

subscribe if you want 😊



FaZe Rug ✓

@rug

28.9M subscribers · 2.5K videos

My goal is to make you forget about your problems when you watch my vids 😊 ...more

[instagram.com/fazerug](https://www.instagram.com/fazerug) and 2 more links



Subscribed ▾



Community

Home

Videos

Shorts

Playlists

Posts

Latest

Popular

Oldest



We Survived ALONE In  
The Most Haunted  
House In America

1.1M views · 1 day ago

38:39



Testing Products That  
Make You Smarter!

1.2M views · 4 days ago

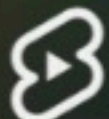
36:41



I Visited The World's  
Most Expensive



Home



Shorts



Subscriptions



You

9:08

58



**FaZe Rug**

@rug ✓

**145**  
Following

**13.2M**  
Followers

**290.4M**  
Likes

Follow

Message



Hey

<https://firefly.adobe.com/?sdid=H822X...>

Subscription



Pinned



▶ 25.4M



▶ 92.9K

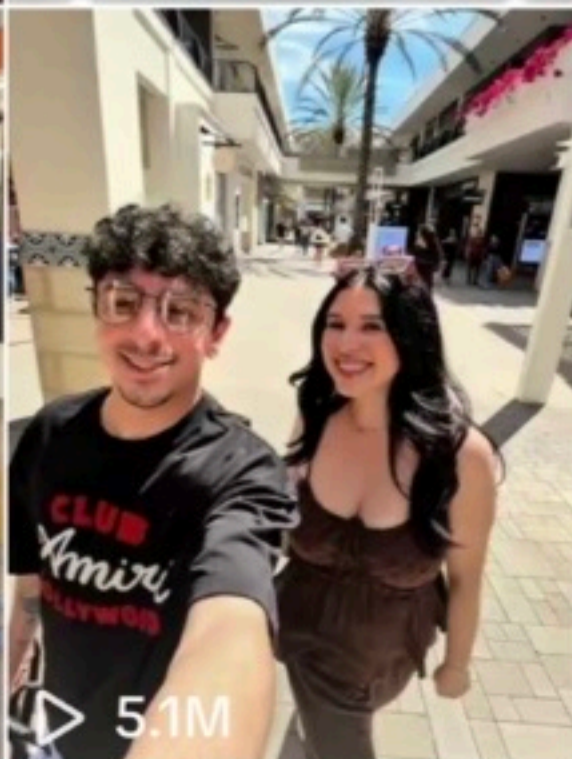


▶ 680.8K

POV: you got your dream cars



▶ 8.8M

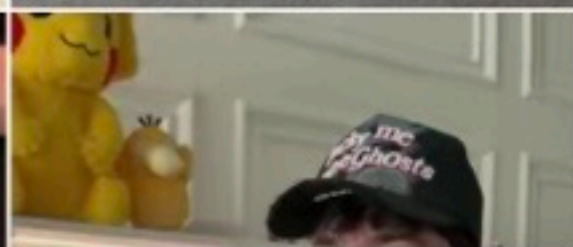
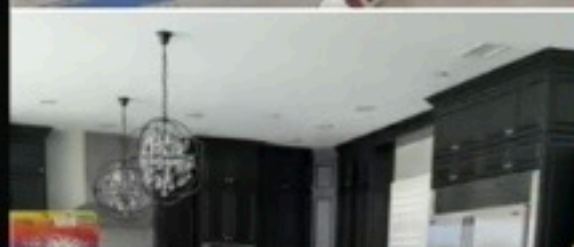


▶ 5.1M

Reply to Bob-Rise's comment  
clean transition can't lie



▶ 1.1M





Digital creator

Founder @1upcandy  **1** UP!

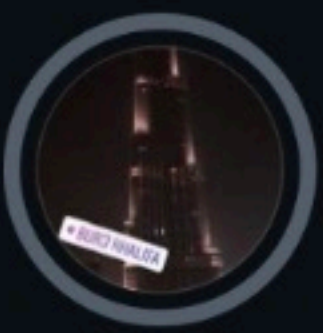
 [firefly.adobe.com/?sdid=H822XBVM&mv=so...](https://firefly.adobe.com/?sdid=H822XBVM&mv=so...)

 **the rugrats** 247.8K members

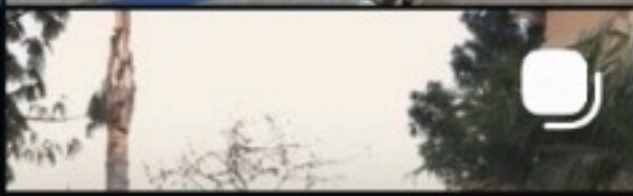
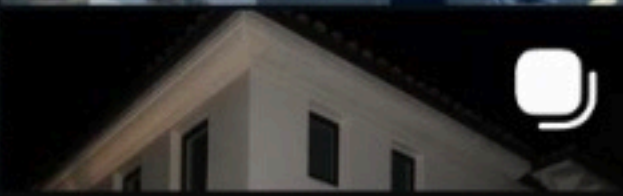
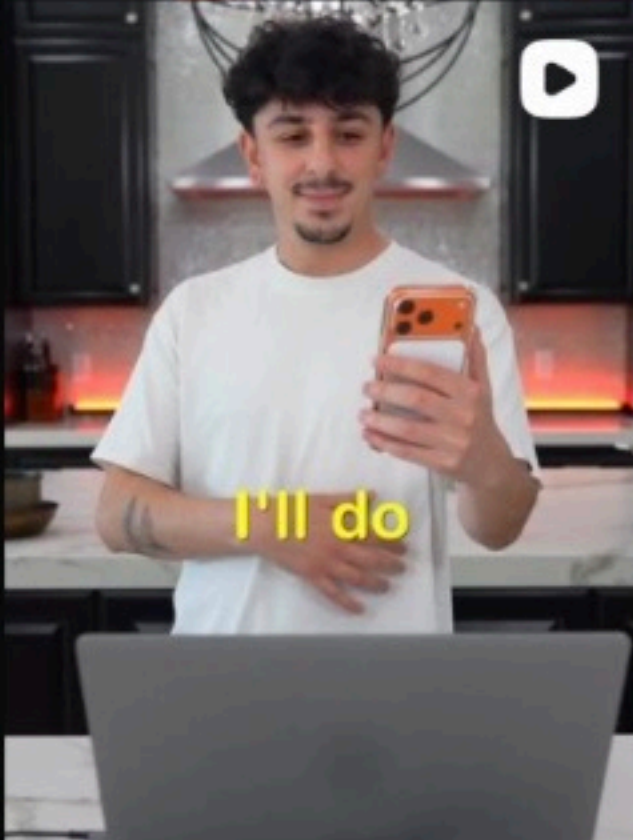
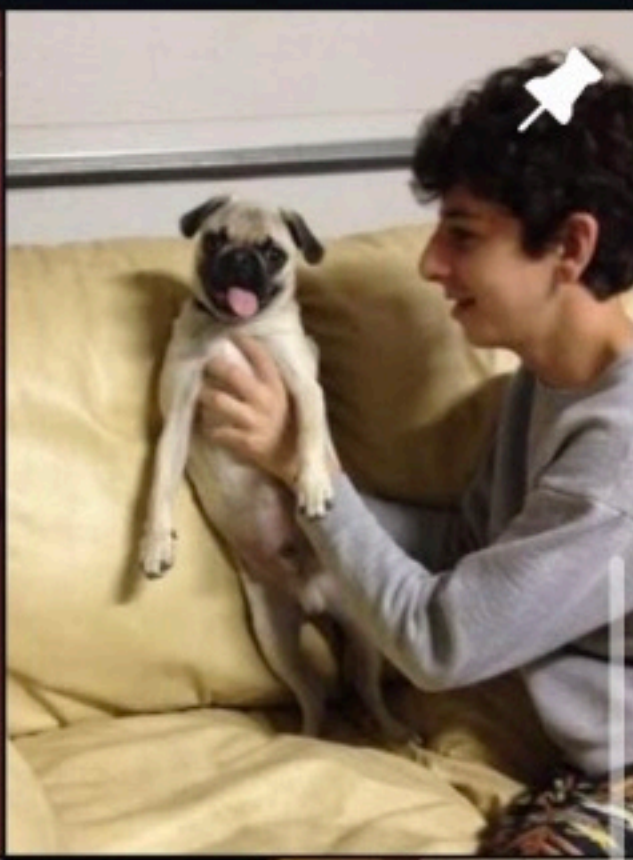


Followed by **say\_wtm\_gabe**, **vampyydoll** and 121 others

- Following** 
- Message**
- Email**
- 



DUBAI



For this discussion I chose to talk about Faze Rug. Faze Rug began his career making call of duty videos however quickly transferred into making IRL videos. Faze Rug is primarily a YouTuber with 29 million subscribers, however has amassed a large following amongst many other platforms. I've seen him on every platform, X (2.4m), Instagram (7.5m), TikTok (13.2m), and Twitch. His content is family friendly as well as often family oriented.

From what I can see it seems he uses different platforms quite differently. While his posts on Instagram and TikTok seem to be the same as most his TikTok's seem to be posted on his Instagram however he does often post pictures of just himself where he's feeling himself on Instagram which he doesn't as much on TikTok, his YouTube videos are completely separate from those posts. It seems he uses Instagram and TikTok to promote businesses or products he likes or supports. His YouTube however seems to be oriented much more around entertaining his fans rather than selling them something. And then on X he doesn't seem to post anything but random life updates or cool things he heard. He's not very active on X.

