

ONLY 27% OF UK MARKETERS USING GENAI FOR SOCIAL MEDIA CONTENT ALWAYS LABEL IT AS “AI-GENERATED”

CAPTERRA’S SURVEY SHOWS THAT UK MARKETERS ARE TIED BETWEEN CONFUSING POLICIES, COMPETITIVE PRESSURE, AND CONSUMER PERCEPTION WHEN DECIDING WHETHER TO LABEL AI-GENERATED SOCIAL MEDIA MEDIA CONTENT

London, 27th August 2024—According to [Capterra’s survey](#) of over 1,600 marketers worldwide, while the average UK marketer uses GenAI to produce 36% of their company’s social media content, just over a quarter consistently label the AI-generated content they post on social platforms. Lack of transparency around GenAI content could put UK marketers and their audiences at risk.

The results come at a critical time as the new Starmer-led Labour government plans to tighten generative AI regulations to protect the public from the negative influence of AI-generated content, including political misinformation.

Increased attention on GenAI has prompted social media platforms such as TikTok, Instagram and YouTube to roll out mandatory labels to ensure audiences know when they are consuming AI-generated content. According to the survey, UK marketers seemingly comprehend these initiatives:

- 56% of UK marketers are “moderately” to “highly” concerned about the risk that their companies’ AI-generated marketing content could spread harmful misinformation.
- 56% of UK marketers say mandatory labels for AI-generated social media content would positively impact their social media content.

However, less than a third of marketers who use generative AI to create social media content actively label it as such, suggesting that there is a disconnect between how companies regard the transparent use of GenAI for social media content and the action they are taking.

Why are marketers unwilling to disclose their use of GenAI for social media content?

Companies may not be fully compliant with social media labelling policies due to the absence of reliable detection methods and unclear enforcement of policies—which are confusing in the first place. Uncertainty about the actual meaning of AI-generated content can also lead to non-compliance.

Consumer distrust of GenAI can also disincentivise content labelling. Few companies may be willing to label content on social platforms as AI-generated for fear that it will attract internet hate from consumers who perceive content not created by humans negatively.

Plus, if their competitors choose not to publicly disclose that their content is AI-generated, it could potentially put them at a disadvantage if they do.

*“While the path is currently unclear, UK companies appear to be left to their own devices when it comes to deciding whether it benefits them to label their social media content that is AI-generated,” says **Molly Burke, senior marketing analyst at Capterra**. “However, as UK companies anticipate tougher AI regulation, detectors get more reliable, and consumer trust becomes increasingly important in today’s competitive business landscape, transparency with Gen AI is the best long-term strategy”.*

For more insights, expert analysis and tips on how to approach GenAI content and labelling on social media, [read the full report](#).

For further information, please visit capterra.co.uk

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