

The AI influencer dataset reveals a dynamic landscape led by **X (formerly Twitter)**, hosting nearly half of the tracked influencers (24), followed by **LinkedIn** (12) and **YouTube** (10), with **Instagram** as a niche visual platform (4).

Key trending niches include **AI Research/Deep Learning/AGI**, **AI in Business/Entrepreneurship**, and **Generative AI/AI Art**. Significant interest also lies in **AI Ethics** and general **AI News/Education**. Content types that perform best are diverse: short-form insights and discussions on X, long-form professional posts on LinkedIn, and comprehensive tutorials, news roundups, and in-depth interviews on YouTube. Visual content, especially AI-generated art, thrives on Instagram.

For brands and marketers, successful collaborations require a platform-specific approach. Utilize X for rapid discourse, LinkedIn for professional thought leadership, YouTube for educational and extensive content, and Instagram for visually-driven AI showcases. Aligning content format with the influencer's expertise and platform strength is paramount.

Recommendation: Pursue a targeted, multi-platform strategy, partnering with influencers whose niche and content style authentically amplify your brand message.