

Social media influencer Khaby Lama is the wordless comedian known for his witty, reaction-based videos.

I noticed that on YouTube Lama uses more of his original material and not material that is followed from someone else which is what it is like on Facebook. Also, on X (Twitter) his content is more original

I think that Khaby has more freedom to be original on X and YouTube than he does on Facebook so his content for me is more original and broader in the medium he uses.

Assess the content they post. Consider the following questions?

He normally uses his video reactions with everyday things like brushing his teeth, cooking, and drinking things. These were done inside a home environment. As his popularity has increased, he has branched out more to being outside the home with his video reactions?

Khaby Lama, the wordless comedian known for his witty, reaction-based TikTok videos, remains the platform's most-followed creator with an impressive 163 million fans.

Lama works with sponsors like MoneyGram, Samsung Galaxy, Disney+/ Italy Got Talent (IGT), and Walmart. I don't believe the MoneyGram sponsor is a good fit since his content is based on his reactions to other people's videos that they post.

Samsung Galaxy is a great fit – shoots all his content on a cell phone

Disney+ and IGT is also a great fit – he can help up and coming talents

Walmart is not a bad fit - since he does use quite a few kitchen utensils and appliances, and Walmart has a large selection of these items. Not only that, but they are also reasonably priced.





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Excited to announce a long-term and multi-faceted partnership with [Khaby Lama](#) — the most-followed TikTok creator in the world! Drop a ❤️ to show [#Khaby](#) some love.



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Khaby Lama Secures Top Spot On TikTok As Creator Economy Booms