

Social Media: Sharing and Socialising - UK - 2023

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This report looks at the following areas:

- Recent launches by social media platforms, including the launch of Threads.
- Frequency of use of social media platforms.
- Frequency people post on social media.
- Features people would pay for and those they would get rid of.
- Attitudes towards AI on social media.
- Brand research for major social media platforms.

Twitter, or X as it was rebranded on 25 July 2023, has been immersed in ongoing controversy since Elon Musk's takeover in October 2022 and some users have grown frustrated. 21% of social media users would rather use a Twitter-like alternative than Twitter, rising to 31% of users from Gen Z and 26% of Twitter users. This desire has opened the door for Twitter competitors, including the high-profile launch of Threads.

The current economic difficulties have impacted advertising revenue for the major social media platforms, as brands have pulled back spend. This will gradually improve as brands respond to growing consumer financial confidence. With advertising revenue compromised, social media platforms have sought out alternative revenue generation options, especially subscriptions.

While AI presents many exciting opportunities, the easy proliferation of AI-generated misinformation will be a major concern for social media platforms, with consumers and governments expressing considerable concern about the issue. Platforms were still struggling to handle the issue of misinformation before AI, which will make the problem even more complex. Updated policies and considerable investment will be needed to attempt to take on AI misinformation, and ensure people are aware of what they are consuming.



"Threads is looking to capitalise on the issues and controversy surrounding Twitter. The popularity of Instagram, and the commitment to being 'friendly' means the platform can have broad appeal, including among those who have never been Twitter users."

– **Rebecca McGrath,**
Associate Director for Media and Technology

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However, some consumers are excited about the prospect of AI on social media. 24% of social media users are interested in using AI to create content on social media and 22% are interested in using AI chatbots on social media, rising to 43% and 38% respectively among users aged 16–24. Platforms are adding more generative AI features, with AI set to add yet another aspect to how people utilise social media.

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