



AI in social media

AI IN SOCIAL MEDIA

INTRODUCTION, APPLICATIONS, BENEFITS, CASE STUDY, AND FUTURE.

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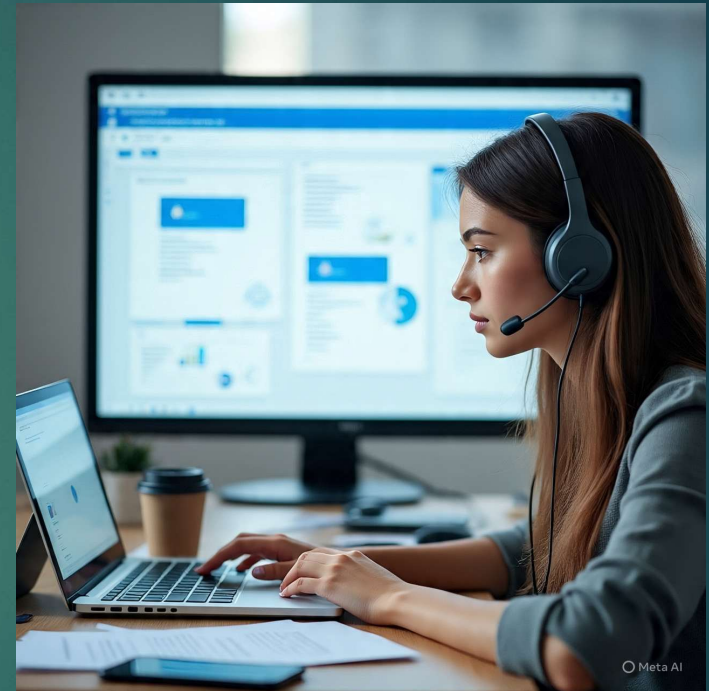
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Introduction

Why AI in social media

To enhance user experience, personalize content, improve security and support business growth through data-driven decisions.



Applications of AI in social media

Content Personalization:

Shows posts, reels, shorts, and ads based on user interests (e.g., InstagramExplore, YouTube recommendations).

Chat bots:

Automated customer support (e.g., Facebook Messenger bots).

Image and Video Recognition :

Tagging people automatically in photos (e.g., Facebook facial recognition).

Content Moderation:

Detecting and removing inappropriate or harmful content.

Sentiment Analysis:

Understanding public opinion on topics, brands, or trends.

Targeted Advertising:

Showing ads to the right audience to improve sales and engagement.

Benefits of AI in social media

- ▶ Personalized User Experience
- ▶ Faster Customer Service
- ▶ Better Content Moderation & Safety
- ▶ Enhanced Marketing Strategies
- ▶ Trend Analysis & Business Insights

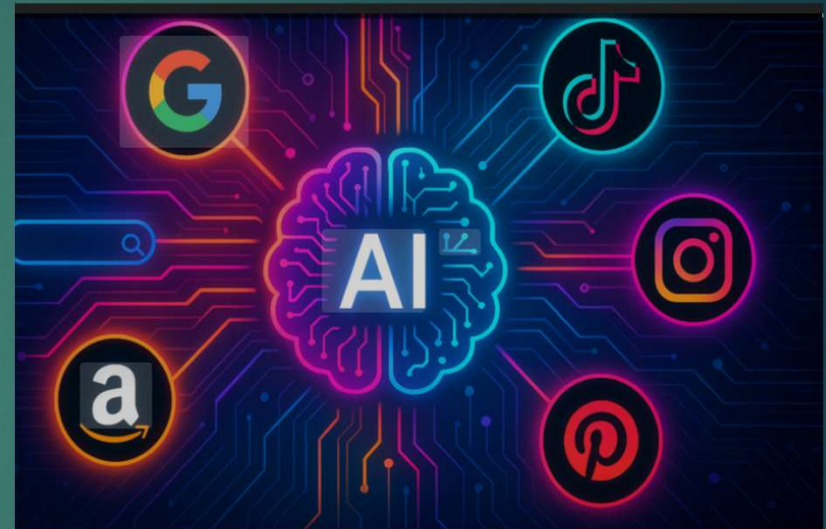


Case Study-Instagram uses AI

Recommending reels based on viewing history.

Filtering out abusive comments using NLP (Natural Language Processing).

Removing fake accounts with image recognition and behaviour analysis



Future of AI in social media

Smarter Content Creation – AI-generated posts, captions, and ads.

Advanced Deepfake Detection – Preventing misuse of AI for fake videos/images.

Improved Virtual Influencers – AI-based digital personalities promoting brands.

Better Emotional Analysis – Understanding user emotions through posts and reactions.

Hyper-Personalization – Tailoring everything to individual user mood and needs.



Conclusion

AI is transforming social media rapidly.

It improves user experience, business decisions, and safety.

Future advancements will make social media more immersive and personalized, but ethical use and data privacy remain important.





THANK YOU!