

The new social landscape: where human creativity meets AI intelligence



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battenhall.com



Daily

WhatsApp social
media briefing

Monthly

The Battenhall Monthly
newsletter

Annual

Trends report and
briefing event

+

Design, audits, bespoke
reporting and more





**AI is already
running
social media**



LinkedIn has AI everywhere (literally!)

Meta has just added AI to WhatsApp

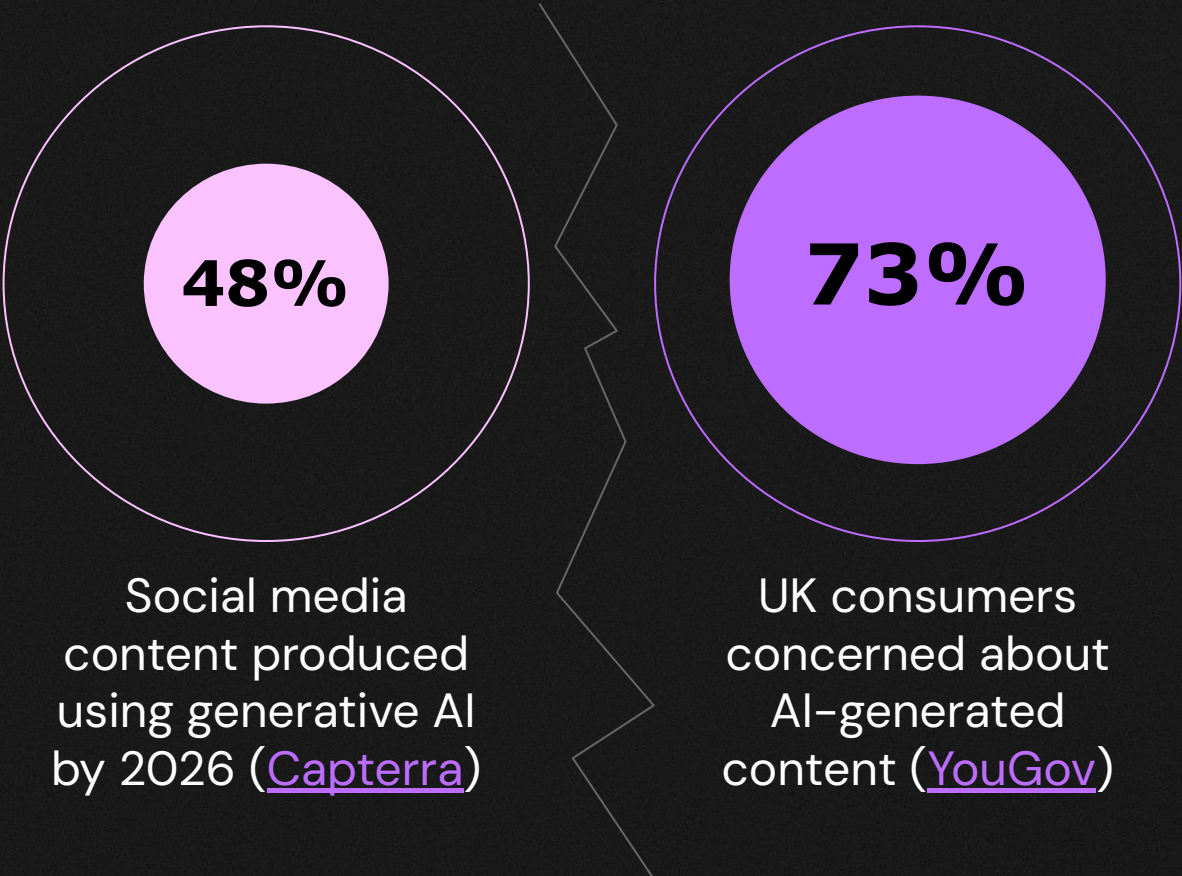
TikTok developed a host of AI tools

Reddit signed a partnership with OpenAI

Twitter/X has rolled out Grok to everyone



There is a clear disconnect



The infographic consists of two large circles, one light blue and one dark blue, connected by a jagged line. The left circle contains the text '48%' and is associated with the text 'Social media content produced using generative AI by 2026 (Capterra)'. The right circle contains the text '73%' and is associated with the text 'UK consumers concerned about AI-generated content (YouGov)'.

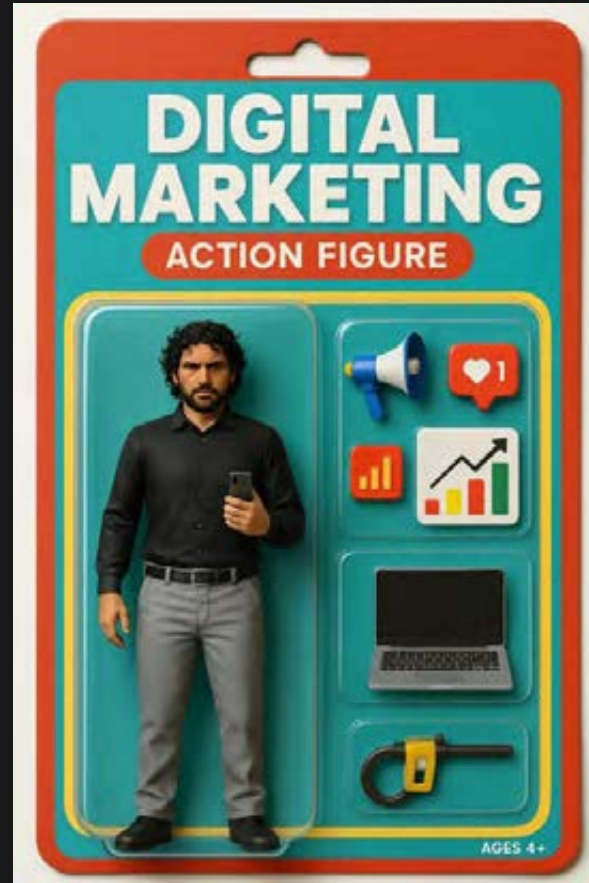
48%


Social media
content produced
using generative AI
by 2026 ([Capterra](#))

73%


UK consumers
concerned about
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content ([YouGov](#))



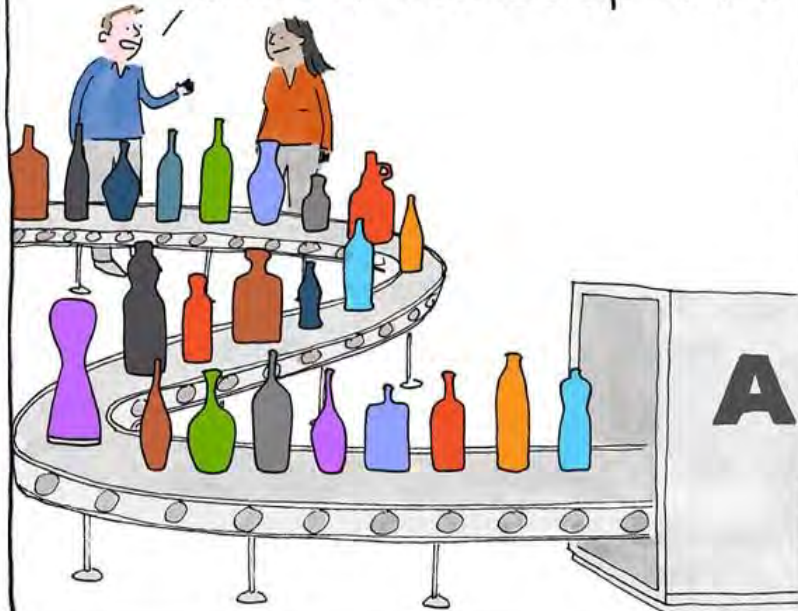




The best
use for AI is
not content
creation



Once we train our AI,
I can't wait to see the
wide variety of new
ideas it comes up with!



TOM
FISH
BURNE

But the technology is getting better – and fast!



turn this sketch into a hyper realistic youtube thumbnail
1920x1080. the ONLY text that should stay during the creation
process is "1000 MPH" and the arrow right next to it. the rest of
the text are instructions about details for you to follow

Image created



1000 IQ?



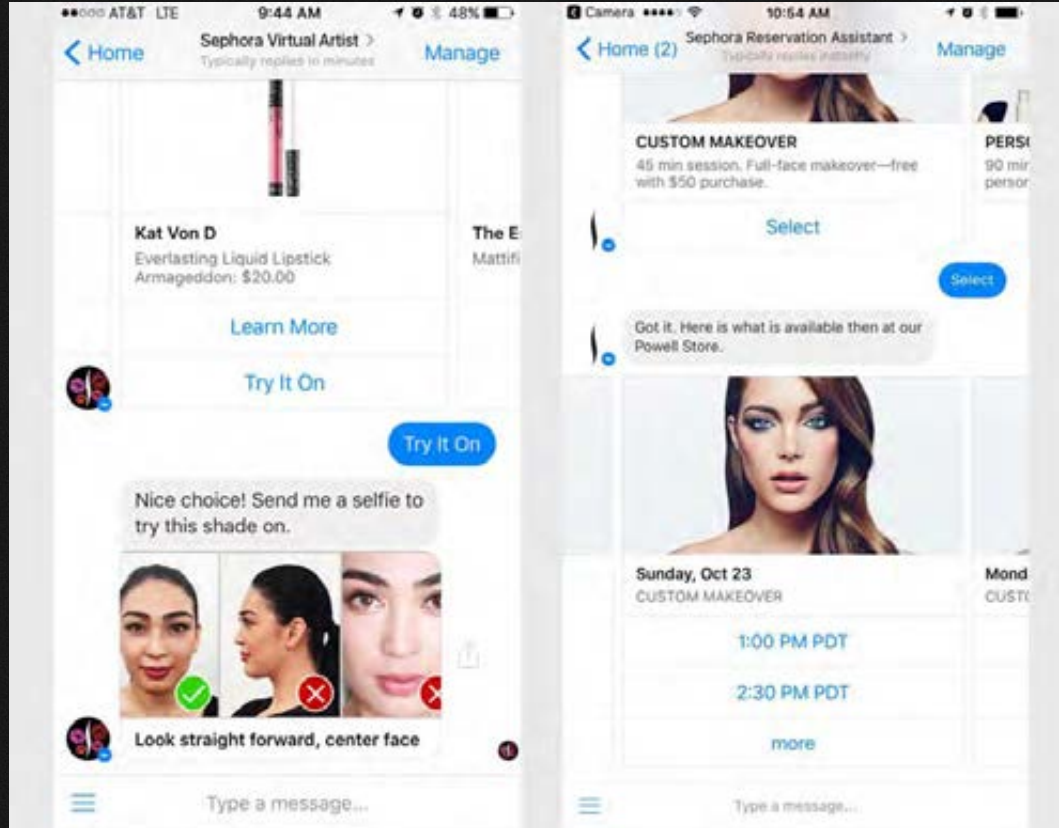


How AI is changing social media



1

**Enhanced UX and
personalisation**

**44%**

increase in interaction rate

72%autonomous inquiry
handling**25%**increase in sales
conversion rate



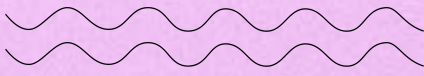
How AI is changing social media

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**Enhanced UX and
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2

**Content
moderation and
user protection**





How AI is changing social media

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**Enhanced UX and
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**Content
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3

**AI-powered tools
for creators and
advertisers**




 Symphony Creative Studio


TikTok for Business [Create video](#) English 

[Home](#)
[Projects](#)
[Products](#)
[Avatars](#)


Generate new TikToks



Generate & remix videos
Quickly generate new videos from music etc.




Avatar videos
Add a narrator to drive your video action




Generate avatar
Generate avatars with your own generating system

Give your videos a fresh spin







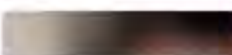
Translate & dub videos
Dub your videos into different languages



Video editor
Edit your videos with TikTok-style features

Your daily video generations

Auto-generated videos based on your TikTok Ads Manager assets and activity. New videos generated daily.



[See more >](#)



How AI is changing social media

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**Enhanced UX and
personalisation**

2

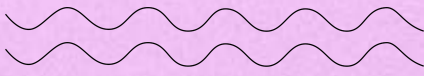
**Content
moderation and
user protection**

3

**AI-powered tools
for creators and
advertisers**

4

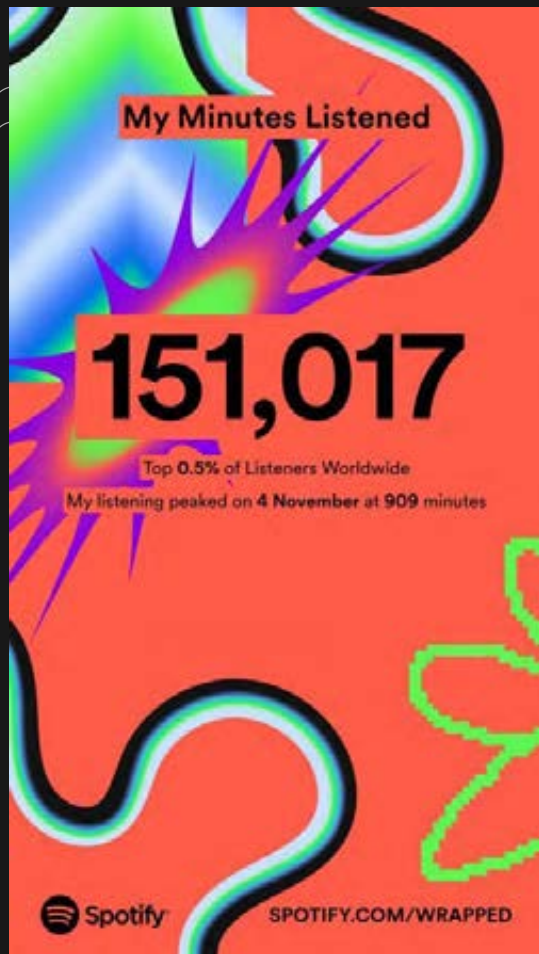
**Research and
data analysis**



AI and the social analyst

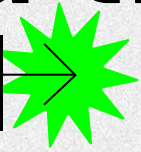


- 1 Time-saving on tasks such as content categorisation
- 2 Identifying patterns in copy and visuals
- 3 Sentiment analysis
- 4 Deeper information gathering





AI and the social strategist



- 1 Use chatbots to roleplay as your target persona / audience
- 2 AI focus groups
- 3 Ask for content suggestions that audience would find engaging



Persona roleplay example

Alright, mate! What's going on? Anything fun happening at school, or are we just here to chat about how I smashed that free kick in practice yesterday? Honestly, it was *chef's kiss*. Oh, and if there's anything new I can sign up for, hit me up – I'm always game for some action!

🔊 📄 👍 🔄 ↺

Give me some ideas of social content and formats you would like to see on your school's Instagram account.

Alright, let's make our school's Instagram something everyone actually wants to follow. Here's what I'd love to see:

1. Match Highlights & Player Spotlights

- Short clips of our football matches with epic commentary or cool music.
- Spotlights on players (like me, obviously) with a quick Q&A about their role on the team or funniest moment in a game.

2. Behind-the-Scenes Content

- "A Day in the Life" of a prefect, teacher, or student.
- Sneak peeks into clubs, sports practices, or even the kitchens (because who doesn't love seeing how the chips are made?).

3. Trending Challenges

- Fun reels with students and teachers doing viral TikTok dances or trends. Imagine Mr. Green



Brands and AI

- Transparency is key, but beware consumer pushback
- Be clear on what your internal teams and external partners are allowed to do
- Test and learn – and have fun!





The rise of agents →

- Agents are semi-autonomous AI tools that can take actions and do things independently
- Google, Anthropic and OpenAI are some of the companies that already have agents
- It's unclear at the moment if and how they'll impact social media







Key takeaways

- 1 Focus on AI-augmented, not AI-automated, content creation
- 2 AI will help those working in social analyse data quicker and deeper
- 3 Brands should be aware that consumers are still wary of AI

Thank you!

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