

SURVEY REPORT

AI in social media in 2025: What consumers want

Turning satisfaction into loyalty with the right human-AI mix in your social and customer care strategy





INTRODUCTION

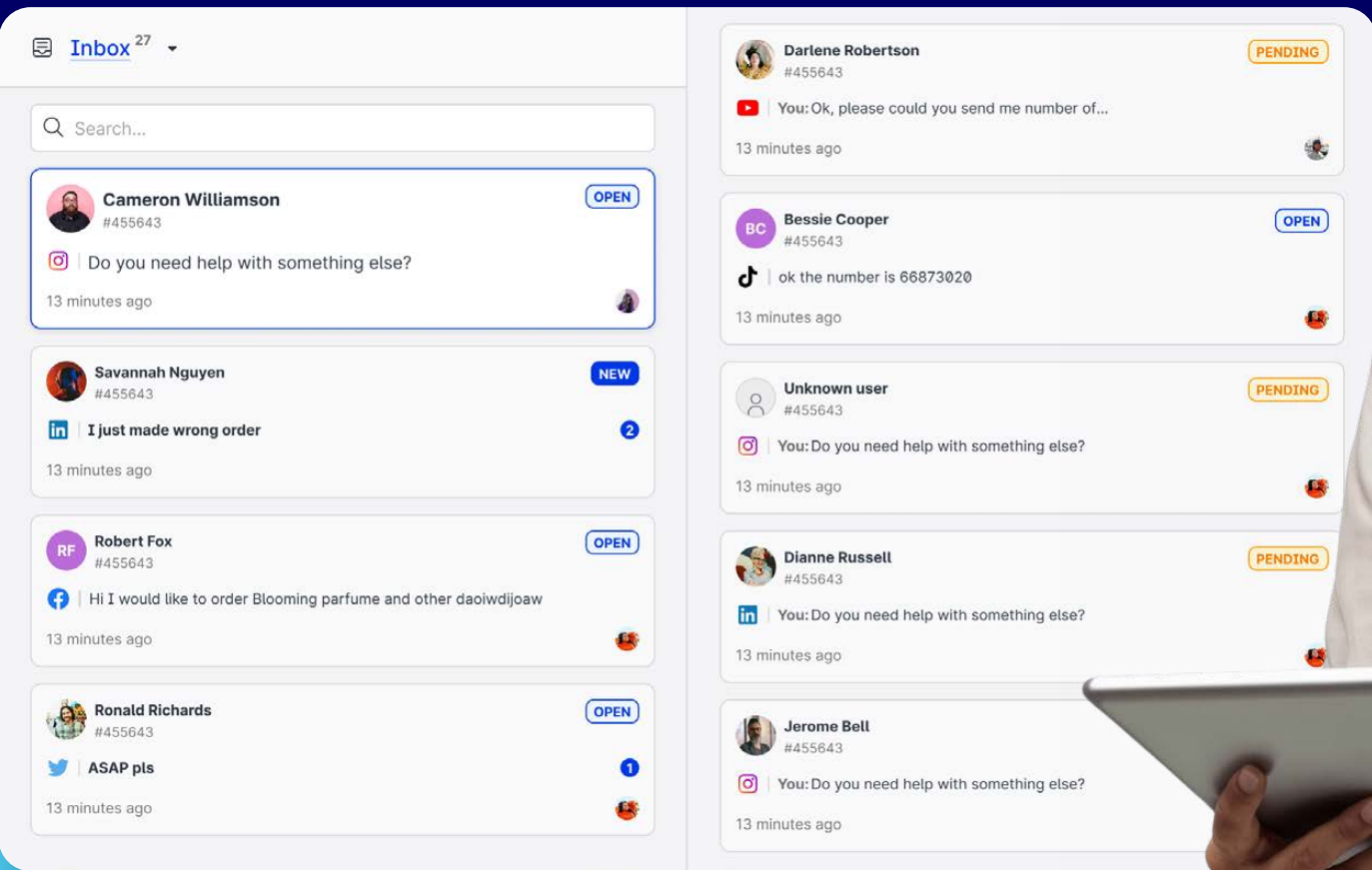
The urgency behind every message

Consumers are interacting with AI, knowingly or not, every day. From personalized recommendations to automated customer support, AI has seamlessly woven itself into the fabric of daily life.

The question is no longer if brands should use AI, but how to do it in a way that builds trust, boosts satisfaction, and delivers real value. As AI continues to evolve, consumers' expectations are becoming more nuanced; they want experiences that feel helpful, authentic, and respectful of their privacy.

To better understand these shifting dynamics, **we surveyed nearly 900 frequent social media users**, capturing insights on their attitudes toward AI-powered brand interactions. Our goal was to uncover how consumers currently perceive AI, the concerns they have, and what they expect from brands in 2025.

This guide unpacks exactly what consumers think about AI on social media today. It provides actionable insights for marketers and brand strategists looking to harness AI ethically and effectively; ensuring their AI-driven initiatives not only engage but also earn the loyalty of modern consumers.



DID YOU KNOW?

73%
of consumers
use AI tools like ChatGPT for brand discovery or product suggestions.

60%
of consumers
worry that AI-generated responses may be inaccurate

64%
of consumers
believe AI will improve how they engage with brands on social media



What you will find in this survey report

This study explores recent data and reveals the sweet spot brands can hit by balancing AI efficiency with personalized service – all while building trust through transparency.

Methodology

- Nature of survey:** This was a 15-minute online survey offered in English only.
- Sample size:** The sample was 854 U.S.-based consumers (223 in Generation Z, 237 Millennials, 234 in Generation X, and 160 Baby Boomers).
- When:** Data collected June, 2025
- Qualifications:** To qualify, respondents had to:
- Use at least two of the following at least twice a week: Facebook, Instagram, TikTok, or X.
 - Have interacted with a brand on social media in the past 6 months.
 - Use or are aware of AI technology

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AI IN CUSTOMER SERVICE

The new reality of AI in social customer service

AI is transforming how consumers expect brands to interact on social media. But how can brands leverage this technology without losing the human touch that customers still crave?

While only **25%** of consumers say they prefer AI-powered support, a surprising **71%** report being very / somewhat satisfied with their AI support experiences. Human support remains the top preference (**56%**), but these numbers show that well-executed AI can meet or exceed expectations.

Among consumers who prefer speaking with a human, **60%** cite the value of personalized interaction, while only **26%** prioritize faster resolutions. This highlights a key takeaway: speed matters - but empathy and connection matter more.

Customer Care implication across the board:



While AI excels at handling routine inquiries quickly, human agents remain essential for nuanced, emotional, or complex interactions. Brands that strategically allocate resources create better experiences and stronger loyalty.

Social Marketing implication:



Adopt tools that enable AI to support first-contact efficiency without removing human oversight. Workflow approvals and collaboration features should empower teams to inject empathy and judgment where it matters most, preserving authenticity and trust.

Ready to strengthen your social media customer care with the perfect balance of AI and human support?

Talk to an expert

Get started with AI but work to achieve a balance

1. Blend AI with a human touch

Use AI to handle FAQs and off-hours support. Let human agents jump in for sensitive or complex cases - don't make it either/or.

2. Lead with empathy, not just speed

Fast replies matter, but personalization is what wins loyalty. Train your team to focus on connection, not just resolution time.

3. Make the hand off seamless

Design AI to recognize when it's time to escalate. Give agents full conversation history so customers never have to repeat themselves.

4. Be clear about who's talking

Let customers know when they're chatting with AI. Build trust by offering a human option when things get tricky.

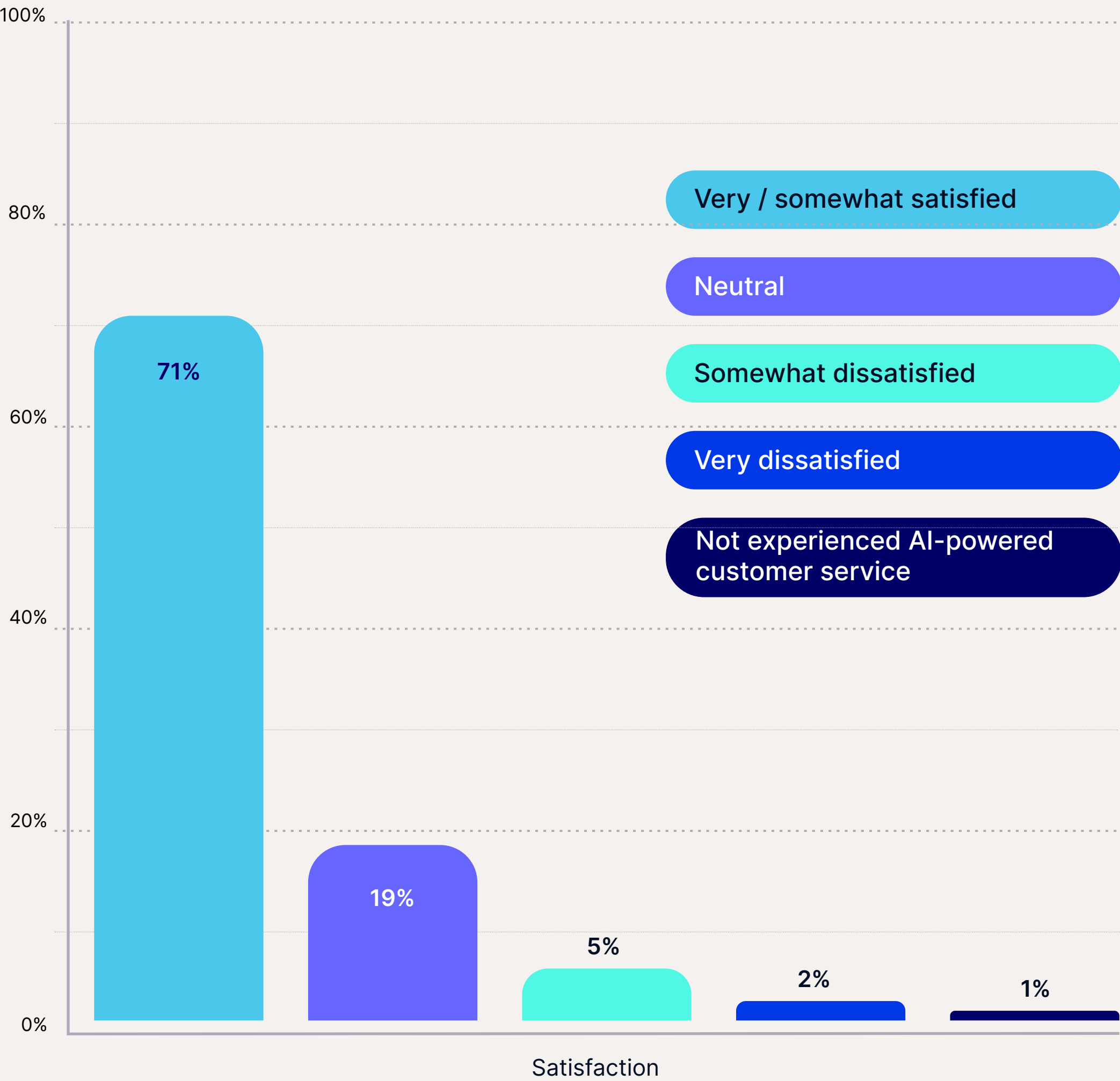
5. Continuously tune your system

Track CSAT for both AI and humans. Refine your workflows based on real conversations - not just scripts.

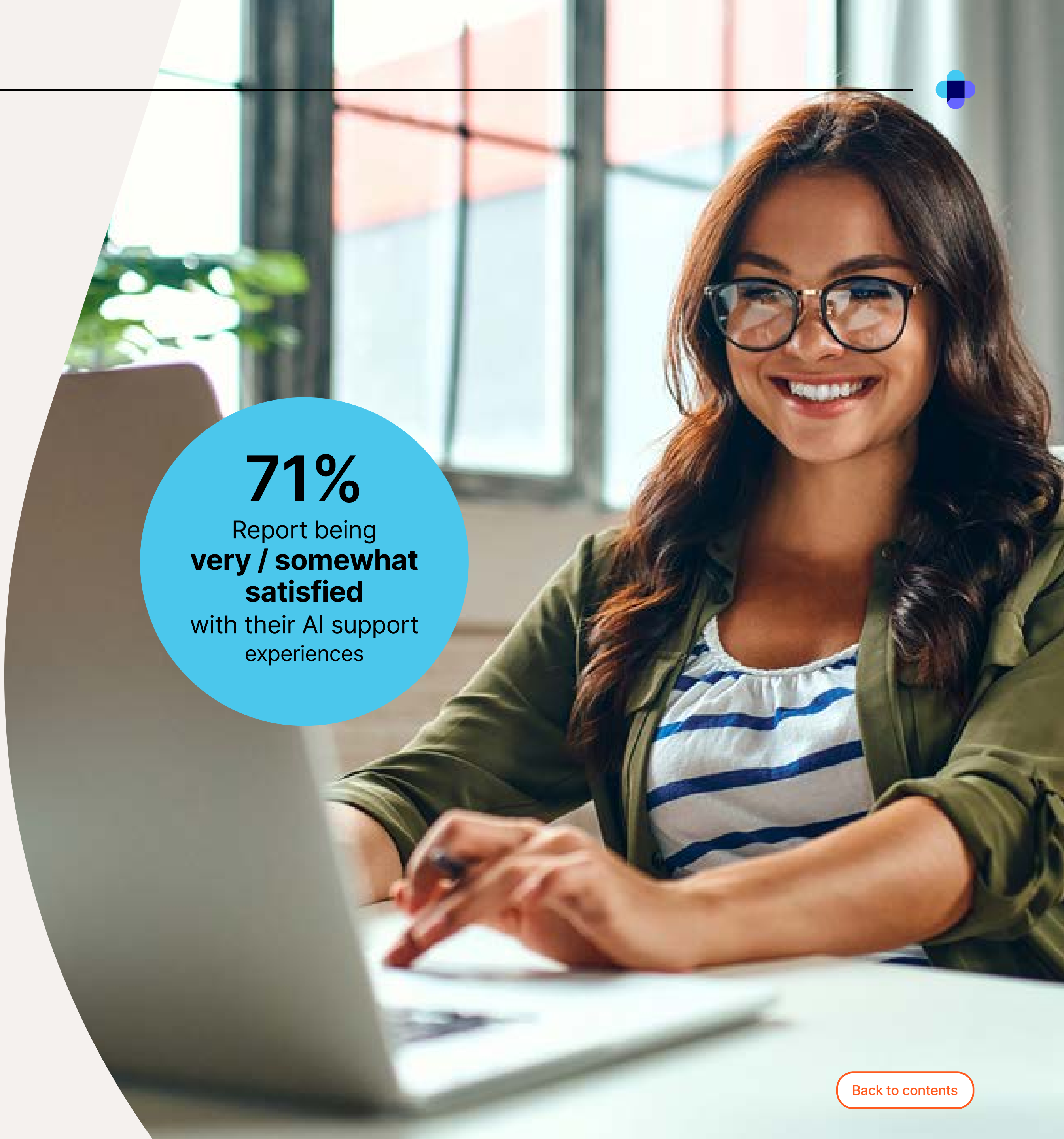
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Consumers report high satisfaction with AI



71%
Report being
very / somewhat
satisfied
with their AI support
experiences





RESPONSE EXPECTATIONS

Rising expectations demand faster, smarter support

AI is no longer a nice-to-have – it’s essential for meeting consumer expectations in a high-speed world. Brands risk falling behind if they don’t offer fast, round-the-clock social support.

Today’s customers want help instantly. **34% say 24/7 availability** is AI’s biggest benefit, and **26% value faster responses**. These expectations are growing sharper: while only **33% of consumers previously expected a response within an hour**, that number has now doubled; 66% want immediate replies, and just **24% are willing to wait even an hour**.

That’s a dramatic shift in what consumers see as “reasonable.” In this environment, AI is no longer optional. Brands that can’t deliver always-on responsiveness risk falling behind; or worse, losing trust.

Customer Care implication across the board:



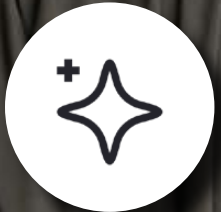
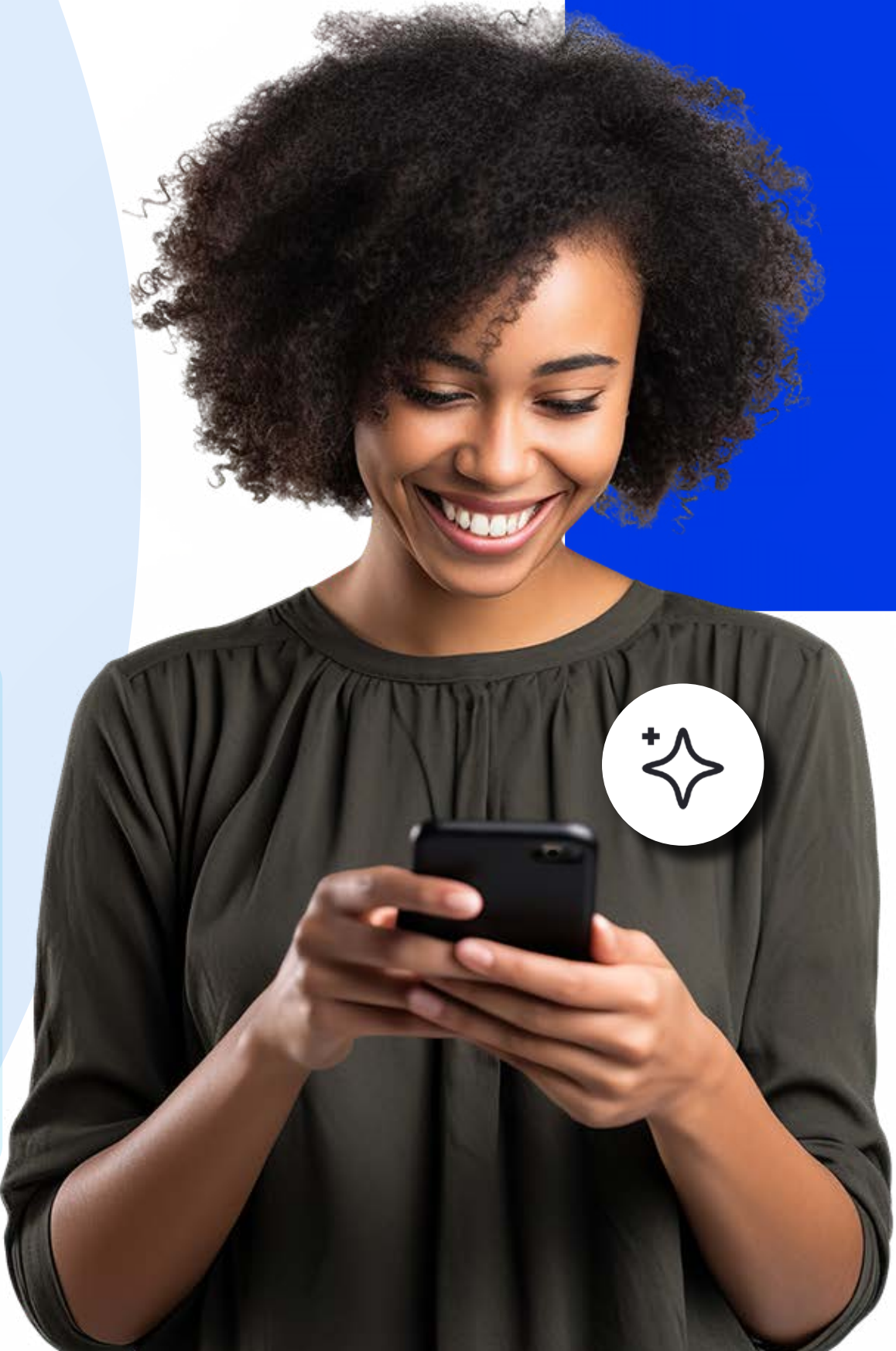
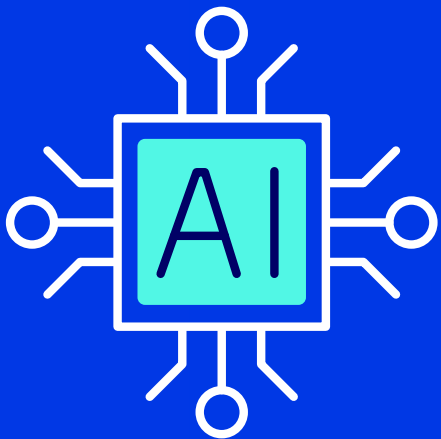
AI enables brands to handle surges in customer demand seamlessly, ensuring near-instant replies 24/7. In today’s fast-paced environment, **speed is the new table stakes**, but brands must also safeguard their voice and consistency as volume grows.

Social Marketing implication:



Develop workflows that automatically triage and prioritize incoming messages to reduce backlog. Leverage AI-powered quick replies and routing tools that uphold brand tone and customer context, even during peak traffic moments.

66%
expect
immediate replies
from AI

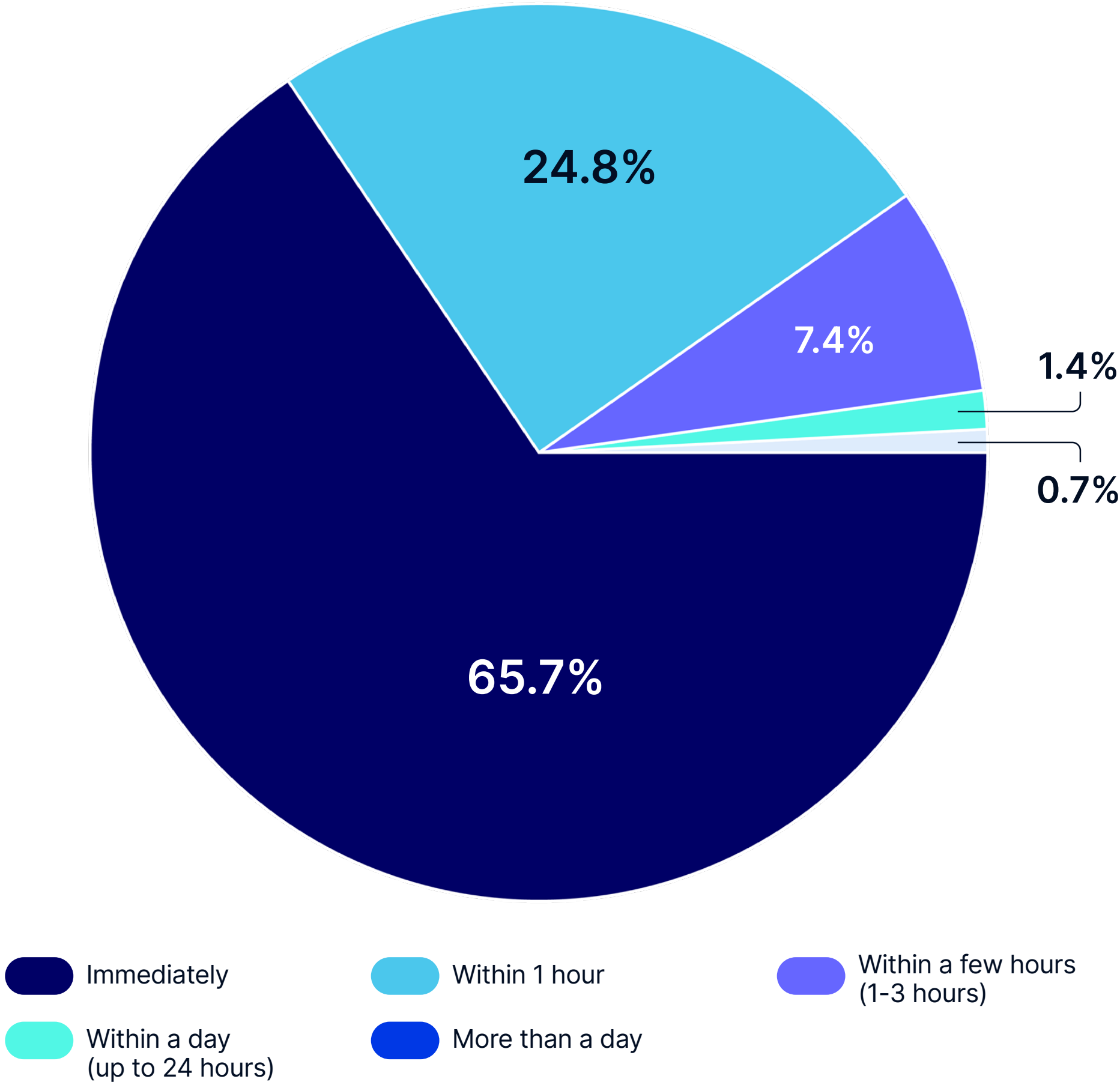


Talk to an expert

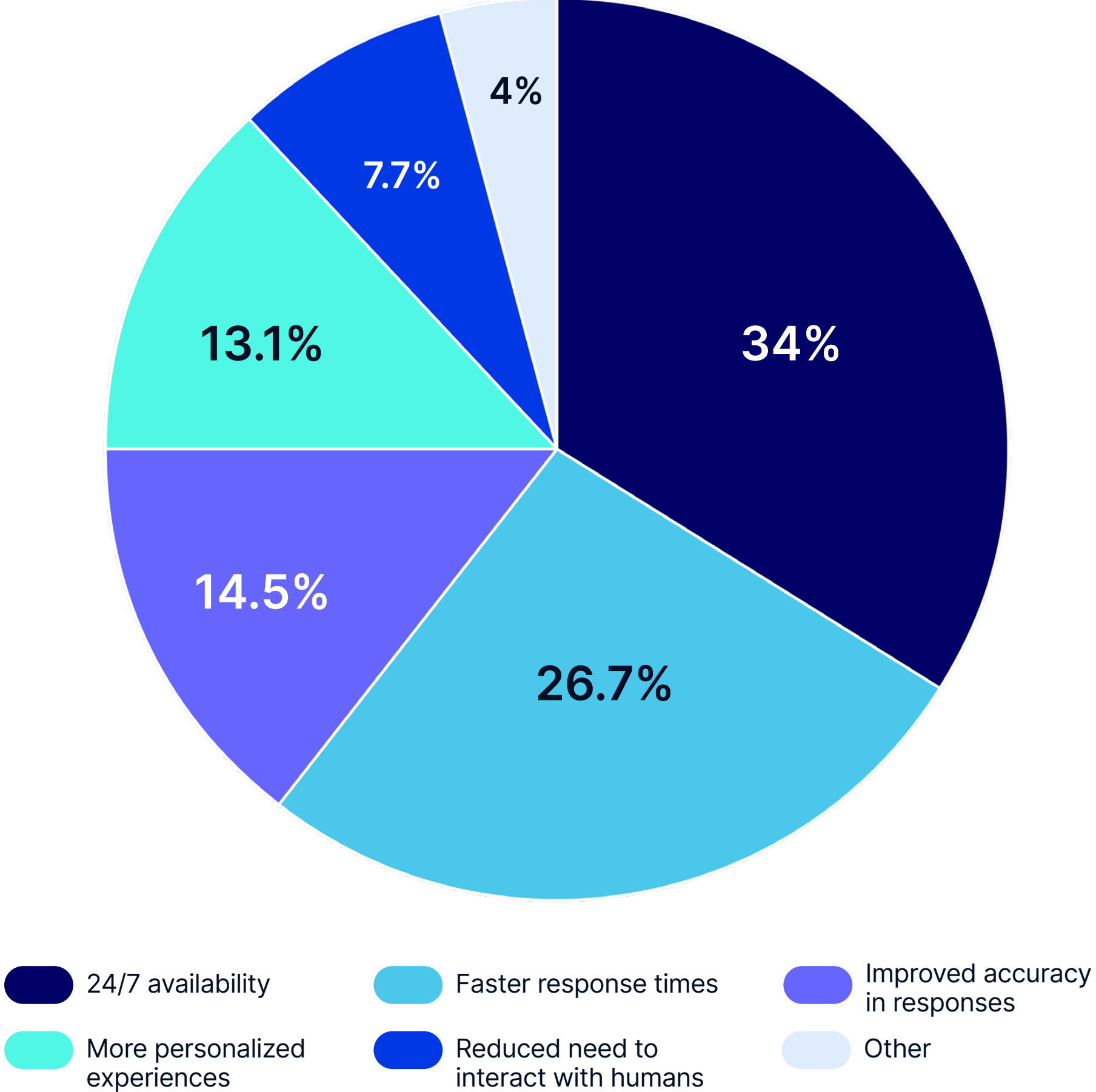
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The tolerance threshold: AI response times consumers accept on social media



What consumers see as the biggest benefit in AI brand interactions





TRANSPARENCY

Overcoming AI skepticism with transparency

Despite its growing role in customer service, AI still carries some baggage; many consumers associate it with impersonal or frustrating experiences. But that’s changing fast.

Experience with AI is proving to be the best educator: consumers who have used AI tools are significantly more open to it. And importantly, **transparency is emerging as a trust-driver**.

People don’t just want to know when AI is being used. Many actually feel more confident when it’s disclosed clearly. This shift signals a new opportunity: when brands are open about using AI, they don’t undermine trust - they earn it.

Brand implication:



AI no longer needs to be hidden behind the curtain. When brands are open about using AI (and label it clearly) they can actually improve customer trust, credibility, and perception. **Clear communication about AI use isn’t a risk - it’s a reputation builder.**

Social Marketing implication:



Make it standard practice to **disclose when AI is responding** on social media. Use consistent, brand-aligned labels (like “AI-assisted reply”) that position AI as a helpful tool, not a substitute for real support. This reinforces transparency, sets expectations, and can increase acceptance over time.



Takeaway: Be transparent when AI is behind the response, and always give consumers the option to connect with a live agent. Empowerment builds trust, and trust builds loyalty.

Talk to an expert

AI users vs non-AI users: Comfort with AI answering basic product questions

% Comfortable with AI answering basic product questions

73%

AI users



40%

Non-AI users

Insight: Experience builds trust

Clearer disclosure = higher trust

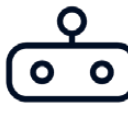
Transparency in AI use drives consumer trust and positive brand perception

83%

want disclosure of AI

50%

say the ‘AI-powered’ label increases trust



60%

worry about accuracy

56%

say AI improves perception of a brand

CONSUMER BEHAVIOR

Accuracy, context, and trust: Turning AI concerns into brand strengths

Consumers are open to AI, but only when it feels reliable, safe, and relevant to the situation. Accuracy remains a top concern, and trust levels vary widely by industry.

In industries where less sensitive personal information is typically shared like tech, entertainment, and food, AI is already seen as helpful. But in higher-stakes areas like health, finance, or personal care, trust must be earned. That means more transparency, tighter quality control, and human oversight where it matters most.

Brand implication:

Don't apply AI uniformly. **Lean in where comfort is high**, and reinforce with human guidance where concerns exist. Prioritize accuracy, explain how your systems work, and double down on privacy protections in sensitive contexts.

Social Marketing implication:

In industries where AI trust is still emerging, don't just rely on automation. **Leverage user-generated content** and creators to humanize recommendations and boost credibility. Let AI deliver speed and scale, but let people deliver authenticity.

Talk to an expert

Ranking of current industries consumers would trust the most with AI recommendations

1 Tech & Gadgets



2 Food & Beverage



3 Entertainment
(Movies, music, games)



4 Travel & Experiences



5 Fashion & Beauty



6 Health & Wellness



7 Financial Services



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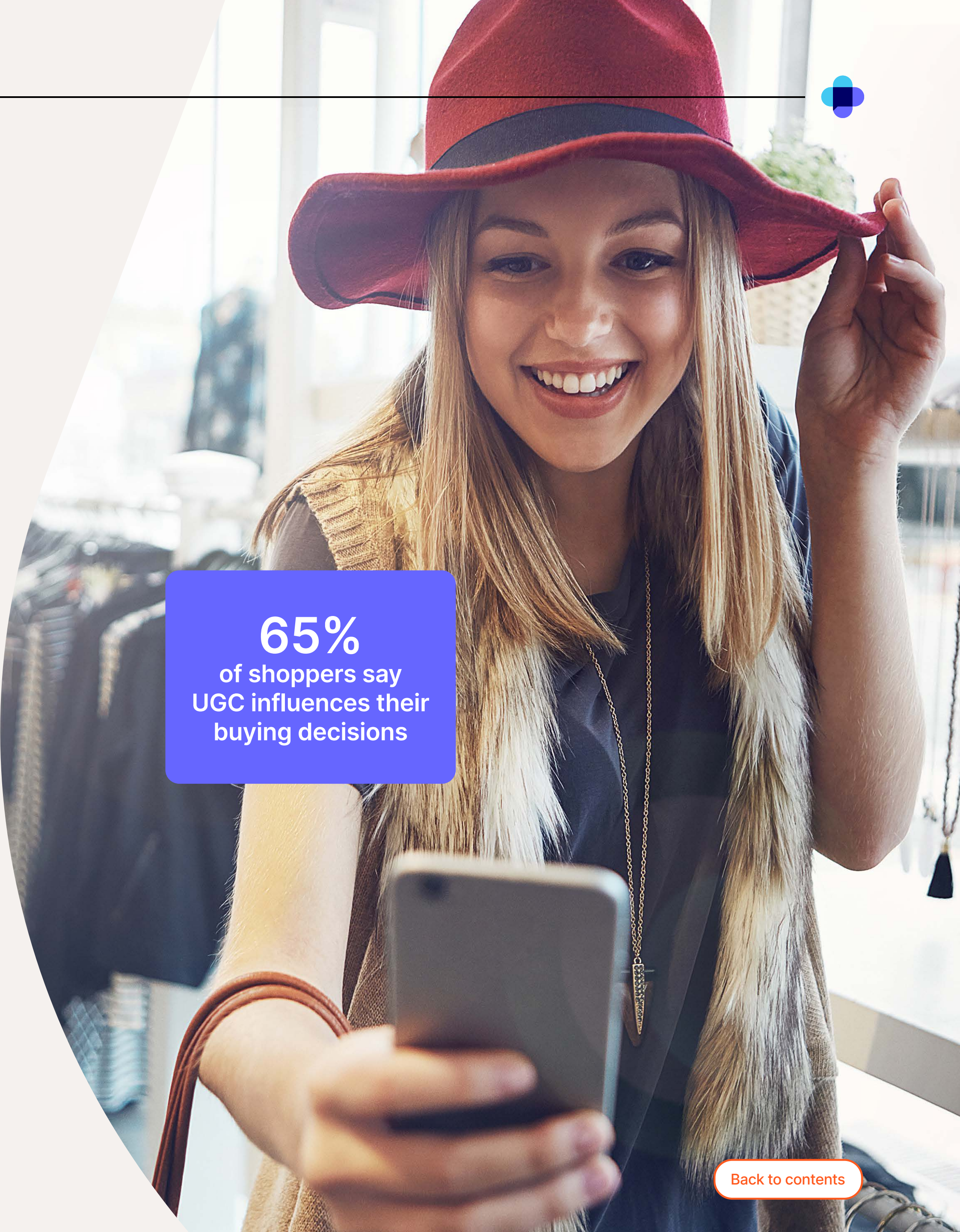
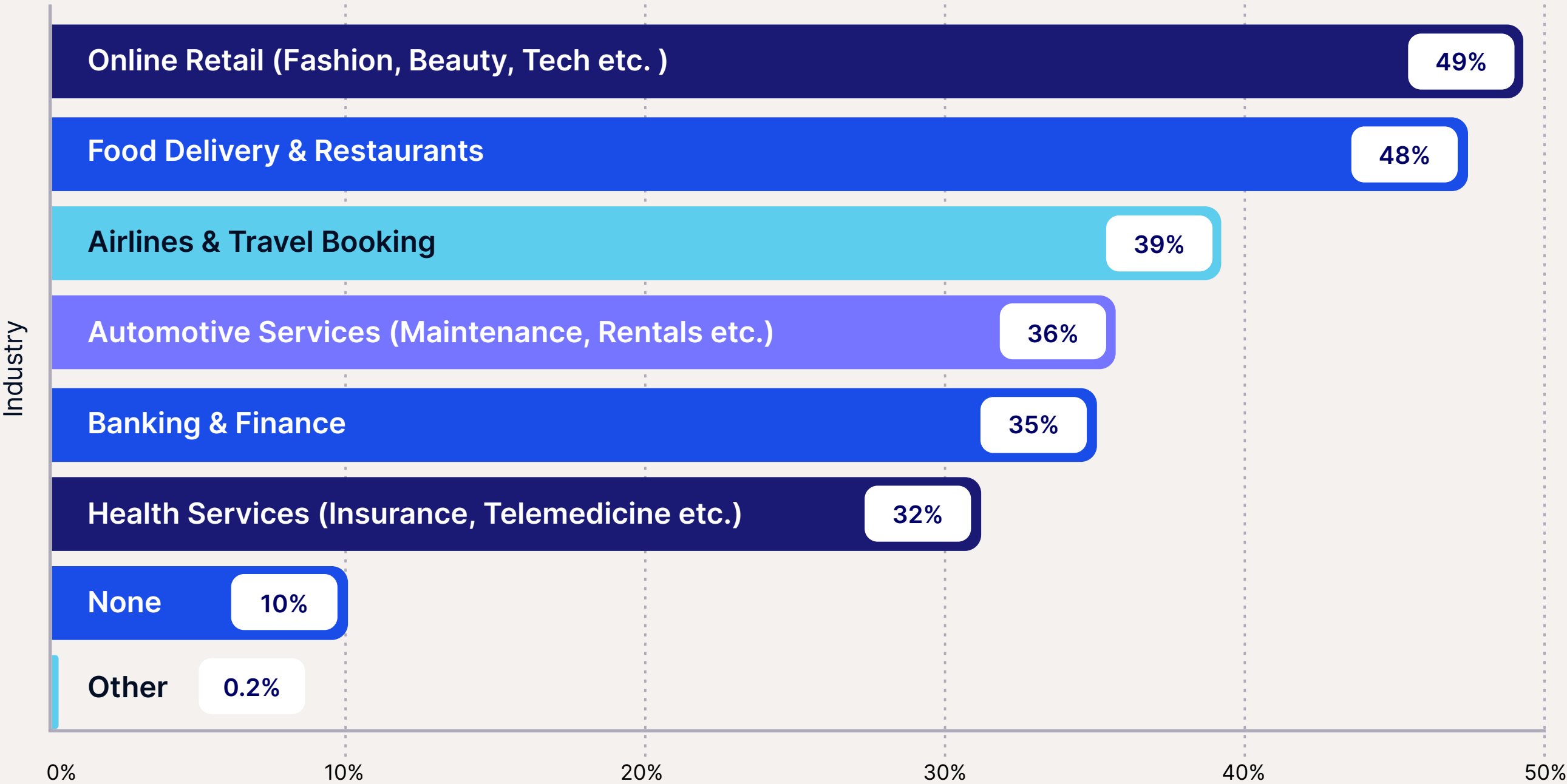


Fashion and beauty: Low trust, high potential

While fashion and beauty currently score lower on AI trust, they offer strong potential for innovation. Half of consumers believe AI could enhance their experience in these categories, especially when it comes to personalization.

To build confidence, brands should pair AI with what consumers already trust: real people and real stories. Influencer partnerships and authentic user-generated content (UGC) remain powerful tools, with [65% of shoppers saying UGC influences their buying decisions](#). In this space, authenticity isn't optional; it's foundational.

Industries where AI-powered customer service would most improve experience



65%
of shoppers say
UGC influences their
buying decisions



AI ADOPTION

Generational shifts in AI engagement: New rules for reaching customers

AI-powered tools like ChatGPT have gone mainstream, **with 73% of consumers using them for product discovery**. This widespread adoption means AI is shaping the customer journey more than ever – across all age groups.

However, **comfort and reliance on AI vary by generation**. Gen Z, Millennials, and Gen X lead in using AI for product recommendations, while Boomers trail behind. Interestingly, Gen Z is less likely to use AI when reading customer reviews compared to Millennials and Gen X, indicating a stronger preference for peer insights alongside AI guidance.

These differences highlight the need for brands to tailor AI strategies by audience; balancing the power of AI with authentic, human elements where they matter most.

Brand implication:

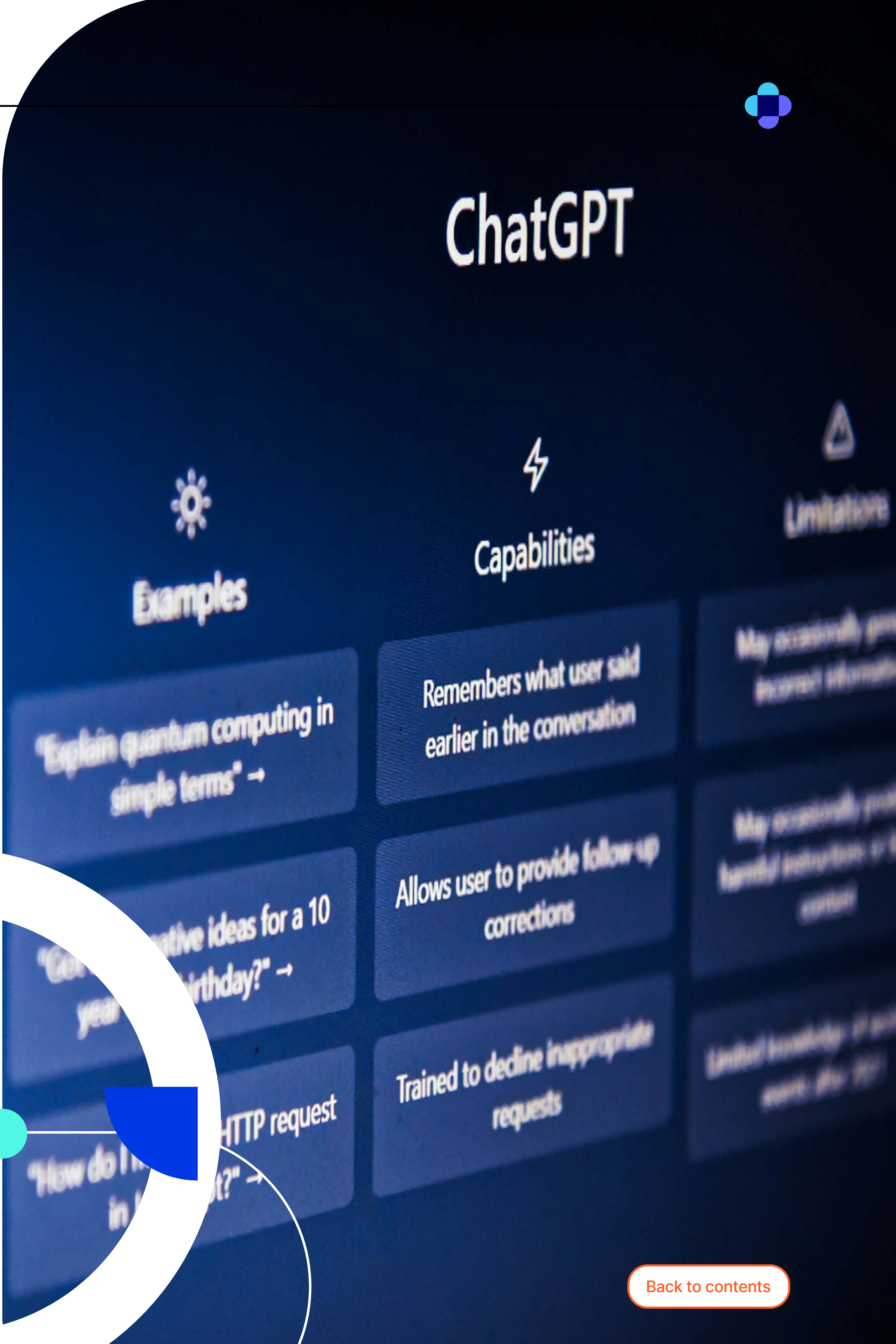
Consumers are discovering brands through AI-powered tools, not just search engines or social ads. To stay relevant, your content, product data, and brand narrative need to be optimized for AI-driven discovery. As machine-curated experiences become the norm, visibility depends on the quality of the data you share. Make sure you're feeding public AI models with the most accurate, compelling, and consistent information about your brand.

Social Marketing implication:

You have the power to shape your AI with the data that matters most, your own. From consumer affairs best practices to FAQs and real customer feedback, internal data is your competitive advantage. Look for a solution that lets you bring this custom intelligence into the AI engine, so it reflects your brand voice, values, and expertise at every touchpoint.

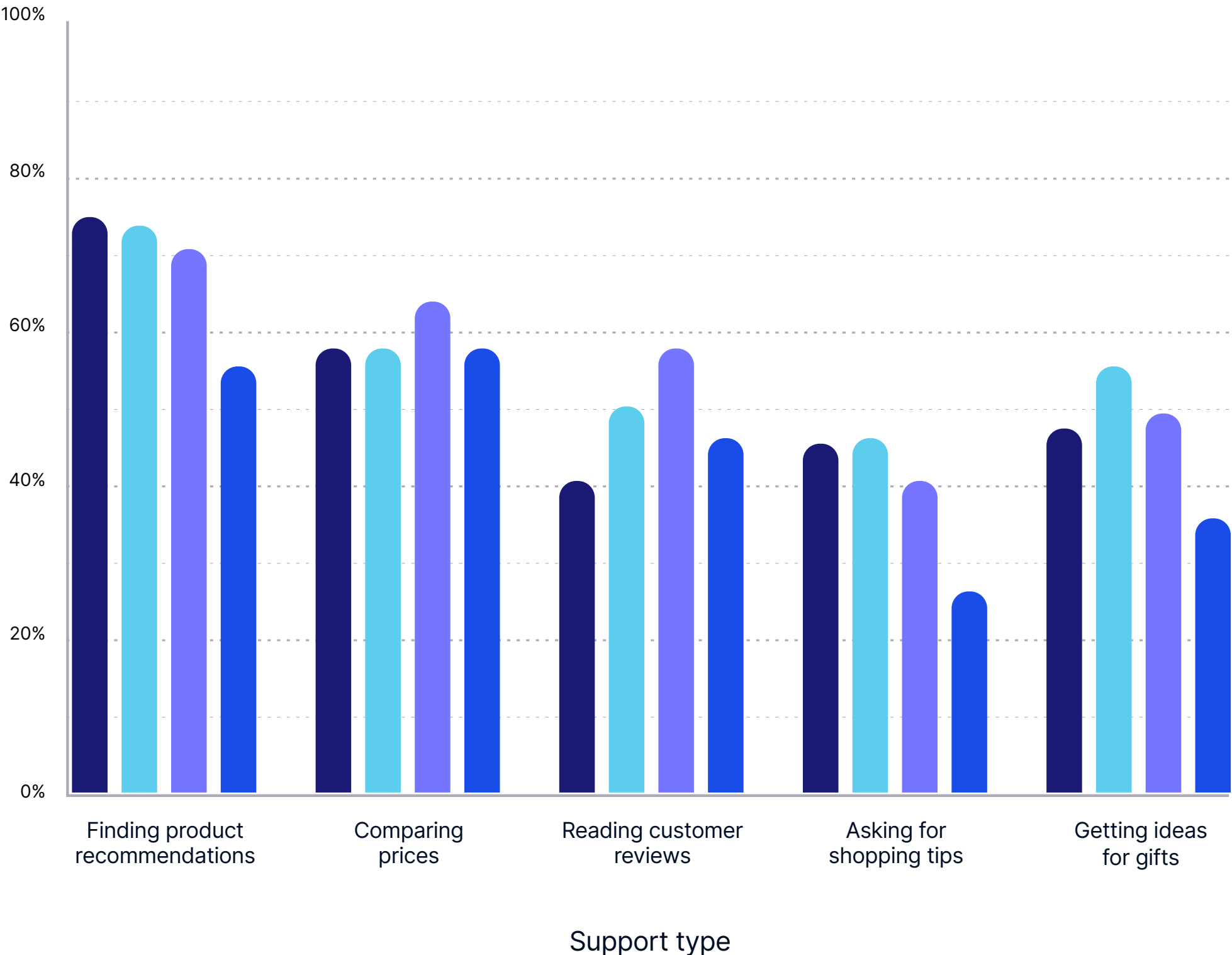
Explore how Emplifi's advanced social care features can help your team deliver timely, personalized responses that resonate with your audience.

Talk to an expert





How consumers from different generations like to use AI for support



GEN Z

1997-2012



MILLENNIALS

1981-1996



GEN X

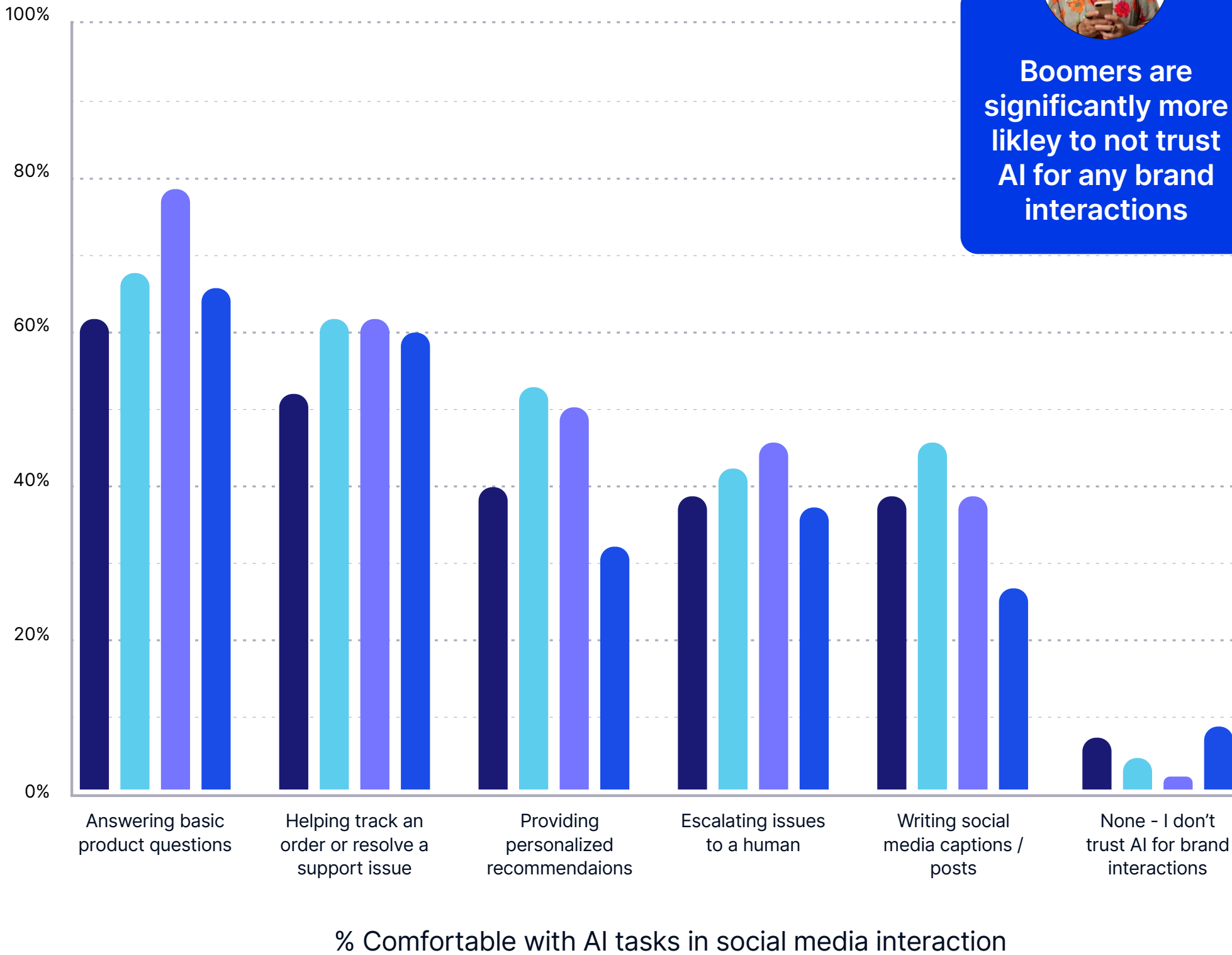
1965-1980



BABY BOOMERS

1946-1964

Comfort level by generation with AI-powered support with different types of actions



Boomers are significantly more likely to not trust AI for any brand interactions

% Comfortable with AI tasks in social media interaction



DATA PREFERENCES

Comfort levels in sharing data with AI

Consumers' comfort with sharing personal data for AI-driven personalization **varies significantly depending on the type of information**. Basic demographic details such as gender identity, height, clothing size, and age are generally more accepted.

However, comfort levels decline as the data becomes more personal or behavioral, with greater hesitation around purchase and browsing history. **Photos represent the most sensitive category**, with notably lower comfort levels and higher discomfort reported.

Privacy matters: Be transparent, ask for consent, and only collect what you need.

[Talk to an expert](#)

Brand implication:

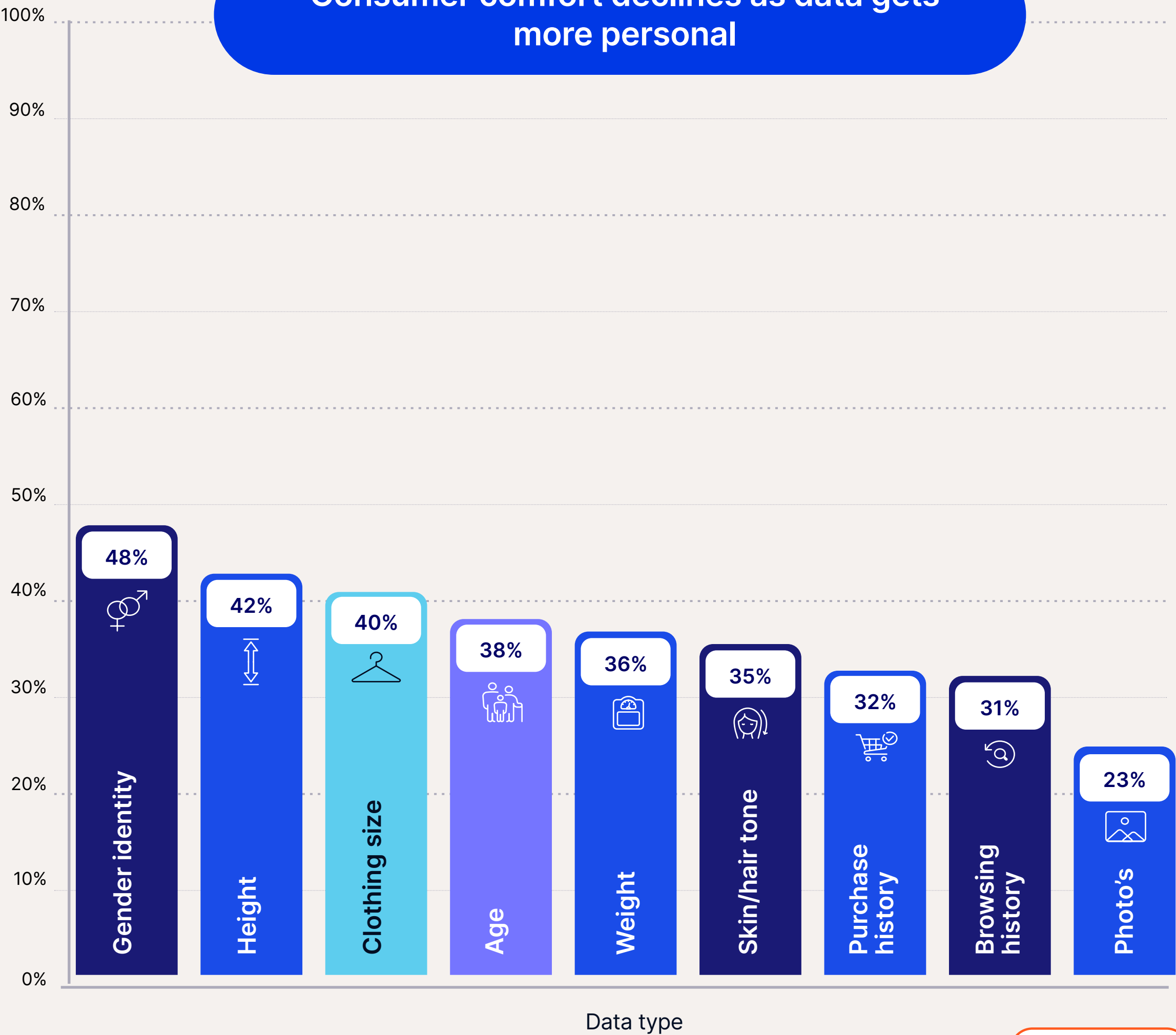
Prioritize transparency and user control in data collection. **Clearly communicate what data you collect and why**, focusing on minimal and relevant data to respect consumer boundaries. Build trust by offering users easy-to-use privacy settings that empower them to decide what they share.

Social Marketing implication:

Use clear messaging to **educate consumers on how their data enhances personalization** while safeguarding their privacy. Incorporate privacy controls into social experiences to increase user confidence and engagement.

Not all data feels the same

Consumer comfort declines as data gets more personal



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THE FUTURE

Takeaway



The future looks bright

77% of consumers feel positively about AI in shopping – nearly twice the number who express concerns. Additionally, 64% believe AI will improve how they engage with brands on social media, signaling growing openness to AI-powered experiences.

For brands, this presents a major opportunity to **deliver personalized, efficient, and scalable interactions** that meet customers where they are, without compromising authenticity. Consumers want smarter, faster service, but they also expect **honesty, control, and human-like understanding**. To earn and keep their trust, brands must approach AI with **transparency, accountability, and a clear value exchange**. When done right, AI doesn't just enhance the customer experience - it strengthens the brand relationship.

AI checklist for brands:

- ✔ Use AI to deliver fast, scalable, and contextually relevant support
- ✔ Clearly disclose AI use to build trust and set expectations
- ✔ Prioritize accuracy, personalization, and empathy in AI interactions
- ✔ Leverage user-generated content to foster trust, especially in lower-trust categories
- ✔ Tailor AI-powered experiences by generational preferences and comfort levels
- ✔ Be transparent and cautious when collecting and using personal data

Checklist: What to look for in AI-powered social media tools

- ✔ **AI embedded throughout**
Fully integrated AI powering the entire platform.
- ✔ **Built-In workflow approvals**
Structured processes for human review, compliance, and brand oversight.
- ✔ **Private and customizable LLMs**
Support for secure, brand-specific language models aligned to your tone.
- ✔ **Comparative performance reporting**
Clear metrics comparing AI- vs. human-driven interactions.
- ✔ **Agentic AI across channels**
Intelligent automation that enhances social, digital, ad, and engagement workflows.

Brand implication:



Embrace AI as a core part of your customer experience strategy - focusing on honesty, accuracy, and empathy to build long-term trust and loyalty.

Marketing implication:



Leverage AI tools to optimize engagement across generational segments and social channels, ensuring clear disclosure and authentic messaging to maintain credibility.



Looking to scale smarter?

Emplifi is the partner of choice for brands that want to unlock the full potential of AI without compromising trust, authenticity, or human connection.

Recognized as a Leader in the 2024 Forrester Wave for Social Suites, Emplifi's AI is built to empower customer care and social teams with real-time insights, automation that adapts to audience needs, and tools that blend speed with empathy. Whether it's triaging support messages, tailoring content, or delivering instant responses across channels, Emplifi helps brands meet rising expectations while keeping the customer experience at the center.

Are you ready to turn AI from a tool into a trusted brand asset? Emplifi is how you do it.

[Talk to an expert](#)

