



# welcome

➔ **Title:** *Artificial Intelligence in Social Media*

**Presented by:**

MANYA

computer science & engineering

GPTMH

**To:**

RADHA MAM

# Introduction to AI in Social Media

- AI is integrated into almost every social media platform
- Helps with automation, content curation, and personalization
- Enhances user experience and platform efficiency





# Benefits of AI in Social Media

- Improves **user engagement and satisfaction**
- Ensures **platform safety and security**
- Supports **24/7 customer support**
- Enables **efficient marketing and brand promotion**
- Reduces **manual workload**



# Applications of AI in Social Media

- **News Feed Personalization** (based on user behavior)
- **Ad Targeting** using user demographics and interests
- **Content Moderation** (detecting hate speech, nudity, violence)
- **Social Listening** (brand monitoring and sentiment analysis)
- **Influencer Identification** using AI algorithms

# Case Study of ai in social media

- **Facebook:** AI detects fake news and violent content
- **Instagram:** AI recommends reels, filters spam comments
- **TikTok:** AI curates For You Page based on watch history
- **Twitter/X:** AI flags abusive content and misinformation

# Future of AI in Social Media

## ► challenges:

- Bias in algorithms
- Privacy concerns
- Misinformation and deepfakes

## ► Future Trends:

- More immersive AI (e.g., AR filters, virtual influencers)
- Smarter moderation
- Better personalization using real-time data





THANK YOU