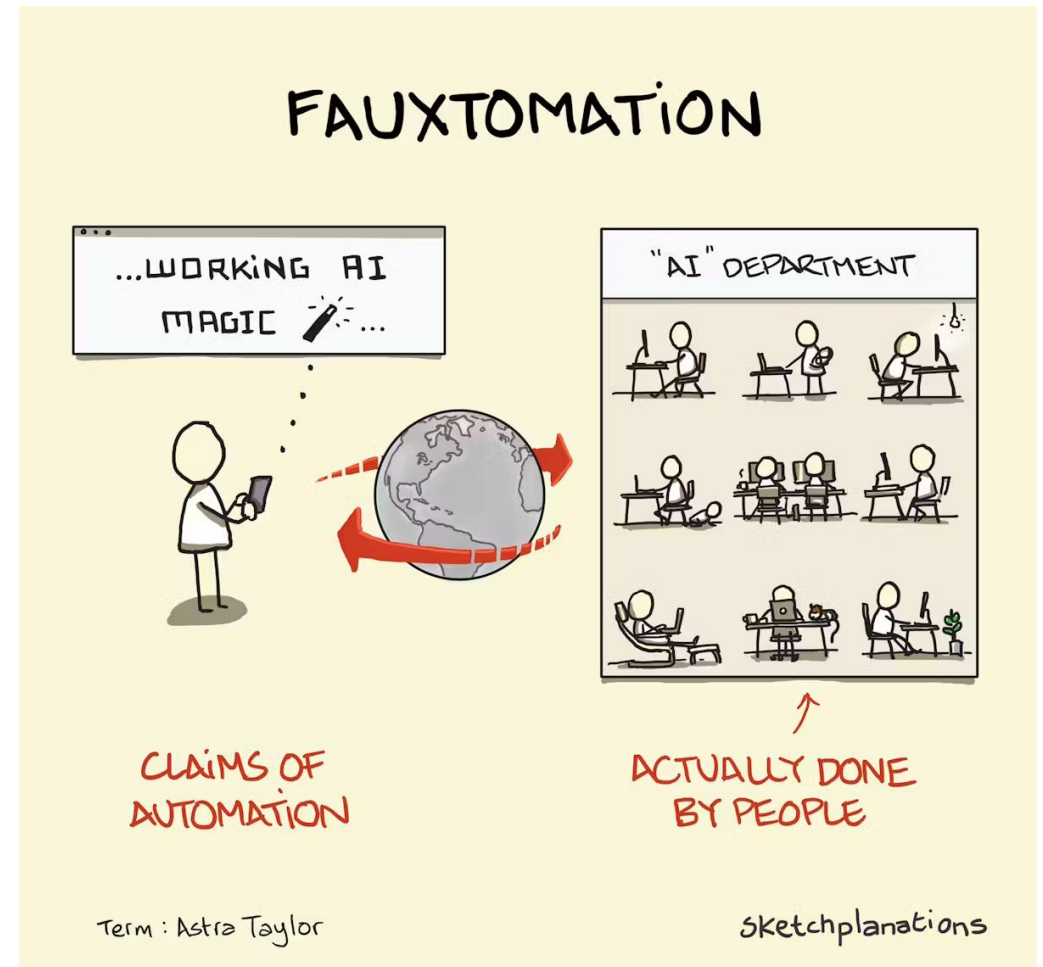# University of Illinois Web Conference

AI in Social Media Marketing: Opportunities, Challenges, and Ethical Insights

Marisa Peacock, Senior Lecturer, Charles H. Sandage Department of Advertising

University of Illinois Web Conference

Agenda

- AI & Social Media
- Opportunities
- Challenges
- Ethical Insights
- Navigating the Future
- Conclusions & Questions

AI's growing influence: Current State

According to recent consumer insights:

- 75% of consumers have used ChatGPT or another AI-powered tool.

- 43% are excited about, while 29% have concerns. (For the workplace, the excitement jumps to 70%!)

- Before trying it, many feel more skeptical than optimistic, but as they experience the benefits firsthand, that skepticism often fades.

Source: [BCG's Center for Customer Insight, August through September 2023](#)

Examples
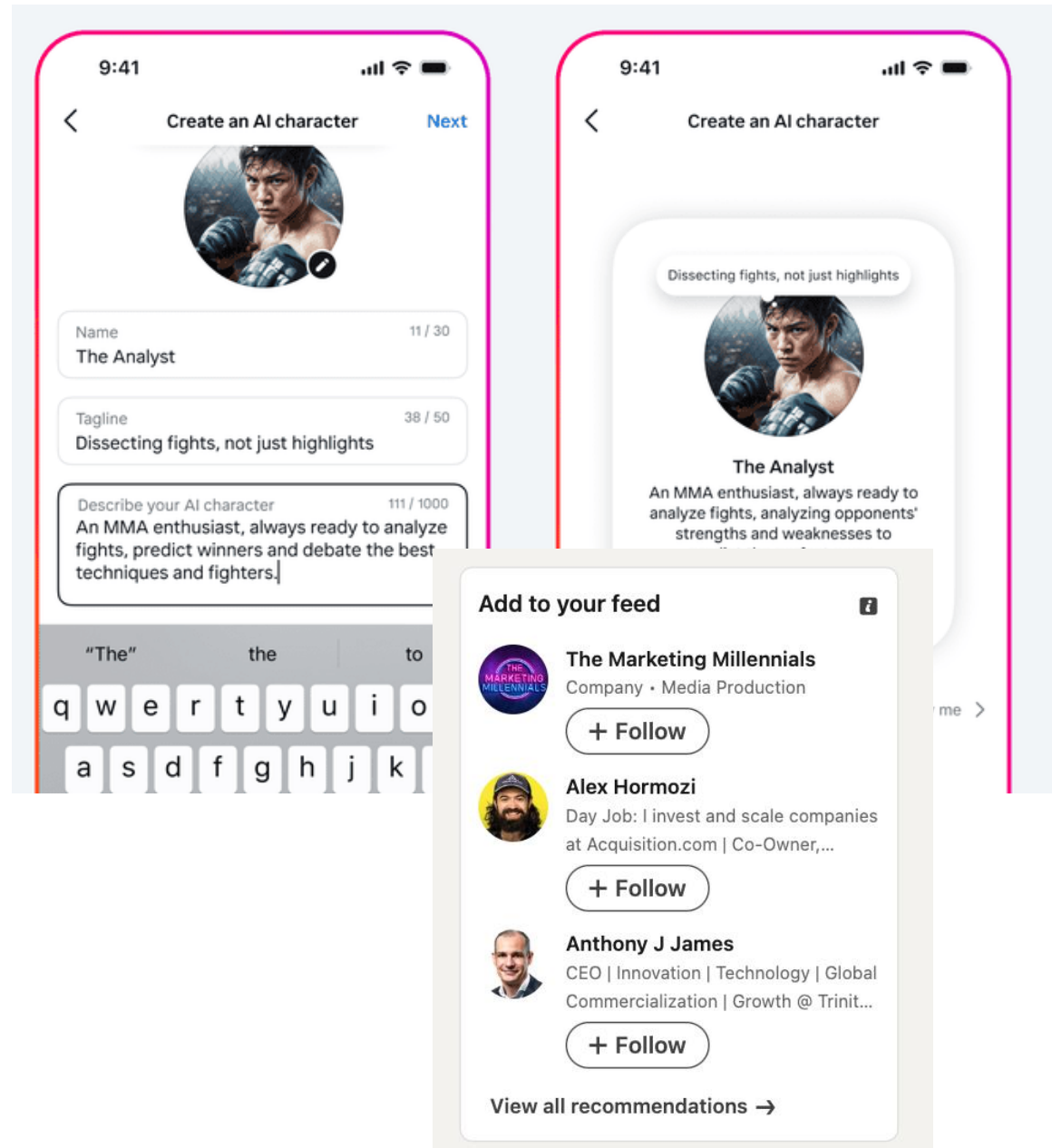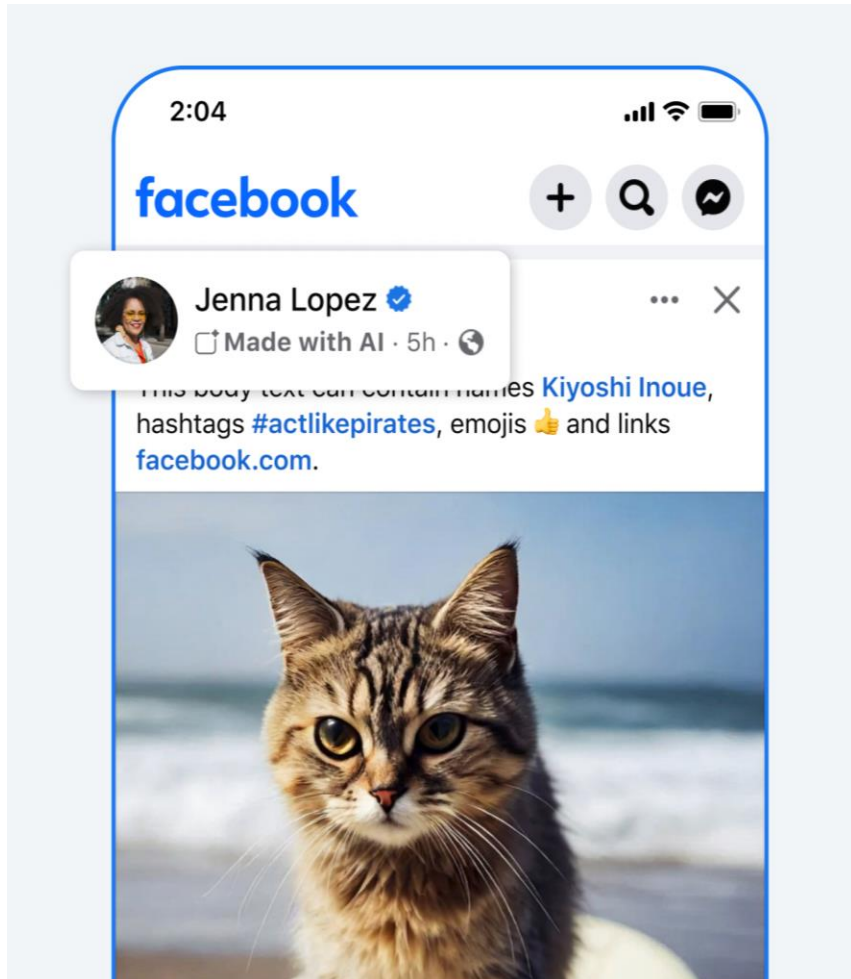
AI's growing influence: social media marketing – part 1

Many organizations are using AI Tools for:

- **Managing Ads** – AI can help businesses segment their audience and make sure ads reach the right people at the right time.

- **Analyzing Data** – Need to track how your posts or ads are performing? AI can sift through massive amounts of data in seconds to give you insights that would take hours to figure out manually.

- **Automating Posts** – AI-powered scheduling tools can publish your content when your audience is most active, boosting engagement without you having to do the heavy lifting.

- **Moderating Content** – AI can help filter out inappropriate or off-brand comments on public pages, keeping things professional and within community guidelines

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AI's growing influence: social media marketing – part 2

Many organizations are using AI Tools for:

- **Generating Content** – From writing captions to picking the best hashtags, AI tools can help craft high-performing social media posts. On LinkedIn, AI even helps businesses draft job descriptions.

- **Finding the Right Influencers** – With so many influencers out there, AI can help brands identify the best partners for their campaigns based on engagement, audience, and fit.

- **Social Listening** – AI can track online brand mentions to help businesses understand what people are saying about them in real time.

- **24/7 Customer Service** – AI-powered chatbots can handle customer questions and support requests at any time of day, right through a company's social media pages

Present-day landscape: AI in marketing

- From 2023 to 2024, the number of marketers who use AI in their roles has jumped 2.5X. That's a year-over-year jump from 21% to 74%.

- 68% of marketers say AI has helped grow their careers

- More than 74% of marketers believe that most people will use AI in the workplace by 2030.

- 74% of marketing professionals say AI usage increases through existing tool integrations

Source: Hubspot's 2024 AI Trends for Marketers

Implications of AI: opportunities

OPPORTUNITIES

- Nearly 75% of marketers indicated that AI tools help them become more productive at work—and that translates to benefits for their business, as well

- 55% of marketing leaders say AI has helped their teams become more productive

- 70% of marketers said that using AI tools helped them become more creative.

- 68% of marketing leaders reported ROI on their AI investment

Source: Hubspot's 2024 AI Trends for Marketers

Implications of AI: challenges

- 57% of marketers feel pressure to learn AI, or risk becoming irrelevant

- 48% of marketers are concerned that AI will replace their jobs

- 40% of marketers believe it will result in a decline of jobs

- 80% of brand leaders have "serious concerns" about how the technology is used by agency partners on their behalf

Sources: Hubspot's 2024 AI Trends for Marketers, World Federation of Advertisers

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Implications of AI: ethical concerns

ETHICAL CONCERNS

- 33% of consumers are concerned about data security and ethics

- 76% of US adults are either very or somewhat uncomfortable with AI tools using their personal data to enhance their shopping experience and recommendations

- By 2026, the electricity consumption of data centers is expected to approach 1,050 terawatts (that's about as much power as consumed annually by 130 US homes)

Source: BCG's Center for Customer Insight, August through September 2023, ThinkNow Research, 2024, MIT Climate and Sustainability Consortium

OPPORTUNITIES

Implications of AI for social media - 1

- **Creating safer, more inclusive spaces** – AI helps filter out harmful content and enforce community guidelines, making social media a better experience for everyone.

- **Freeing up time for creators** – By handling routine tasks like scheduling posts and responding to customer inquiries, AI lets marketers focus on strategy and creativity instead of busywork.

- **Boosting creativity** – Need fresh ideas? AI can help brainstorm, refine messaging, and enhance campaigns to make them more engaging and impactful.

- **Helping small businesses grow** – AI-powered tools make it easier for small businesses and independent creators to expand their reach without needing a huge marketing budget.

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Implications of AI for social media - 2

- **Cutting costs** – Automating content management and ad optimization means businesses can do more with fewer resources, reducing the need for manual work.

- **Providing better insights for smarter decisions** – AI can analyze massive amounts of data in seconds, helping brands understand what's working, what's not, and where to focus their efforts.

- **Driving revenue** – AI can pinpoint the best-performing content, suggest new audiences, and fine-tune advertising to reach people who are most likely to convert.

- **Enhancing security** – AI helps protect users from scams, phishing, and identity theft by identifying suspicious activity and minimizing risks.

CHALLENGES

Bias in AI Algorithms: Key Risks

AI Bias – AI can reinforce biases from existing data; human oversight is essential.

- **Misinformation** – AI-generated content isn't always fact-checked, leading to potential inaccuracies.

- **Deepfakes** – AI can create fake videos/images with serious social and political impacts.

- **Plagiarism** – AI pulls from online sources without citations, raising ownership concerns.

- **Compliance Risks** – Many companies lack clear AI policies, increasing legal and ethical risks.

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Bias in AI Algorithms: Best Practices

👍 Review and fact-check AI-generated content before posting.

👍 Use AI as a tool, not a replacement for human judgment.

👍 Stay updated on AI-related policies and ethical guidelines

Lack of Transparency in AI Decision-Making: Key Risks

- Most companies are still figuring out AI policies.

- Only 36% have set clear guidelines for how agency partners can use generative AI.

- Just 29% have updated contracts to include AI-specific clauses.

- Social media users are already cautious about how platforms handle their data.

- AI can amplify privacy concerns, making transparency even more important.

source: World Federation of Advertisers

Lack of Transparency in AI Decision-Making: Best Practices

👍 Be transparent about how AI is used, particularly in data collection and targeted advertising.

👍 Clearly outline AI policies and how customer data is handled.

👍 Label AI-generated content (e.g., images or text) to help users distinguish between real and AI-assisted material

Intellectual Property Concerns: Key Risks

- **How Generative AI Works**: AI models learn by analyzing massive datasets of text and images, identifying patterns to generate responses, make decisions, and create content.

- **Who Owns AI-Generated Content?**: Legal uncertainties remain—does copyright, patent, or trademark law apply?

- **Infringement Risks**: Without clear contract terms, businesses risk unintentional or direct IP violations when vendors or customers use generative AI.

Intellectual Property Concerns: Best Practices

👍 Creators and brands should monitor AI datasets for their work, including logos, artwork, and metadata.

👍 AI developers must ensure compliance by properly licensing content and compensating creators

👍 Clearly define ownership, rights, and responsibilities when AI is involved in content creation.

ETHICAL CONSIDERATIONS

Data Security & Privacy

FAIRNESS AND INCLUSIVITY

- AI fairness requires examining the data used for training and the design of its algorithms.

- Developers and businesses must prioritize equity and inclusion to prevent biases in big data from influencing AI decisions

DATA CONSENT

- AI relies heavily on personal data, raising concerns about its origin, storage, and access.

- Traditional data protection laws are not equipped to address these issues, creating gaps in oversight and accountability.

Environmental Impact

- The energy required to train and run AI models can contribute to increased carbon emissions and resource depletion.

- Training generative AI models requires immense computational power, consuming a significant amount of electricity, which contributes to higher carbon dioxide emissions and strains the electric grid.

- A great deal of water is needed to cool the hardware used for training, deploying, and fine-tuning generative AI models, which can strain municipal water supplies and disrupt local ecosystems.

- Power grid operators must have a way to absorb those fluctuations to protect the grid, and they usually employ diesel-based generators for that task.

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CO2 Emissions Benchmarks
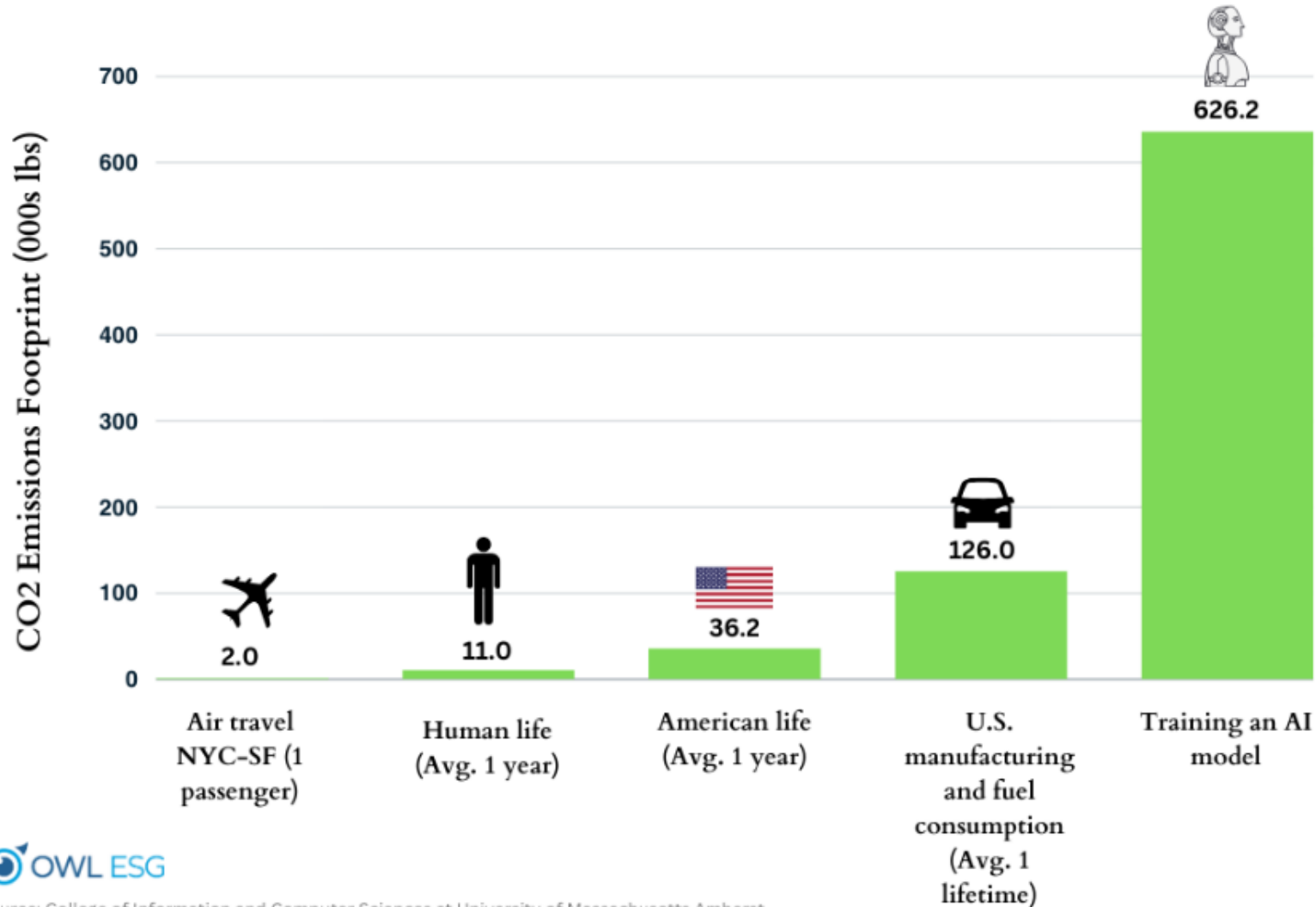
source: OWL ESG

NAVIGATING THE WAY AHEAD

Implementing Ethical AI Guidelines: Responsible AI

- Responsible AI is an approach to developing and deploying artificial intelligence from both an ethical and legal standpoint.

- The goal is to employ AI in a safe, trustworthy and ethical way, which increases transparency while reducing issues such as AI bias.

- Ethical use impacted by societal issues whereas responsible AI relates to the way companies develop and use technology and tools

- What does AI use mean for your organization?

Implementing Ethical AI Guidelines

PRINCIPLES OF RESPONSIBLE AI

- **Fairness**: Datasets used for training the AI system must be given careful consideration to avoid discrimination.

- **Transparency:** AI systems should be designed in a way that allows users to understand how the algorithms work.

- **Non-maleficence**: AI systems should avoid harming individuals, society or the environment.

- **Accountability:** Developers, organizations and policymakers must ensure AI is developed and used responsibly.

- **Privacy:** AI must protect people's personal data, which involves developing mechanisms for individuals to control how their data is collected and used.

- **Robustness:** AI systems should be secure – that is, resilient to errors, adversarial attacks and unexpected inputs.

- **Inclusiveness:** Engaging with diverse perspectives helps identify potential ethical concerns of AI and ensures a collective effort to address them.

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Responsible AI for Social Media

How does responsible AI translate directly to social media?

- **Ensure data privacy and security:** Be careful what information you give AI tools. Don't use emails and names of customers, which could compromise your clients' safety and jeopardize your organization's reputation.

- **Address potential biases in AI-generated content:** AI content should be vetted and examined thoroughly to ensure appropriate use.

- **Keep the Human Touch:** AI may streamline repetitive tasks, but an over reliance on automation can also strip away the human element from communication.

THANK YOU!

Web: strategicpeacock.com

Email: marisa@strategicpeacock.com or marisacp@illinois.edu

LinkedIn: https://www.linkedin.com/in/marisapeacock/

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