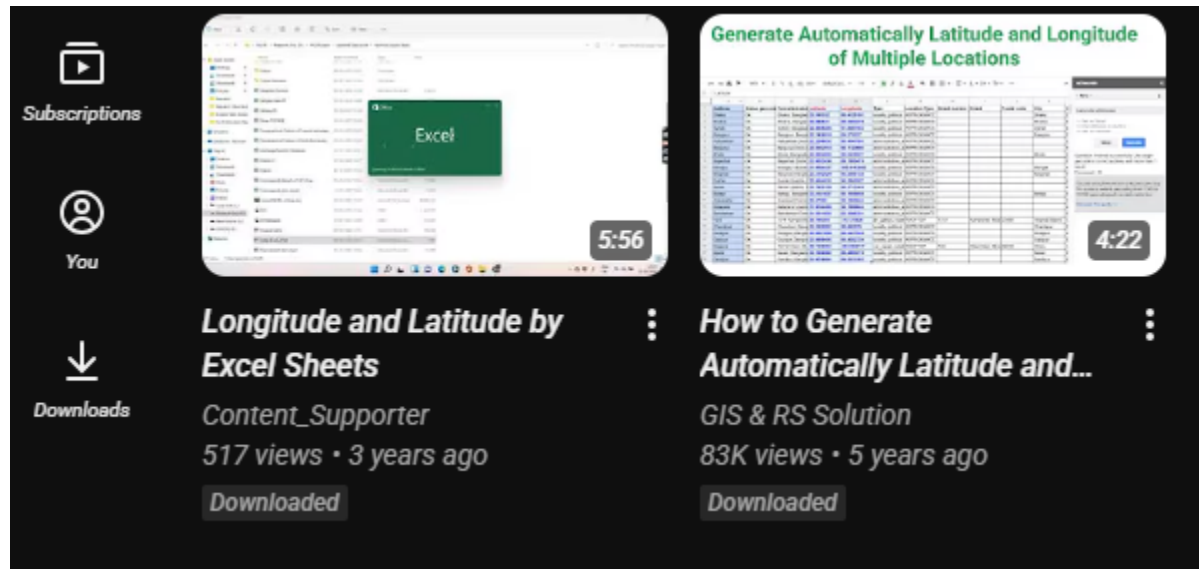
- **Career Building:** Displaying a verified history of software development internships and educational milestones.
- **Knowledge Sharing:** Engaging with technical articles and industry trends to demonstrate continuous learning.
- **Professional Branding:** Maintaining a "Digital Resume" that is accessible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

3. YOUTUBE



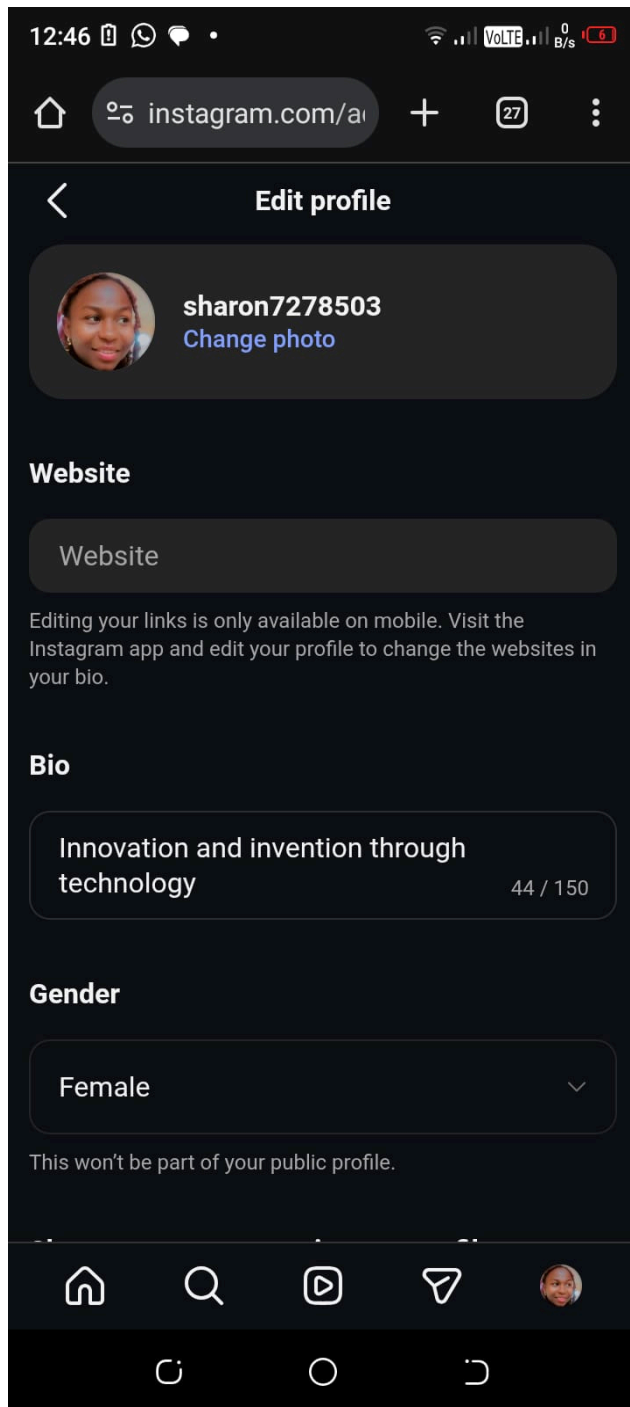
Used to access, share, and download academic and professional learning content related to technology and communication skills.

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



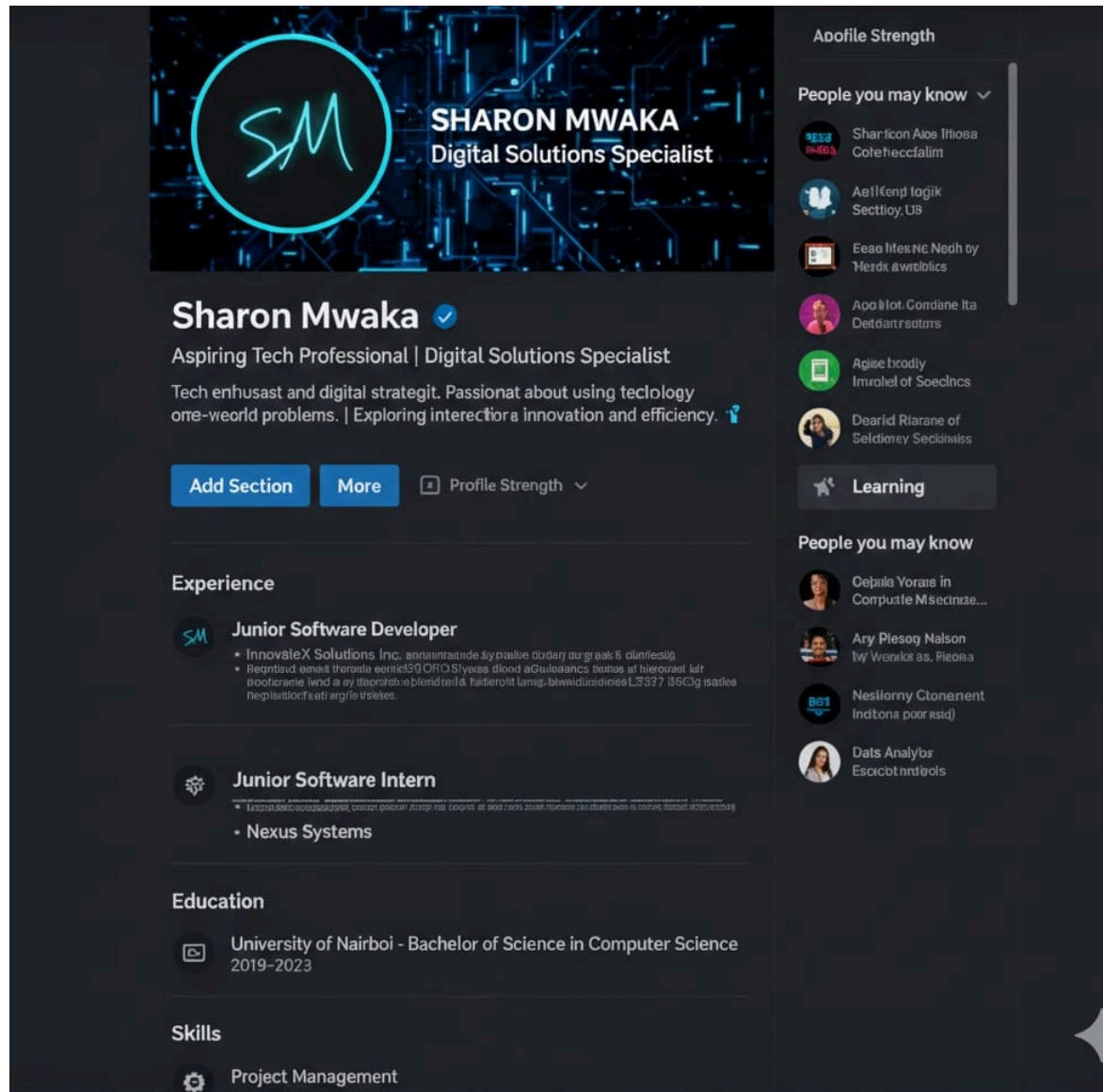
Used for downloading academic materials, lecture resources, and research content to support coursework³.and professional development.

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



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.