The State of Al in Social Media

Report (2025)

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What is Al?

Q The Sample

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Conclusions

Plan, measure, and manage all your social media platforms from one tool that saves time and gives you full control.

CREATE YOUR ACCOUNT

Al is no longer the future of social media.

Al is no longer the future.

Al is the present.

What does that mean for social media professionals?







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Al is no longer the future of social media.

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What does that mean for social media professionals?

You see it everywhere. Everyday. You've tried a few tools. But just how deep does Al really run in the daily work of social media professionals? We were wondering too.

To find out, we surveyed our community of freelancers, agency folks, social media marketers, and creators. We wanted to know not just if they're using AI, but how it's changing the way they brainstorm, create, and connect.

Nearly everyone is using AI, but not always in the ways you'd expect. Content is being created faster and in higher volumes, but questions about quality, trust, and results still loom large.

This report breaks down the real state of Al in social media right now: what's working, what's missing, and what it all means for your daily workflow. If you want to see how your peers are adapting, where Al saves the most time, and which tools are truly shaping the future, keep reading.

Who took part in the survey?







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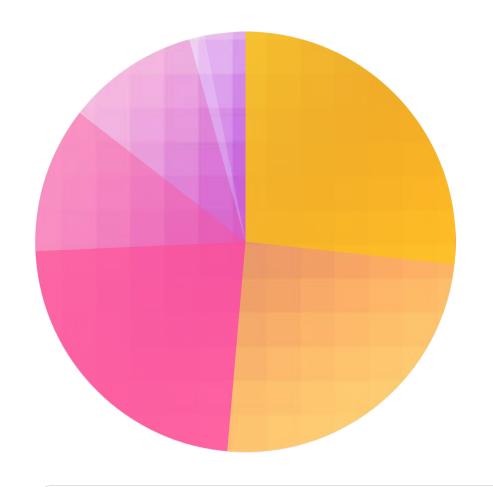
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Who took part in the survey?



Social Media Manager

Entrepreneur / Business

Marketing role not specific to social media

Community Manager

Content

Social Media

How do they work?







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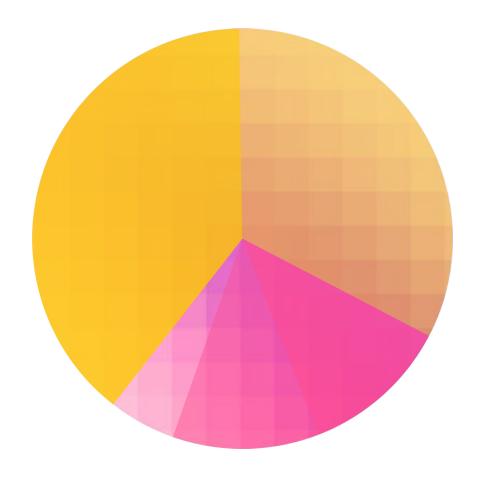
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How do they work?



33% In a marketing team

11% Business owner

How many people are in their teams?









OO The State of AI (2025)

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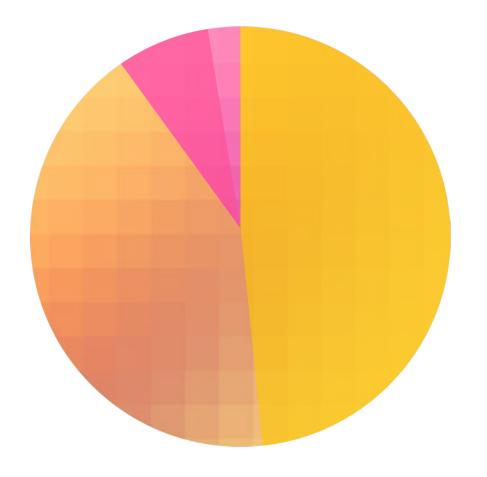
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What is the size of their teams?



For how many brands do they create content?





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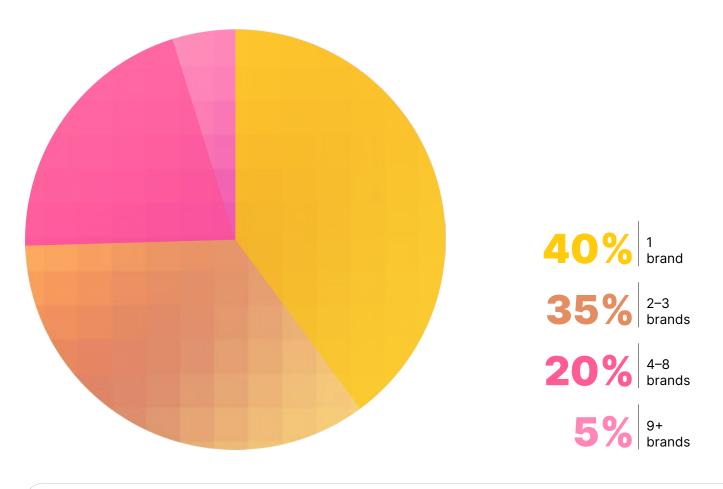
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For how many brands do they create content?



Q (p)

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Do they use Al tools in their social media work?

It helps me manage my time better and work faster on certain things. It also serves as a 'teammate', I often have ideas and test them with Al to get different perspectives.



Maria Ines @citiboxes



24k Followers





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USE AI FOR SOCIAL MEDIA

(72.46% DAILY)

metricool

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Do they use Al tools in their social media work?

Yes, daily

72.46%

Yes, occasionally

23.55%

No, but I'm curious about it

1.45%

No, and I'm not interested in it

2.54%

+ \$





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Who said yes?

Yes, daily

69% Marketing team

75% Freelancer

78% Agencies

69% Entrepreneur

+ \$



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Do they use Al tools in their social media work?

When it comes to planning strategies, I find it a bit generic, based on my experience, which has made it a bit difficult for me to move forward with its use. Even so, I believe it can be fundamental in eliminating repetitive processes and improving research times.



Gloriana Acuña

McCann CR



12k Followers

••







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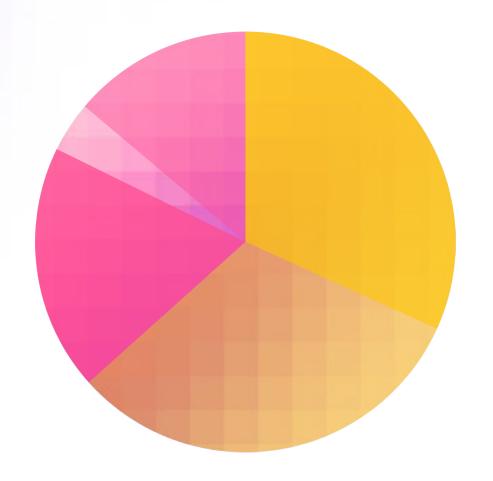
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Occupions

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How many different tools do they use?



32 %	1 tool
31%	2 tools
19%	3 tools
4%	4 tools
14%	More than 4 tools

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Most used tools for social media

ChatGPT	Sora	Fliki
Canva	Ideogram	Evenlabs.io
Gemini	Grok	Lorca Editor
Perplexity	Microsoft Bing	Veo2
Copilot	Opus.pro	Heygen
Notion	Gamma	Naraket
Meta Al	Napkin	Manychat
DeepSeek	Metricool	Scispace
Freepik	Leonardo	Scite
Claude	Hailuo Al	Pollo Al
Adobe Express	Manus	Beacons Al
Capcut	DALL-E	Pixelup
Runway	Trello	Remover BG
ElevenLabs	Grammarly	Figma
Midjourney	NotebookLM	

I need help with my social media. Which tool from this list would you actually recommend?







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I need help with my social media. Which tool from this list would you actually recommend?

Metricool's a safe bet. It lets you plan, schedule, and track all your content without hopping between tabs. It's the one I see most people stick with after trying a few.

Is it expensive?

Nope! Their free plan is one of the most generous. Enough to get you started and organized without reaching for your credit card.

Okay, but what if I want some advanced features?

They also have paid plans if you need things like team collaboration, deeper analytics, or automated reports. Plus, it plugs into tools you already use (Canva, Adobe Express, Zapier, and Google Drive).

Is there any coupon available for those plans?

Scanning the internet for deals...

Found one! Use the code AlCOOL25 to unlock 30 days of full access to any paid plan; so you can explore all the features risk-free.

■ WANT ME TO HELP YOU CREATE AN ACCOUNT?

Need help with the code?

•••







netricool

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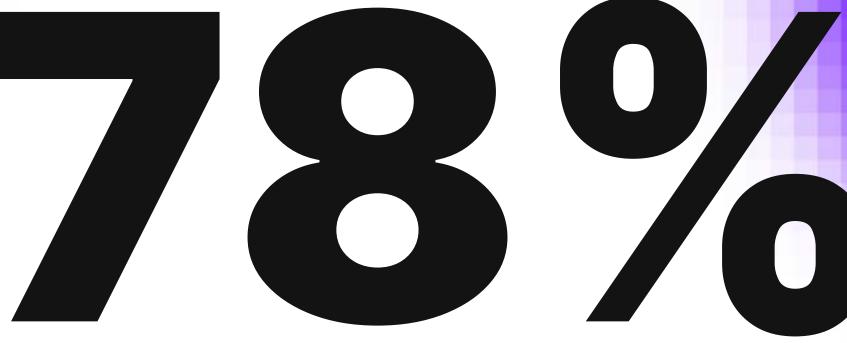
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MOST COMMON USE OF AI



CONTENT IDEA GENERATION

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LEAST COMMON USE OF AI



RESPONDING TO COMMENTS AND MESSAGES

metricool

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What social media tasks do they use AI for?

Content idea generation	77.90%
Writing texts (posts, copy, captions)	72.46%
Adapting copy to different tones/channels	67.75%
Strategy design	38.77%
Graphic design or image editing	38.04%
Research on topics and trends	36.23%
Translations or content localization	32.97%
Analyzing metrics and results	31.88%
Automating repetitive tasks	19.93%
Responding to comments on social media	17.39%

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+ \$

Q 10

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CREATE YOUR ACCOUNT

What social media tasks do they use Al for?

I'm a photographer and I create content for my brand, which is bilingual (English and Spanish). Al helps me polish my message in my second language, English, and to create content for my different platforms. I also use it as support for learning tasks like making changes to my website, SEO, and developing new projects.



Gissel

@wander.portraits



8.5k Followers





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What social media tasks do they use Al for?

56

I use AI to help me write scripts for the copy I use in my posts, and since my content is about recipes, it also helps me come up with additional recipe ideas.



Tomas

@tomasvidaesencial



105k Followers

... + ≉

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It'd be awesome if I could actually chat with my social media content.

Now you can! Just connect Metricool with Claude and ask anything you'd like to ask a very smart social media strategist and get instant, data-driven answers.

What kind of questions?

- "Is video my top performer across all my channels?"
- "What topic are talking about my competitors, this month?"
- "Show me my top 10 posts of the year, tell me what they have in common, and give me 5 new content ideas based on those patterns."

So I just ask? Does it help with content creation too?

Exactly! With Metricool + Al, you're basically having a conversation with your social data.

It can:

- Brainstorm post ideas using real trends
- Draft and adapt captions for every channel
- Research what's working right now for you (and other brands)

Just connect your Metricool account with Claude, and start asking away.

Use the code AlCOOL25 and experience the future of social media.



How to use this code?



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SAY AI HELPS TO CREATE MORE CONTENT IN LESS TIME

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ONLY



HAVEN'T NOTICED **ANY SIGNIFICANT BENEFIT** FROM USING AI

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What's the main benefit Al brings to their social media workflow?

It allows me to create more content in less time 78.99% It saves me from repetitive tasks 51.09% It improves the quality of my content 50.72% I can do things I didn't know how to do before 44.57% I haven't noticed any significant benefits 4.71% 6.52% Other

... + ❖

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We've managed to improve the quality of our content, especially texts, copy, press releases, reports, and dossiers, by tailoring it to the audience, channel, or format. What used to take us a week to create **now takes just a few hours.** Our press releases are now enhanced in style and according to the intention we want to convey to the public. From those releases, we extract copy for social media in language that connects with our followers, adapted for each platform. My office's productivity has increased by 30%, even though we don't have formal training in using Al.



Glenda Bush Jaime Zona Libre de Colón



61k Followers



Q 11.



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SAY AI HAS HELPED THEM EXPERIMENT WITH NEW FORMATS OR STRATEGIES

The State of AI (2025)

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CREATE AT LEAST HALF OF THEIR CONTENT WITH THE HELP OF AI

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ONLY

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OF SOCIAL MEDIA CREATORS **DON'T USE AI IN THEIR** CONTENT AT ALL

The State of AI (2025)

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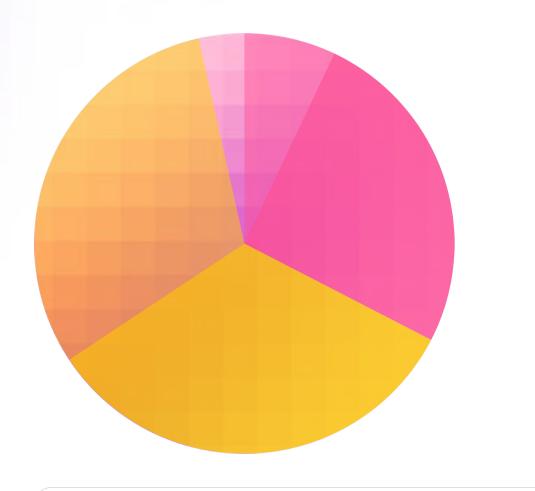
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What % of their content involves the use of Al?



50% of the 25% of the 26% 75% of the content

100% of the

0% of the

How does this look if we separate it by how the respondents work?





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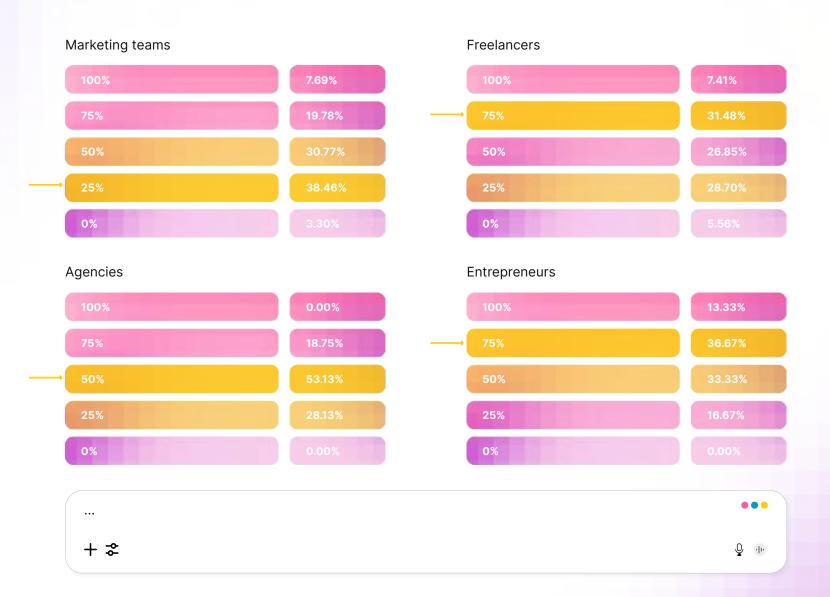
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What % of their content involves the use of Al?

I firmly believe we need to focus on judgment so our work as a communications agency remains relevant and distinctive. We are the pilots of the tool, not the other way around. Also, the word speed comes up a lot; the speed as a benefit of using Al. What are we running from? I think speed for speed's sake, just to produce more content faster, goes against good judgment. And while right now the fastest may gain an advantage and take the lead in the race, I believe in the long run, those of us who use our heads will keep running. Does the story of the tortoise and the hare sound familiar?



Alba

Plural Agency



9 W

1.7k Followers

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+ ₹





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DON'T KNOW / DON'T TRACK THEIR AI CONTENT **PERFORMANCE**

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SAY AI CONTENT MATCHES OR BEATS HUMAN POSTS

metricool

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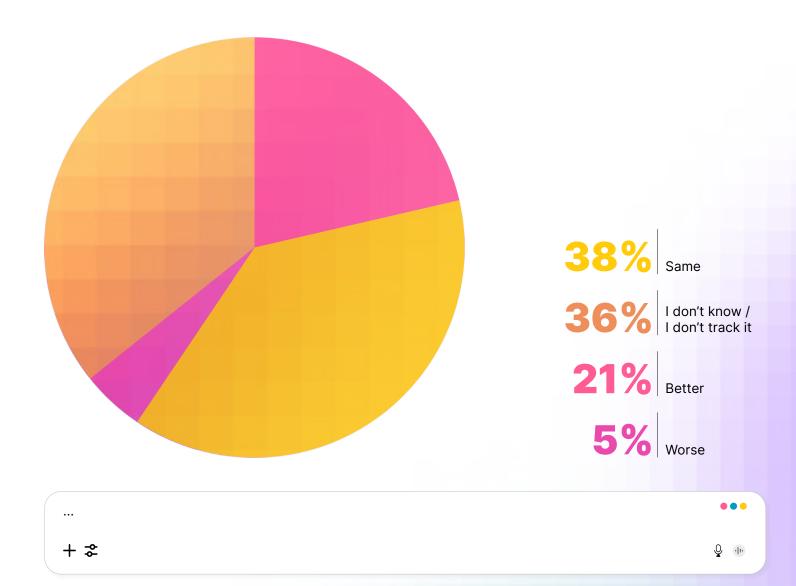
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How does Al-generated content perform compared to non-Al content?



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HOLD BACK ON AI CONCERNED BY CONTENT QUALITY

The State of AI (2025)

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What prevents them from using AI more in their day-to-day work?

I'm concerned about the quality of the content generated	45.29%
Lack of time to learn how to use it	35.87%
Legal or ethical concerns	29.71%
I don't know which tools to use	29.71%
I prefer to do things manually	18.84%
I don't know where to start	13.41%

+ \$

Q 10

 ${\bf Q}$ The Sample

Do they use AI tools...

How many different tools...

Most used tools...

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Do they plan to increase their...

O Conclusions

Plan, measure, and manage all your social media platforms from one tool that saves time and gives you full control.

CREATE YOUR ACCOUNT

What prevents them from using AI more in their day-to-day work?

Even today, there are still shortcomings in understanding prompts, and you always, inevitably, have to retouch, adapt, or manually improve things to achieve a decent result. Al feels like Al, and it's not always what you're looking for...



Cecilia

GIGA IT



20k Followers

•••





+ \$

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What prevents them from using AI more in their day-to-day work?

I'm concerned about the quality of Al-generated content, especially because my content is completely organic.



Jonathan Suárez

Mascotas 365



75k Followers









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What would they need to use more AI tools in their work?

Specific training or tutorials	48.91%
Integrations with the tools I already use	42.03%
Practical examples applied to social media	46.74%
Personalized recommendations according to my type of work	44.93%
Budget to invest in these tools	34.06%
Other	14.86%
···	•••
+ *	Q (1)

Share this slide

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RELY COMPLETELY ON FREE **AI TOOLS**

metricool

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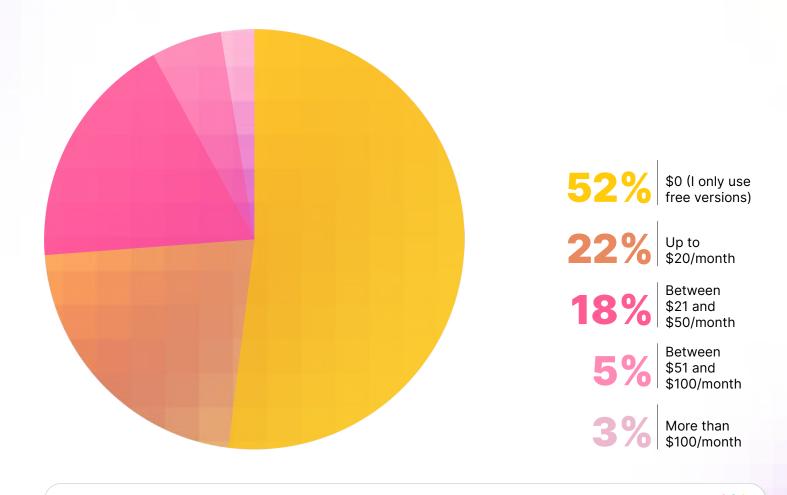
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+ \$

What's their monthly budget for Al tools?



Q (p)

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What's their monthly budget for Al tools?

	57.14%	\$0 (I only use free versions)	53.70%
Up to \$20/month	24.18%	Up to \$20/month	24.18%
Between \$21 and \$50/month	14.29%	Between \$21 and \$50/month	24.18%
Between \$51 and \$100/month	2.20%	Between \$51 and \$100/month	5.49%
More than \$100/month	2.20%	More than \$100/month	1.10%
\$0 (I only use free versions)	34.38%	\$0 (I only use free versions)	37.50%
Up to \$20/month	25.00%	Up to \$20/month	21.88%
op to 420/month			15.63%
Between \$21 and \$50/month	12.50%	Between \$21 and \$50/month	
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DON'T PLAN TO SPEND MORE IN AI TOOLS NEXT YEAR

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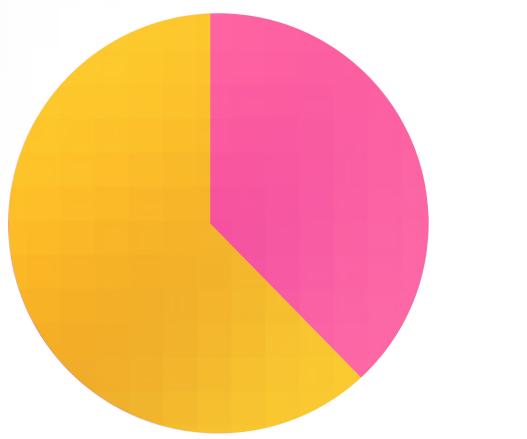
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Do they plan to increase their investment in Al tools this year?



Who said yes?





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Who said yes? **Freelancers** 42.59% **Agencies** 50.00% 45.16% **Entrepreneurs Marketing teams** 27.47%

+ \$





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Summarize the study in one takeaway

Al is more than just a trend.

Almost everyone in the industry has integrated Al into their daily workflow in some way. 96% use Al for social media, and nearly three-quarters use it every single day. The tools are not just for "early adopters" anymore.

Hmmm... expand on that

+ \$





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The top use case for AI is content idea generation (77.9%), followed by writing posts and adapting copy for different platforms. For most, Al is the brainstorming partner and copy assistant that helps get more done, faster.

More, quicker,... but is it better?









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How much are they spending to achieve this?









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How much are they spending to achieve this?

Half rely only on free versions, and nearly two-thirds don't plan to increase their Al budget this year. For most, using free tools and experimenting in real workflows is the current norm, especially outside of agencies.

... + ≉ ₽ ⊕

