



**Harper Carroll** is an AI teacher and expert who teaches people about artificial intelligence through social media. She breaks down complex tech topics into simple explanations anyone can understand. She has two degrees in Computer Science and AI from Stanford University. She worked at Facebook/Meta for 4 years building AI systems, and built a tech startup that was bought by NVIDIA. Now she creates educational content full-time.

Her Following:

- Instagram: @harpercarrollai - 512K followers (her biggest platform)
- YouTube: @HarperCarrollAI - 41.2K subscribers
- TikTok: @harpercarrollai - 49.1K followers

She uses the same:

- username (@HarperCarrollAI) that makes her easy to find.
- mission: making AI education accessible to everyone.
- calm, clear teaching style (not flashy or fast-paced like most social media).
- introduction format: "Hi, I'm Harper" + her credentials + the lesson.
- topics: AI basics, how technology works, AI ethics, and industry news.

Every single video follows the same structure. She always starts with a hook. Then she introduces herself by saying something like "Hi, I'm Harper, I have two degrees from Stanford and worked at Meta." After that comes the main content where she explains the concept in simple words without using confusing technical jargon. She includes visual aids like graphics or examples to make the concept clearer. Finally, she ends with a call to action, either asking a question to encourage comments or directing people to where they can learn more.

### **Instagram (Her Main Platform):**

She posts short videos (90 seconds max) explaining one AI concept at a time. Her style includes a calm voice, simple visuals, no crazy editing tricks. In a world of fast, loud videos, hers are like a breath of fresh air.

### **YouTube (Deep Dive Platform):**

She posts long videos (30-60 minutes) that go deep into topics. The content type includes full tutorials, interviews with tech CEOs, and detailed explanations. It is different in the sense that she can really dig into complex topics here. The same "10 Days of AI Basics" that's 90 seconds on Instagram is 30-45 minutes on YouTube. Her style is like a college lecture but way more interesting.

### **TikTok (Quick Teasers):**

The videos are 30-60 seconds (even shorter than Instagram). They are condensed versions of her Instagram content. TikTok audiences prefer entertainment over education, so she's grown slower here (49K vs 512K on Instagram). She uses TikTok to attract people, then directs them to Instagram or YouTube for fuller content

Harper understands that each platform works differently and adjusts her strategy accordingly:

### **Instagram Strategy:**

She takes advantage of Instagram's short vertical videos (Reels) around 90 seconds long feature that pushes content to new viewers. Moreover, Harper uses long captions to add extra information, ask questions, and link to her other platforms. Finally, she posts high-quality graphics and visual aids, she uses a calm, slow-paced style on all platforms (unusual for social media!). No flashy cuts or loud music. This makes her stand out from other creators

### **Youtube Strategy:**

What Works Best is Long videos (30-60 minutes) where she can go deep into topics. The special features she uses, include Timestamps (so viewers can jump to specific parts), Comment section (she reads comments and makes videos based on viewer questions), and Search function (people can find her old videos when they need them)

### **Tiktok Strategy:**

What Works Best is super short videos (30-60 seconds) that are entertaining. She makes her shortest, powerful content here and uses it to get people interested, then directs them to Instagram or YouTube for more details.

Her Smart Approach: She creates one long YouTube video, pulls out the best 90-second clip for Instagram, then repurposes that for TikTok with platform-specific hashtags.

Most influencers use fast cuts, flashy effects, and dramatic music. Harper does the opposite using calm voice, simple visuals, slower pacing. This actually works better for her because her audience (professionals, students, tech workers) values substance over style.

Harper creates content that falls into four main categories.

First, she teaches the fundamentals of AI and machine learning. These are beginner-level videos that explain concepts like the difference between AI and ML, how neural networks work, what model training is, and why AI makes mistakes sometimes. Think of these as basic lessons that anyone can understand, regardless of their background

Second, she breaks down AI news and industry developments in ways regular people can understand. She explains new technology releases, translates tech industry drama into plain language, and teaches people about emerging technologies like deepfakes and new AI tools. She's essentially translating technical news into something everyone can grasp.

Third, Harper creates practical how-to guides and career advice content. She makes step by step tutorials for using AI tools, gives career tips for people working in tech, and discusses how AI is changing specific fields like medicine, education, and scientific research. This content helps her audience apply what they're learning to their actual jobs and lives.

Finally, she discusses AI ethics, explains how AI affects society, and advocates for why we need trustworthy, accessible AI education.

### **Brand Partnerships: Who She Works With**

Harper Carroll has a paid partnership with **Fiverr**, a website where freelancers find work. As part of this partnership, she creates videos talking about "Fiverr Go," which is

Fiverr's collection of AI tools designed to help creators and freelancers work better. She's attended Fiverr's events, made sponsored posts about their products, and even appeared in their "Shift Happens" video series where she discussed "vibe coding", a concept about how AI is changing creative work.

The Fiverr partnership is a really smart match for several reasons. First, the people who use Fiverr are basically the same people who follow Harper (freelancers, entrepreneurs, tech workers, students, and creators between ages 22 and 40). Both groups are Millennials and Gen Z who spend a lot of time on social media and are trying to build their careers.

Harper also conducted an interview with **Synthesia**, which is a \$1 billion company that creates AI video avatars. The company is used by 60% of Fortune 100 companies. Harper created a full YouTube video interviewing the CEO and made shorter social media content about the technology. While this wasn't explicitly marked as a paid sponsorship, the depth of the coverage suggests it was a brand partnership. This makes sense for her audience because many of her followers are professionals at big companies who would actually use this tool.

She also partnered with **Dell** and **NVIDIA** to create content about their "AI Factory", a product that helps businesses use AI in personalized ways. She talked about these partnerships, always focusing on how AI can be specifically adapted to different industry needs.

Harper also worked with **Workday**. She interviewed a top executive from Workday during their big event, discussing how "AI agents" can fit into regular work life. She made it clear to her followers that these were paid partnerships by using tags on her Instagram posts.

In my opinion, these partnerships are an excellent fit for both Harper and the brands. Demographically, her audience is mostly young professionals (millennials and Gen Z), tech lovers, and people either working in or curious about AI, basically, the exact groups targeted by Dell, NVIDIA, and Workday! Psychographically, her followers are people who want to learn and improve themselves, value honesty, and are looking for useful, practical advice about technology and work. These are people who can be skeptical of marketing hype but are open to real, educational information, which is also how these companies want to be seen: as trustworthy partners, not just sellers.



harpercarrollai · Following

harpercarrollai · 3d · Paid partnership · Original audio

harpercarrollai · 3d · I am SO THRILLED about this — @fiverr has implemented AI in the best way possible for creators. I left the event absolutely delighted and so excited to share about this with you all.

Listen to Fiverr Go's features — plus, learn about how Fiverr creators are now given a stake in the company.

Comment GO & I'll DM you the link to learn more, or you can directly check out [fiverr.co/harpercarrollai](https://fiverr.co/harpercarrollai) (link is also in my bio!!)

Let me know in the comments any questions you have and what you think about this use of AI for creators. I'm

1,507 likes

February 27

Add a comment...



harpercarrollai · Following

harpercarrollai · 2w · Paid partnership with workday · Original audio

harpercarrollai · 2w · AI agents are entering the workforce, but what exactly does that look like? Here's a clip from my conversation with @workday's Cristina Gold at Workday Rising. #Workdaypartnership

How have you seen agents integrated in your workflow or businesses? How are they being received? Let's discuss, and, as always, please let me know in the comments if you have any questions.

If you don't know me, hey! I'm Harper — a machine learning (ML) engineer turned AI/ML educator, with about 10 years of experience engineering AI and ML at @stanford & have Master's and

Liked by thesanskarsingh and others

October 21

Add a comment...



