

Linus the founder of Linus Tech Tips uses Instagram to a mix of personality and his work through posting tech relating content through reels, feed, and stories. He has a team which focuses on different areas, but the team overall tries to encompass tech content through humorous, relatable, and leadership points of view. This post is a video from his feed answering questions asked by other people. The video itself is well edited and is recorded with good quality, and proper studio lighting allowing him to build credibility while showing expertise. He shows an old clip of him when he first started his channel in the early 2010s and goes into depth about how he branched out to create and form his own channel by doing what he loves. Behind the video of him speaking is the official LTT logo establishing more credibility.

## Max Khamphavong

His page overall creates a visionary of someone who is passionate about tech but someone who also knows how to make it more fun and entertaining to attract a broad userbase. Him talking about his beginnings and paths he took shows from an early age he has ambition and drive. His followers and user engagements clearly show he has a built one of the largest tech communities across multiple platforms like YouTube, Reddit, and discord. Linus is the face and brand, but also a person who just wants to make videos for fun, and these videos happen to also be informative.

I personally love his content. I think he's smart on the business side by discretely advertising his sponsors and products while making content that keeps you hooked. He was one of the first youtubers I have ever watched that got me into liking computers.

Link on EPortfolio:

<https://sites.wp.odu.edu/maxkhamphavong/com372t/>