

2026



AI in social media marketing report

What do marketers do and predict?

sociality.io



The days of dabbling are officially over.

AI has rapidly shifted from an experimental novelty to a non-negotiable operational asset, with nearly 90% of marketers now relying on it every single week.

This report analyzes how social media marketers currently integrate AI into their daily social media workflows—covering use cases, tools, editing standards, performance outcomes, and budget directions for the coming year.

The question is no longer if teams will adopt AI, but how they will build the workflows, governance, and editing standards necessary to control it.



AI is an operational essential

89.7% of marketers use AI daily or several times a week.



Adoption is high, but trusted workflows are still developing

While usage is widespread, 78.4% of marketers still apply moderate or extensive editing to AI outputs.



Efficiency drives adoption

71.1% of respondents cite time savings as the biggest improvement AI brings to their workflow.



Investments are growing

61.5% of teams expect their AI budget to increase in 2026.

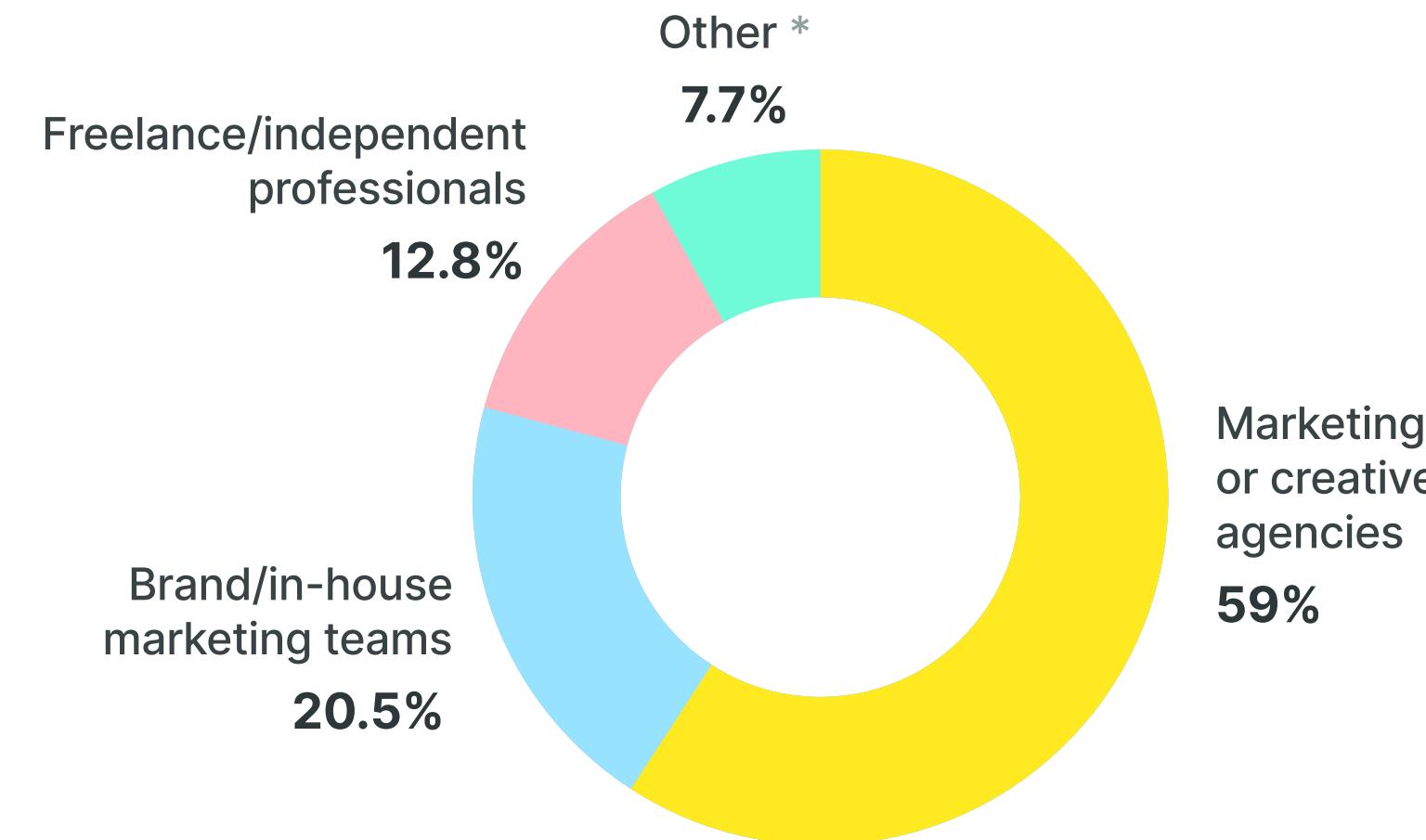
Research overview

This report reflects responses from social media and marketing professionals working across agencies, in-house teams, and freelance roles.

Respondent roles



Where respondents work



* Remaining responses were distributed across enterprise, startup, and media contexts.

Company size



Remaining responses were distributed across smaller and mid-sized companies.

What stood out

 AI use is routine and embedded in **day-to-day social media work**.

 Teams frequently **combine multiple AI tool types** rather than relying on one category.

 The most common applications center on **content planning and performance reporting**, followed by **writing and creative production**.

 **Human editing is a standard step** for most teams before AI-assisted content is published.

 Tool usage is distributed across categories, with **chat-based and visual tools** most common.

 AI assistance in published content varies widely, from **limited use to heavy involvement**.

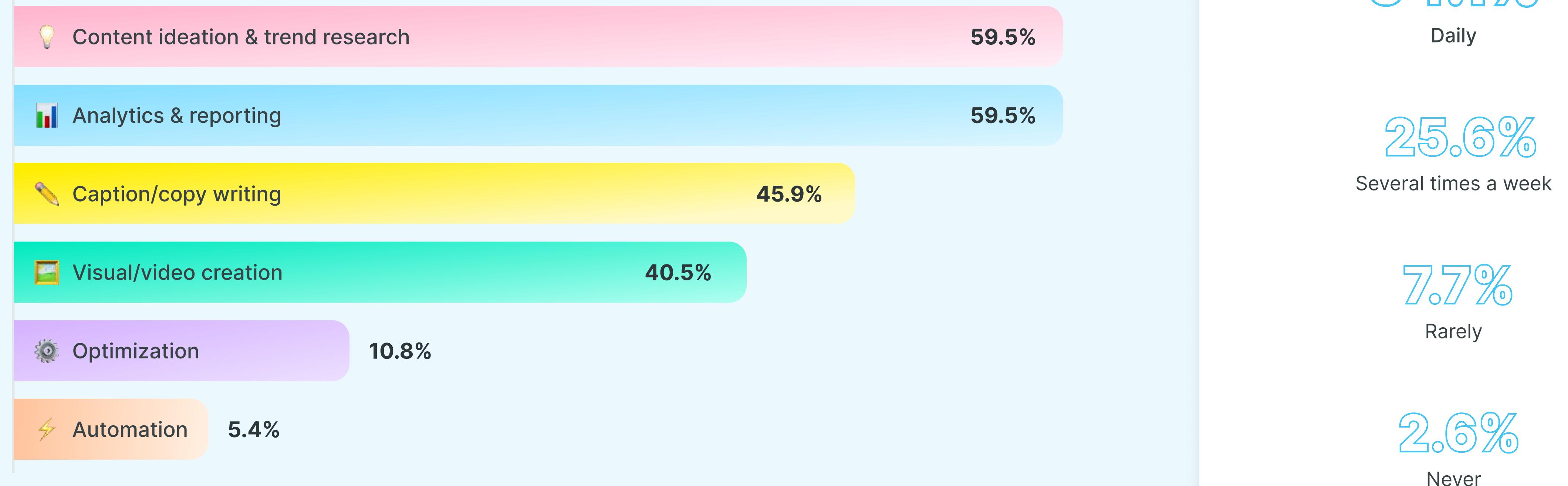
 Scaling AI use is shaped by **concerns about originality, accuracy, and consistent brand voice**, alongside **governance and implementation needs**.

 Reported benefits emphasize **speed and operational efficiency**.

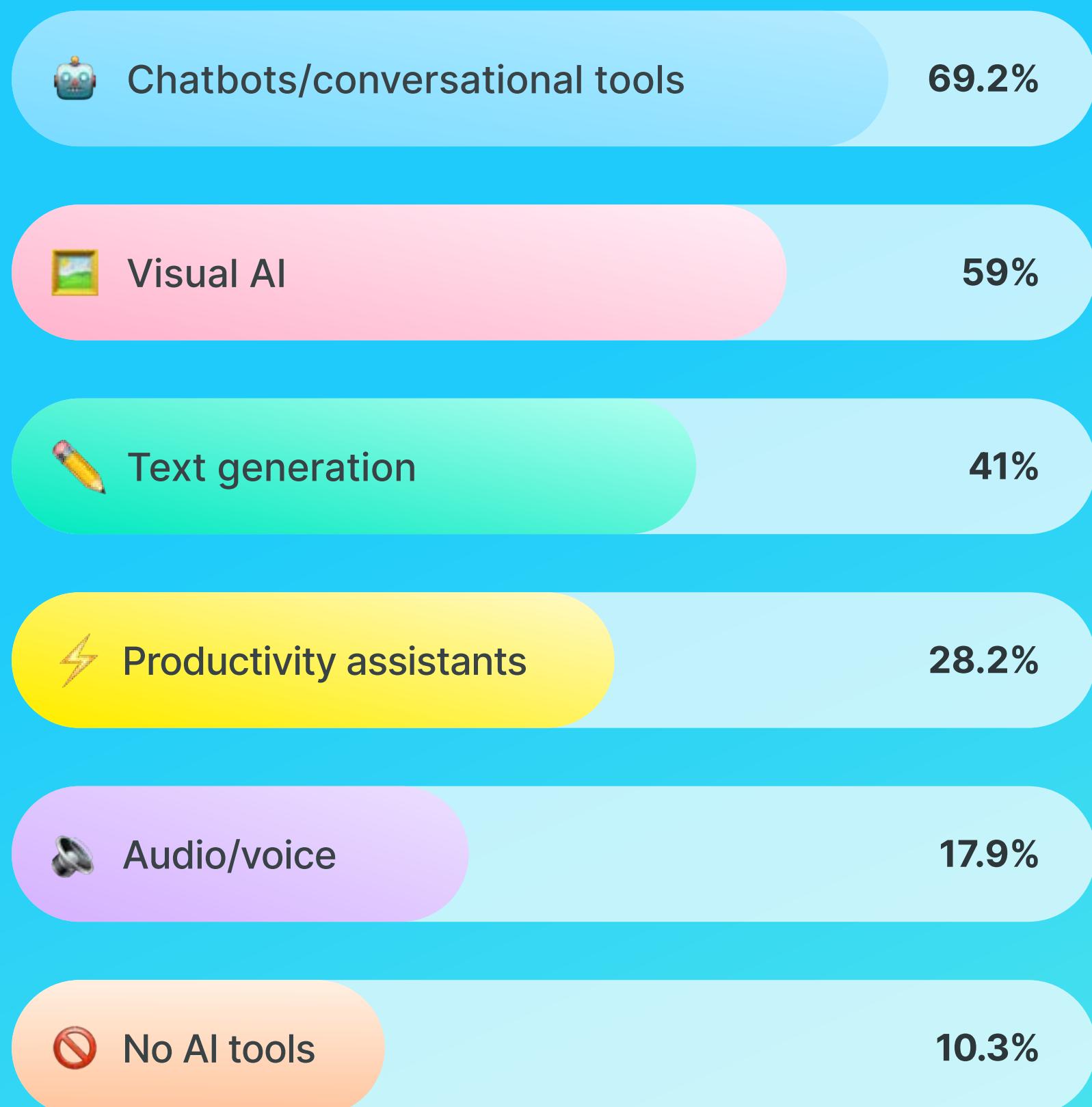
Full findings

AI usage frequency

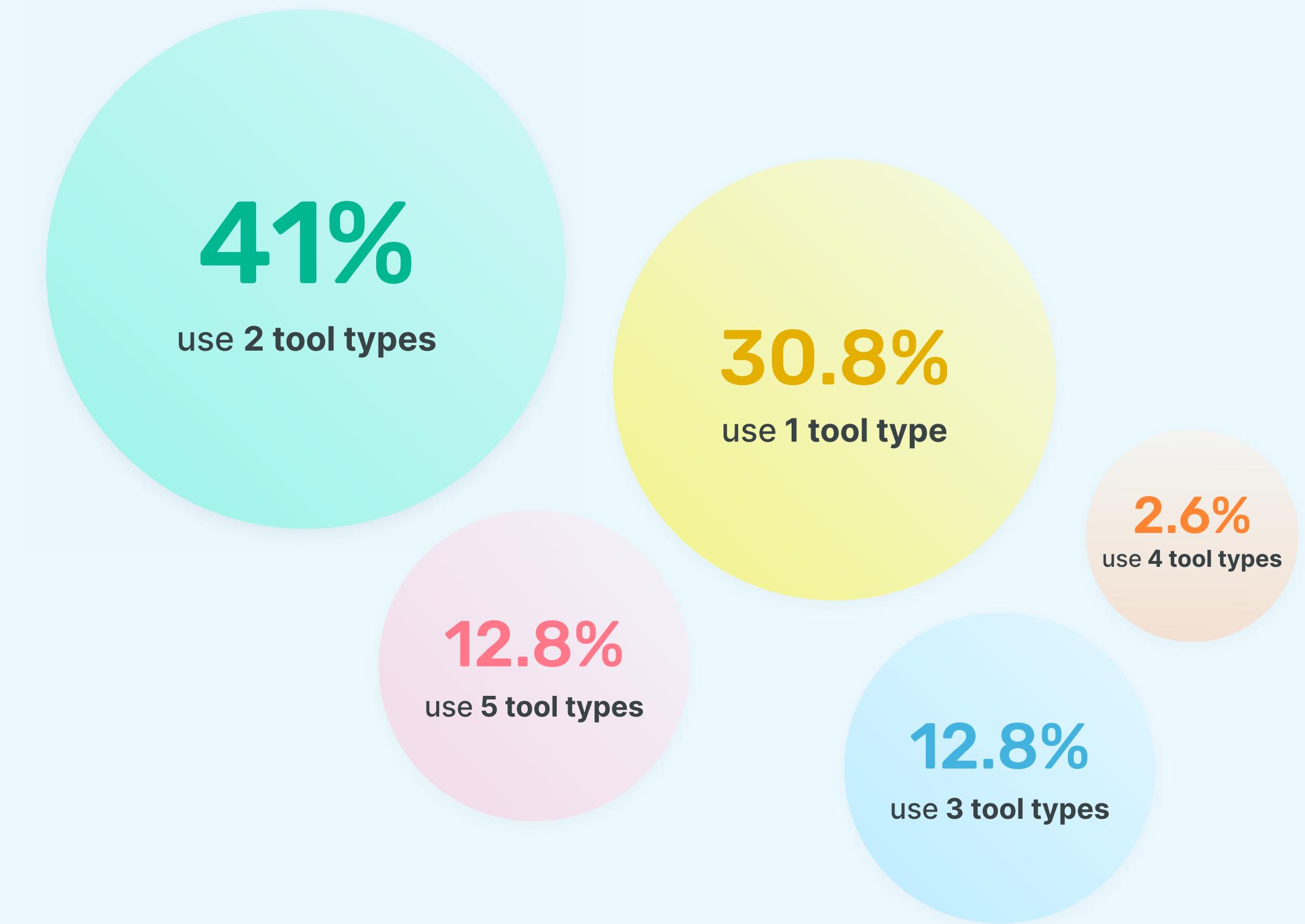
How is AI used in social media marketing?



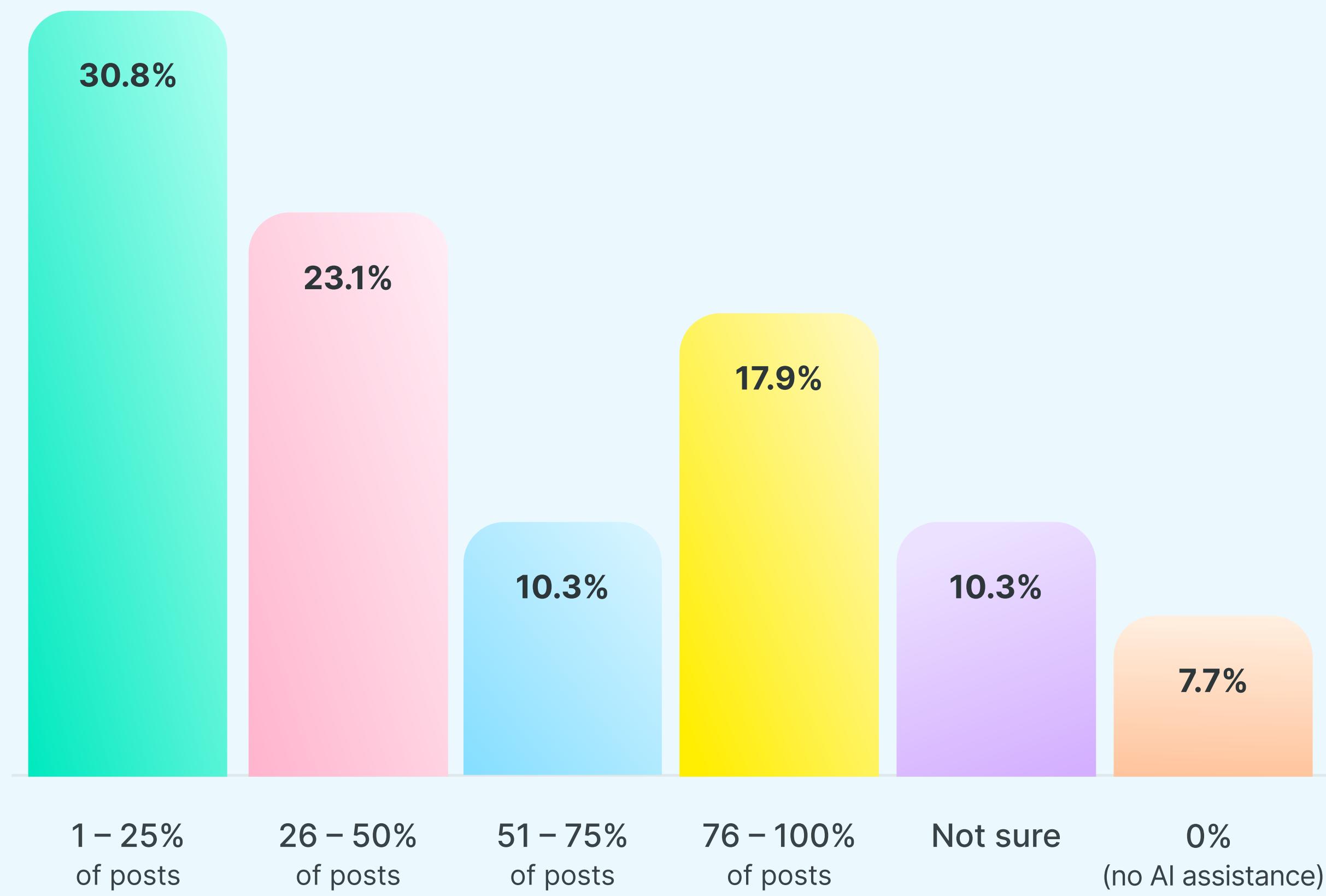
Most common tool types



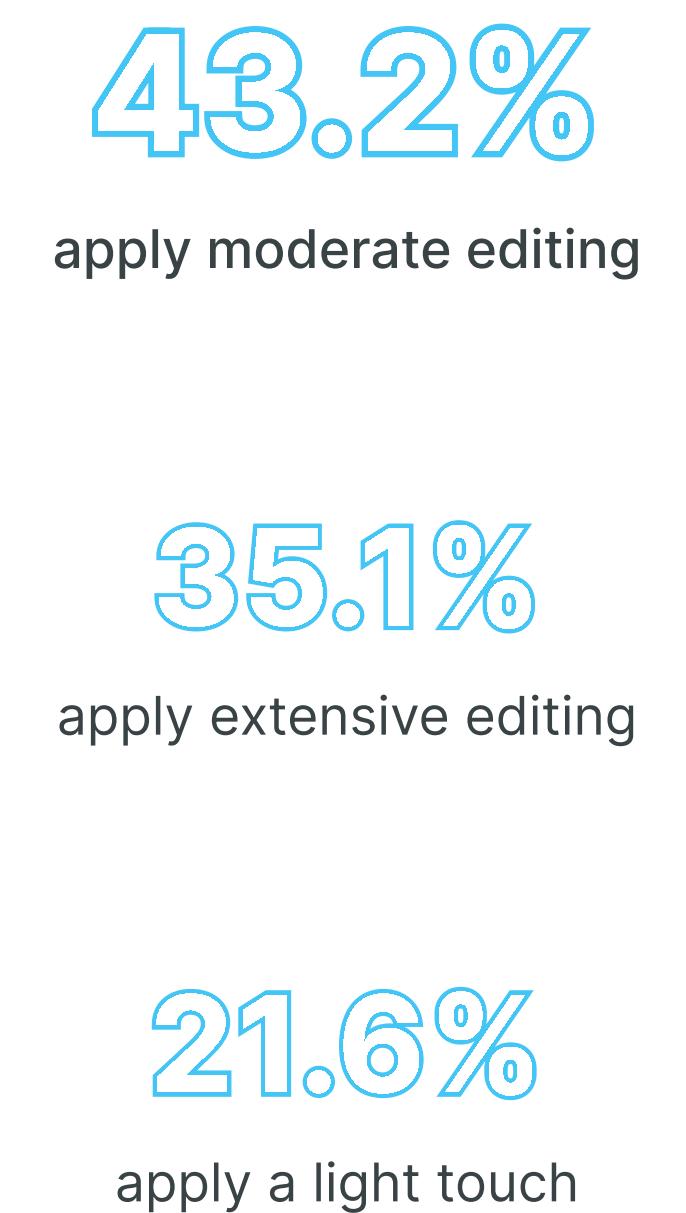
How many AI tool types do teams use?



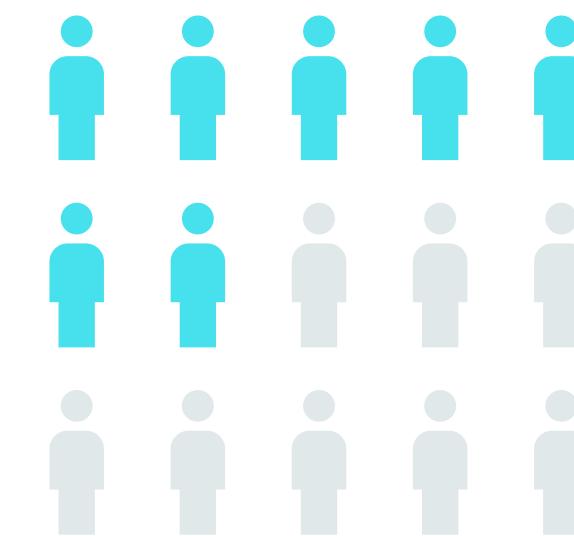
— How much social content is AI-assisted?



— How much editing happens before AI-assisted content is published?



Does AI improve social media performance?



44.7%

of marketers say AI-assisted content performs better.

18.4%

performs about the same

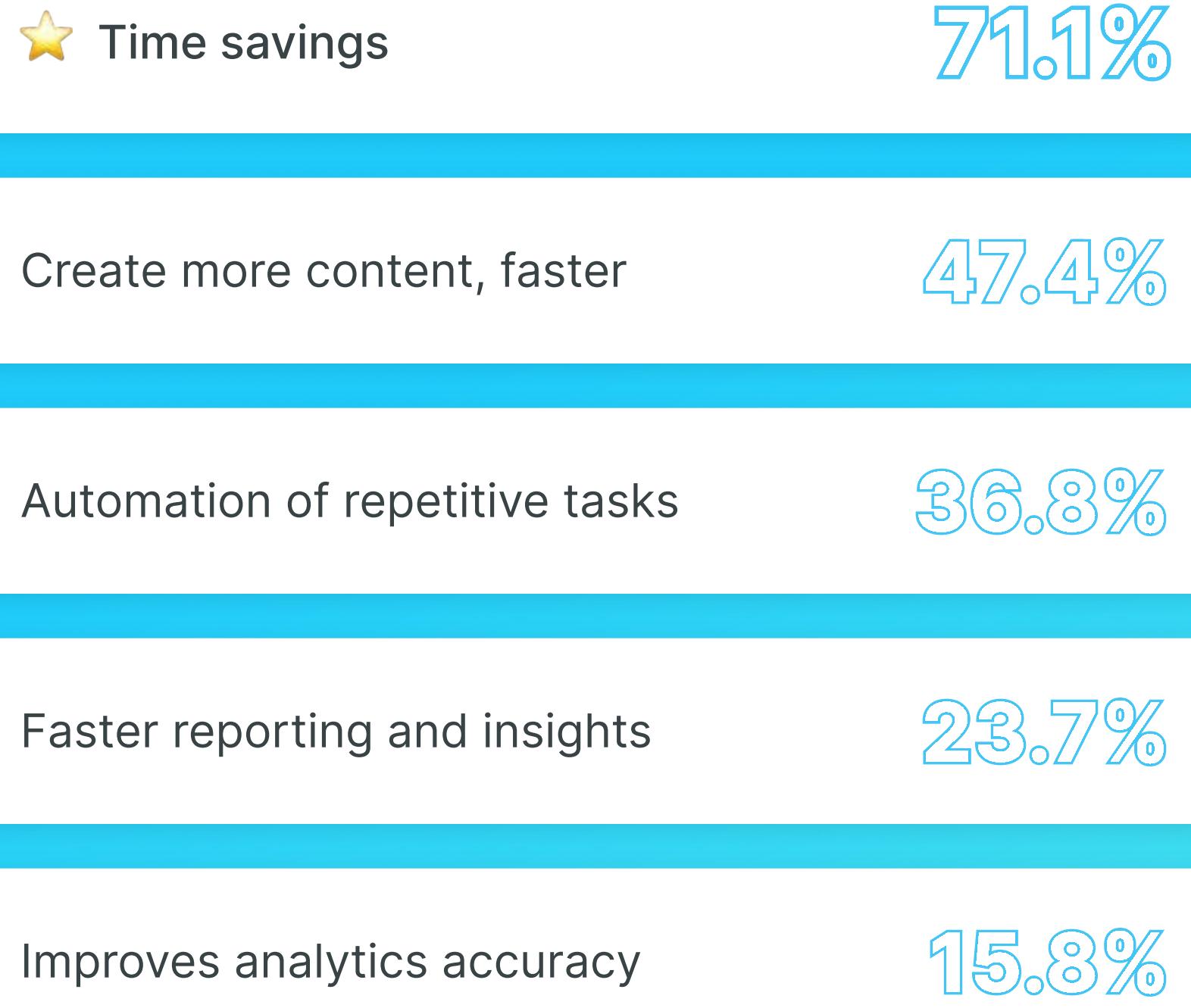
5.3%

performs worse

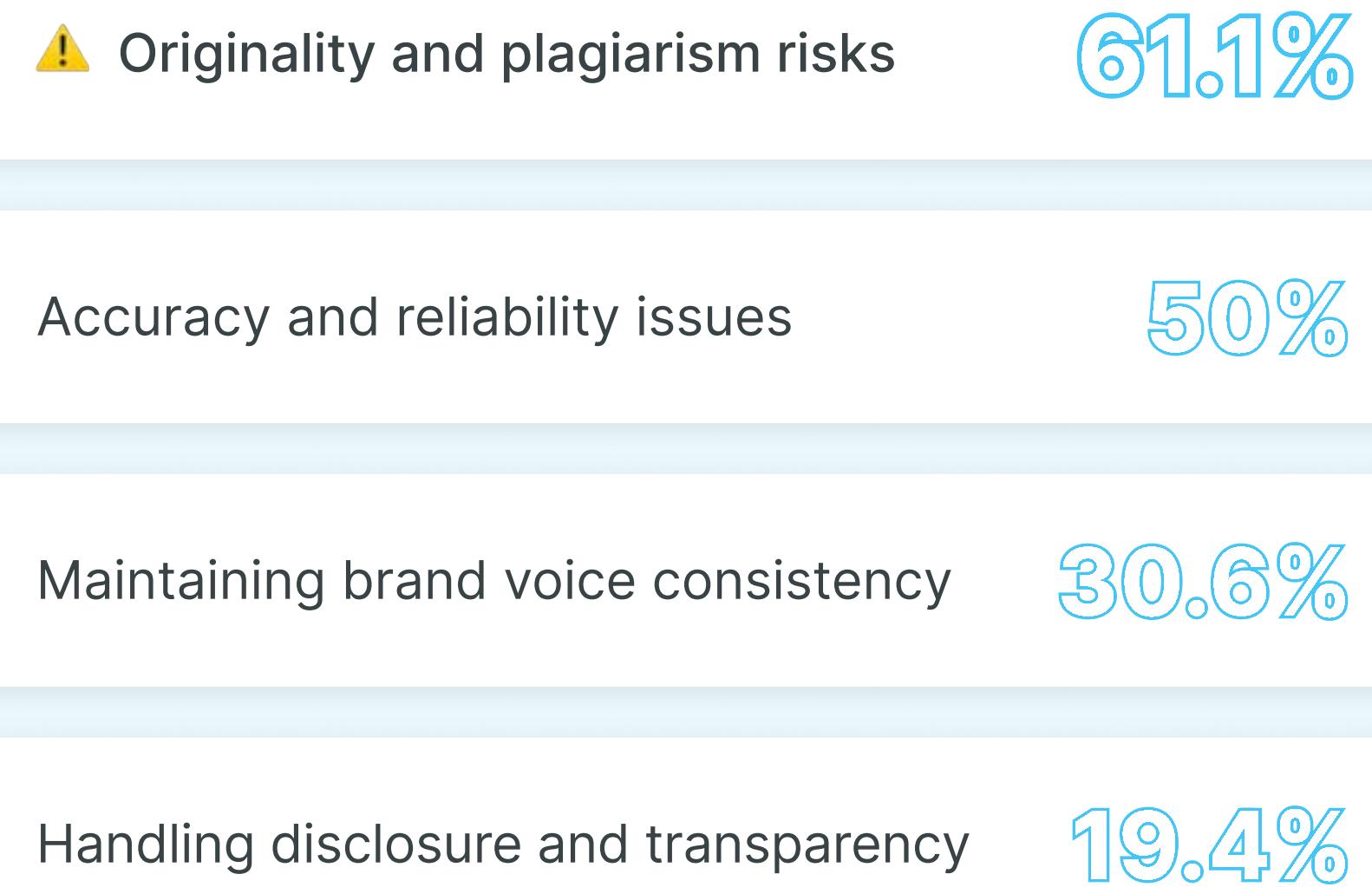
31.6%

not sure / haven't compared

Benefits of AI in social media marketing



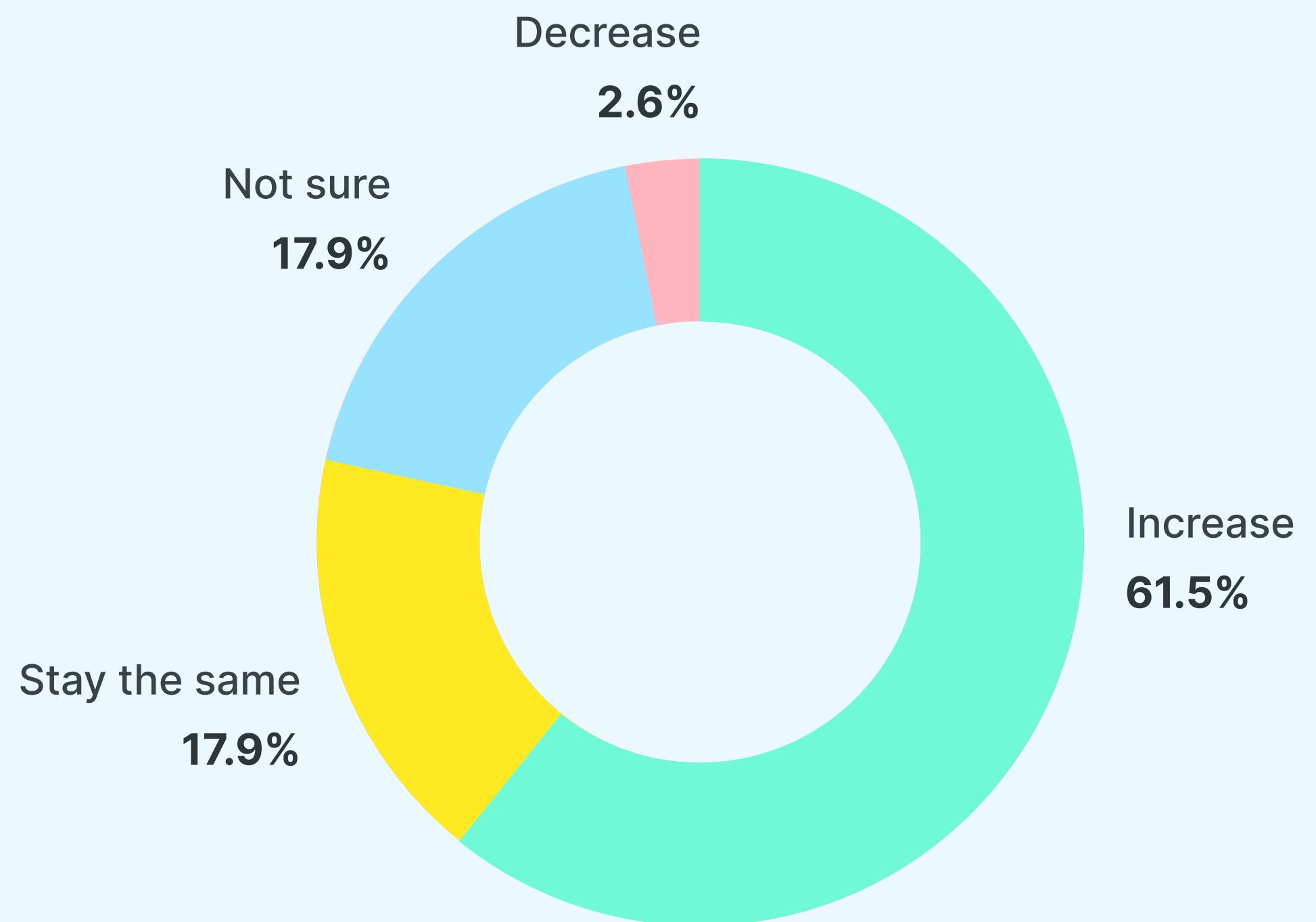
Challenges and ethical concerns



Top implementation challenges



AI budget outlook for 2026



What marketers expect AI to change in 2026

Respondents described expected changes as workflow-focused and operational.

"The processes will be faster. There won't be as much need for external agencies to prepare assets."

Tereza Macková, Marketing Manager for Czechia, Too Good To Go

"I think we'll start seeing **more social media tools pop up that are AI-centered and AI-powered;** not just 'assisted' by AI."

Kaylee Muchow, Social Media Manager, Freelancer

"It's a constantly evolving field, and it offers many more benefits than stock visuals and sounds. Therefore, **it will be used more frequently.**"

Yasin Suat, Corporate Communications Supervisor, Kuveyt Türk Participation Bank Inc.

“Social media marketers using AI will likely see their results go thinner, as social media platforms change their algorithms to avoid AI content. On the other hand, new AI tools surface every day bringing solutions that take down barriers imposed by these platforms and laws.

Hard to say, but I picture a **play-catch between the increase of AI content and the attempt to avoid it.** I believe the solution is a fine balance between both.”

Ana Francisco, CEO, Golden Poppy

“Since the initial excitement has passed, things like silly video edits and fake news will end, and it will start to be used truly efficiently. In the preparation of text or visual assets, it will largely render stock image sites and search engines obsolete. Still, human touch will always be needed, but it will greatly make our work easier, continue to save time, and day by day **it will become more realistic, better understand and analyze prompts, and produce more accurate results.**”

Gül Arda, Social Media Director, Koordinat

What marketers want AI to do next: “Superpowers”

When asked what single “superpower” they would want from AI, respondents described needs tied to reporting, personalization, consistency, predictive intelligence, and practical workflow friction.

“**UGC content** performs well but still relies on humans to capture the videos.”

Tereza Macková, Marketing Manager for Czechia, Too Good To Go

“Pulling **accurate reports** easily.”

Kaylee Muchow, Social Media Manager, Freelancer

“The **ability to understand each follower’s mood, interest, intent, and expectations** in that moment within seconds, and to transform the same content into a different version for everyone.”

Sercan Üles, Sr. Content & Community Manager, Kollektif Digital Advertising Agency

“The superpower would be **hyper-personalization**: AI can deliver the right content to the right person at the right time, making engagement smarter and more effective.”

Can Alkana, Jr. Strategist, Alaaddin

“When the desired result is not achieved, things like there being no credit usage for revisions, the logic of credit usage evolving into something else, or **not having to start from scratch when there isn't a result** could be a superpower.”

Gül Arda, Social Media Director, Koordinat

“Mimicking human behaviour nuances of each person. It's very difficult to get copy that actually reflects my writing style and tone. Even harder to maintain it.”

Ana Francisco, CEO, Golden Poppy

“It would be perfect if it could **examine the previous years' trends and consumer insights deeper**, and prepare the **next year's predictions** in a professional way and compose these trends with your brand(s) in a unique creative approach for your audience.”

Damla Artuk, Jr. Social Media Manager, Alaaddin

“If it were to **tailor the types of content users like to their liking**, it could significantly increase productivity. In other words, if it were possible to instantly tailor social media content—visually, textually, and audio-wise—to the user's preferences and make it more appealing. It's an unrealistic expectation, but what AI is capable of today wouldn't have seemed unrealistic if we'd heard about it before.”

Yasin Suat, Corporate Communications Supervisor, Kuveyt Türk Participation Bank Inc.

Implications for marketers

Use AI for speed, not for taste.

Let it generate drafts and options, but keep the final call human.

Build a voice bank.

Collect posts that represent your best tone, and use them as examples in prompts.

Separate low-risk and high-risk content.

Drafting is low risk. Anything factual, sensitive, or reputation-related should have stricter review.

Make editing a defined step. Don't treat it as an optional habit.

Track AI use intentionally.

Otherwise, it spreads everywhere without measurement, and you can't tell what's helping.

Conclusions

AI is already part of how social teams plan, produce, and report. Most teams use AI frequently, apply moderate or extensive editing before publishing, and report time savings as the biggest improvement. At the same time, teams report concerns around originality/plagiarism and accuracy/reliability.

For 2026, most respondents expect AI budgets to increase, alongside expectations for faster workflows and deeper integration of AI into social media tools.



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