



Photo: Hitesh Choudhary

Feel that? It's AI impacting your social media efforts.

Artificial intelligence (AI) is not something new. In fact, it's been around [since the 1950s](#).

If you've been watching "The Marvelous Mrs. Maisel," you will know that Abe, the main character's father, talks about his breakthrough AI project at Bell Labs in 1958.

So, why are we focusing so much on it today? Well, as marketers and social media practitioners it's really starting to smack us between the eyes.

How is AI impacting your social media?

In 2013, Facebook made a change to its algorithm to allow for tagging and image recognition, all of which made it easier to find our friends.

West Elm's Pinterest app allows its users to copy and paste links to boards, but the true AI piece is that AI then recommends similar content and products to those users.

Twitter also got in on the game to categorize your tweets so you see the most relevant ones at the top of your feed. They also use it to crop photos to ensure the image "fits" within the platform's image requirements, while tracking where you look first at an image. That data then helps the platform determine what items people look at first in any type of image, such as faces versus objects.

AI's Impact on Social Media - Are you listening?

What can social media practitioners learn from all of this?

As social media professionals, we know about buyer personas. AI helps us to grab data about our target market to help us create better visuals; to write more effective and relevant content; and to provide product and service information that resonate with buyers.

Trending data is also much easier to grasp with AI's insertion into data analytics. From websites to social media and online advertising, we now have more demographic, geographic, real time, and behavioral information at our fingertips than ever before.

What do you do with all this power?

If you're not reviewing your analytics on a regular basis, at least weekly, you could be missing out on important data points that could generation leads, identify influencers, and increase revenue. Connecting those dots will be more important than ever.

Here are some tools you can use to stay on top of the data points you need to monitor.

Neil Patel suggests these four social media listening tools in his post, "[4 Best Tools for Social Listening](#)," Mention, IFTTT (If This Then That), Hootsuite, and Keyhole.

Creating a trend alert helps you to stay on top of relevant topics, such as estate planning, tax reform, industry updates, competitors, and more. Using tools like TrendSpottr, Google Alerts, BuzzSumo, SharpSpring, and more. View this list from Finances Online for "[The Top 20 Social Media Monitoring Tools](#)."

Google Analytics and other website reporting tools help you to monitor who is visiting your site, as well as their behavior when they do.

Online ad platforms also provide you with optimization tips, bidding suggestions, and even placements to help make your online ad experience the most powerful and effective it can be.

As the New Year approaches, what data will you be monitoring and capturing to help increase your company's bottom line, brand reach, and client satisfaction?