

## **ALMOST TWO-THIRDS OF ALL SOCIAL MEDIA CONTENT CREATED BY AUSSIE BUSINESSES WILL BE AI-GENERATED BY 2026**

CAPTERRA'S LATEST SURVEY REVEALS A SUBSTANTIAL RISE IN AI-GENERATED SOCIAL MEDIA CONTENT, WITH BUSINESSES NAVIGATING BENEFITS AND CHALLENGES.

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Artificial intelligence (AI) is set to dominate the future of social media marketing. According to [Capterra's 2024 GenAI for Social Content Survey](#) of over 1,600 social media marketers worldwide who use GenAI, Australian businesses currently create an average of 49% of their social media content using GenAI; this number is expected to reach 61% by 2026.

Compared to other countries throughout North America, Europe, and Asia Pacific, marketers in Australia currently use GenAI for social content creation at an above-average rate. Over the next 18 months, marketers in Australia, the U.K., Brazil, Canada, and Spain expect to increase GenAI use significantly. Specifically, over three-quarters (78%) of Australian respondents anticipate their company will also increase spending on GenAI tools.

### **Boosted productivity, engagement, and efficiency drive GenAI adoption**

Improving productivity is the primary reason Australian businesses have started using GenAI for social media content development. Most companies (91%) using GenAI for social content say the tech has saved them a moderate to significant amount of time.

Businesses in Australia say the top advantages of using GenAI for social media marketing are enhanced creativity (37%), increased efficiency (36%), easier idea generation (33%), and increased content production (32%).

Nearly four in five (78%) Aussie businesses say using GenAI-assisted content has increased their social media engagement and impressions, with most claiming that GenAI-assisted content performs as well as (32%) or even better than (51%) content created solely by humans.

## Challenges of maintaining authenticity and preventing misinformation

While most companies in Australia say GenAI saves them time overall, more than half (55%) report that the effort required to edit and review AI-generated content goes above and beyond what they expected. Even with the ability to review or edit AI-generated content, nearly all (96%) businesses worry that GenAI could potentially harm their reputation.

Over half (56%) of Aussie businesses using GenAI for social media report quality-control issues with the content, including factual errors, plagiarism, and bias.

Many Australian companies (42%) say maintaining the authenticity of AI-generated content is a top challenge, as is ensuring the content resonates with audiences (31%). Over a third (40%) of businesses say using GenAI has made it challenging to maintain creativity.

## Implementing AI safely and effectively

To leverage GenAI responsibly, businesses should create a formal internal policy that helps align stakeholders on use cases and best practices to ensure safety, legal compliance, and brand alignment.

*"Businesses should use internal and external metrics to measure GenAI effectiveness, as they help track performance and understand the cost and impact on employee time and morale,"* says **Andrew Blair, Content Analyst at Capterra.**

*"As businesses increase their investment in GenAI, they must navigate its challenges and benefits, ensuring the technology supports rather than replaces human marketers,"* adds **Blair.**

For further information, please visit [capterra.com.au](https://capterra.com.au)

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