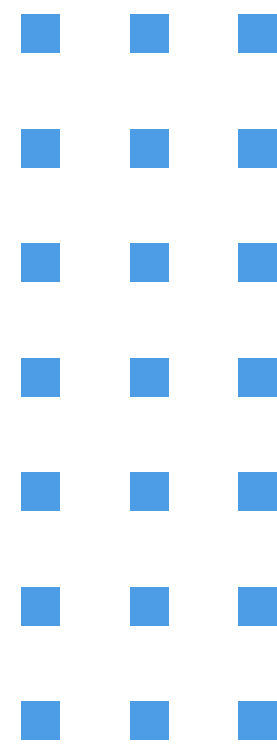
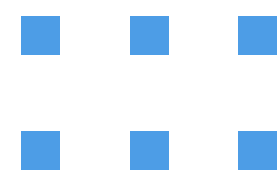


How to weigh social with AI



Your social does different jobs on ChatGPT and Google AI, do you know which?

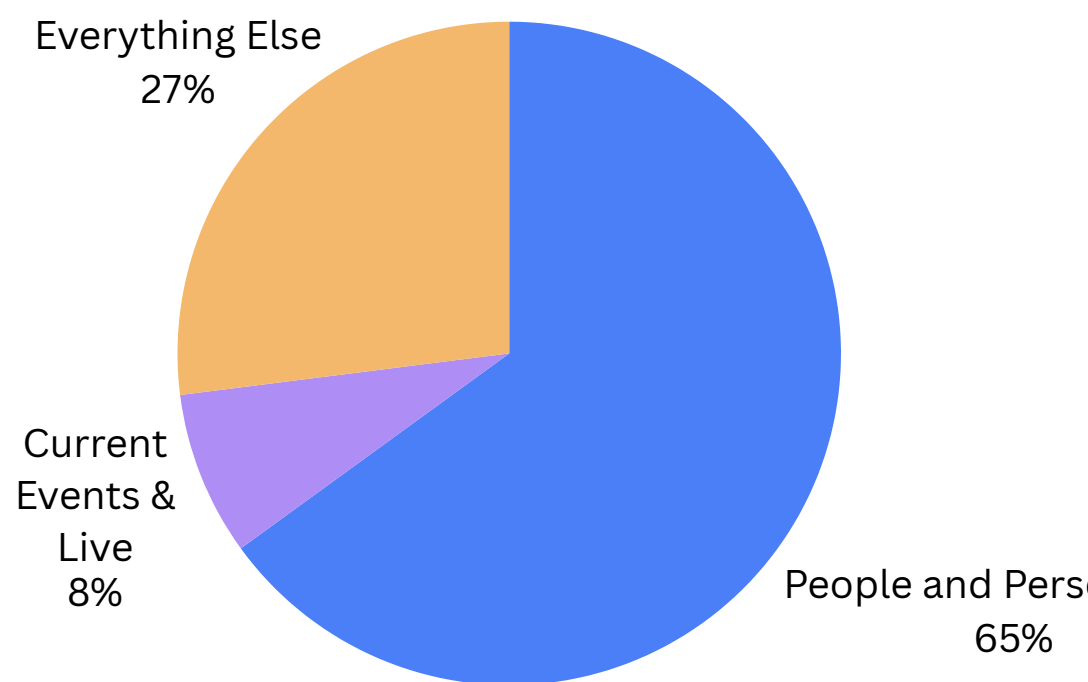
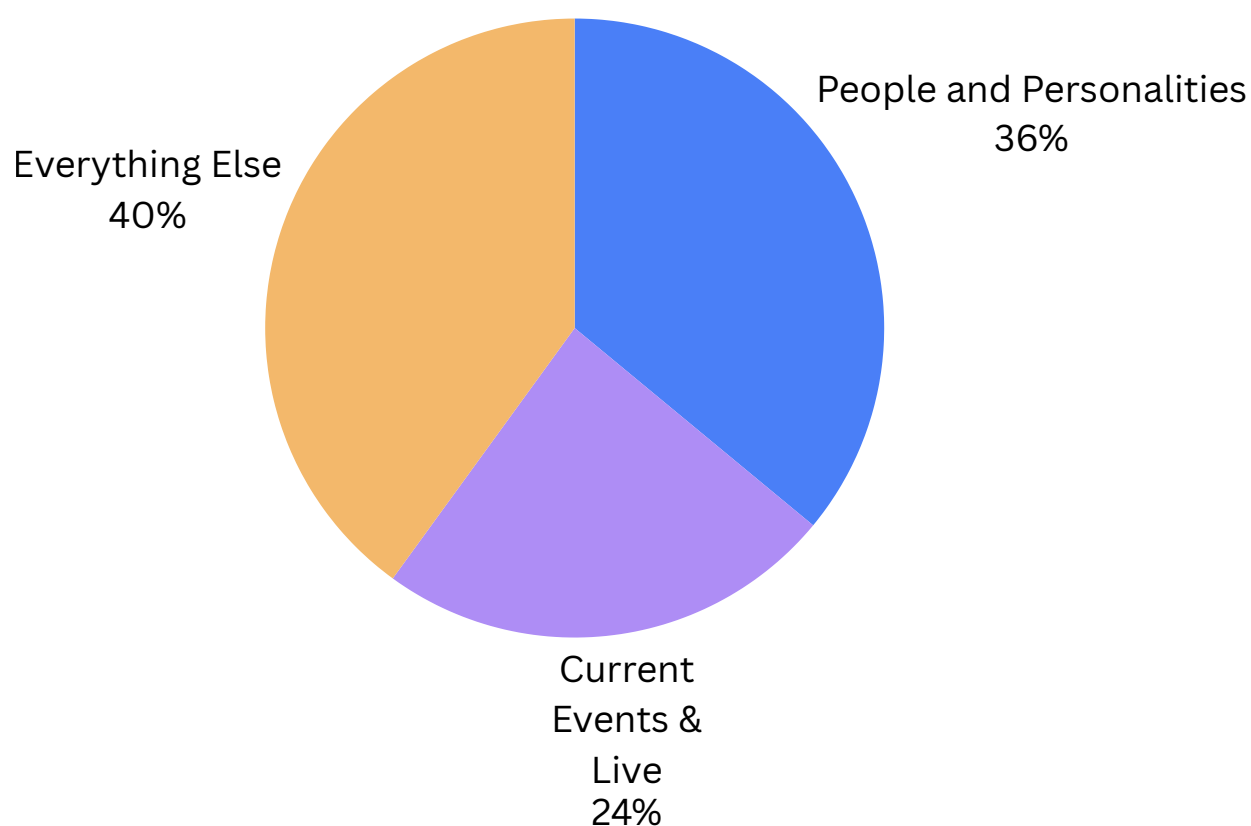
BRIGHTEDGE



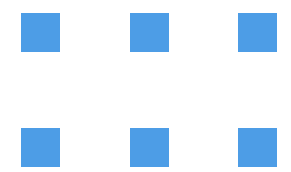
Set Aside the How-To. Here's What's Left.

Facebook Citations on ChatGPT

Instagram Citations on ChatgPT



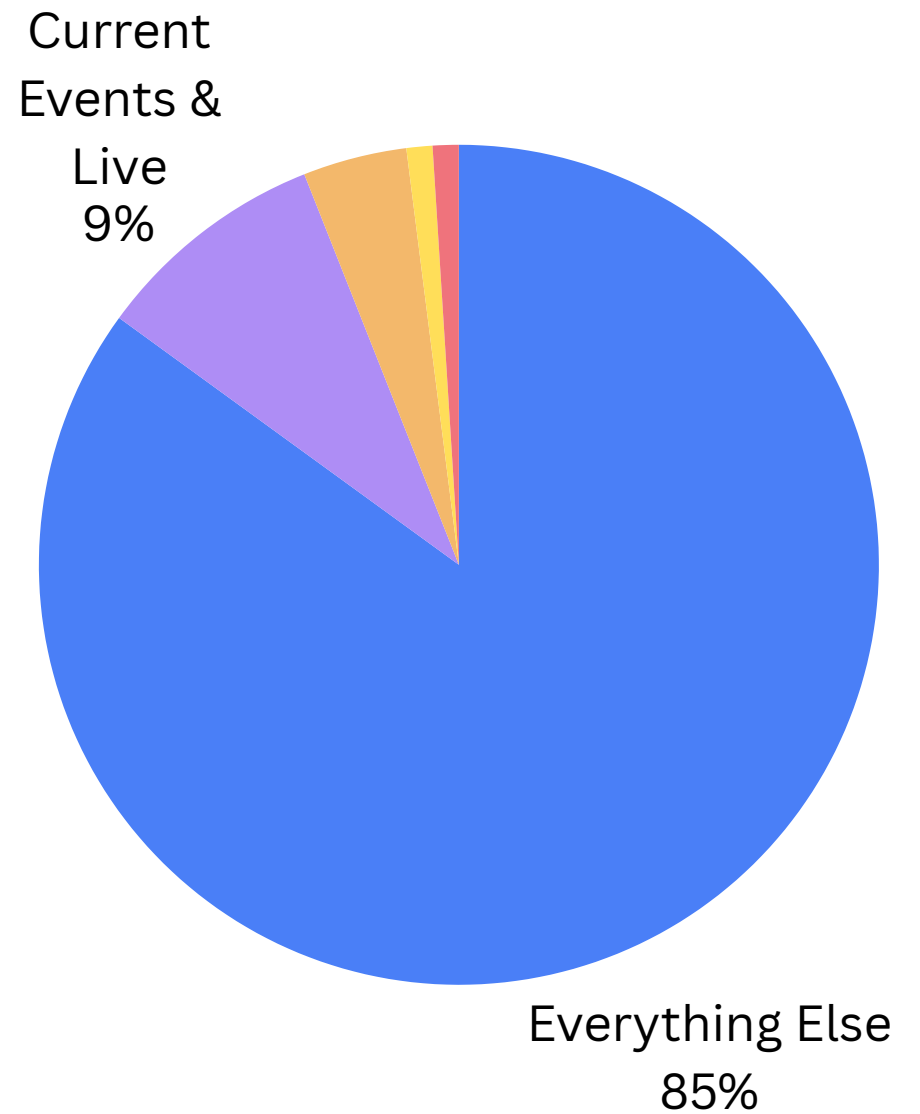
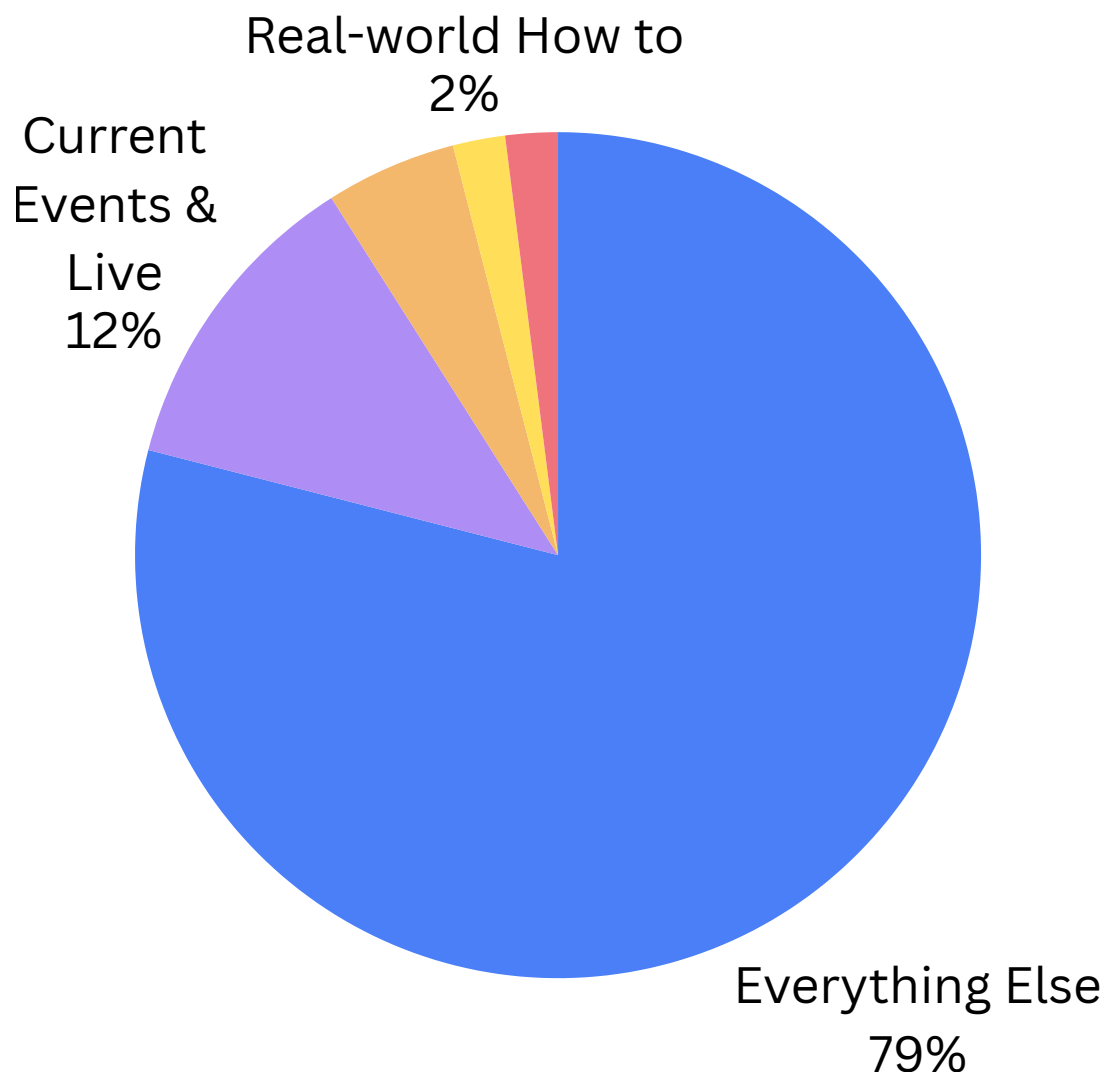
When excluding app-help questions, Instagram primarily serves as a source for personal inquiries (65%), while Facebook has a more varied role—36% for people and 24% for news. Instagram focuses on identity, whereas Facebook emphasizes timely information.



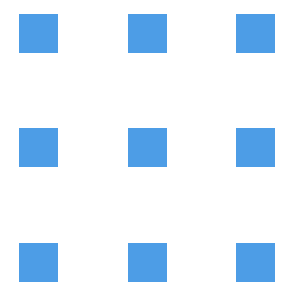
Instagram: Who They Are vs. What's Trending

Facebook on Google AI

Instagram on Google AI



Google differs from ChatGPT as it covers a wide range of topics, with no single subject dominating its citations. Approximately 80% of content falls into everyday queries and local information. While ChatGPT assigns specific roles to platforms, Google cites them broadly, emphasizing consistent presence over category dominance.



What Marketers need to know



Don't trust raw citation counts.

Facebook racks up far more citations than Instagram, but most of that is people learning to operate the app. Strip that out and the gap nearly closes. Judge each platform on the citations you could actually win, not the headline volume.



One engine is a specialist, the other is a generalist.

ChatGPT pins each platform to a narrow role. Google spreads them across everything, with no topic owning even an eighth of citations. The same content can be a focused play in one engine and a long-tail scatter in the other.



Pick the surface by what you sell.

Talent, founders, or personality-led brands surface through Instagram, strongest on ChatGPT. Timely, local, and everyday how-to brands surface more through Google. The platform you lean on should follow your category, not your follower count.

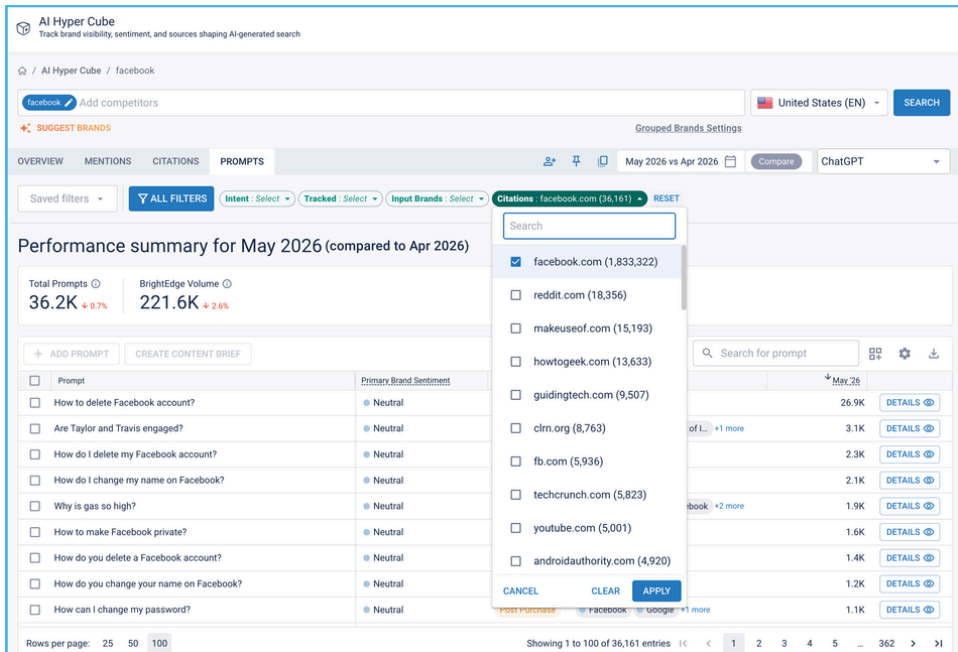


Measure per engine, or you're flying blind.

The same property plays a different role in every engine, and rarely where you'd guess. Watch all of them from one view, then feed what's working. Optimize once. Win everywhere.

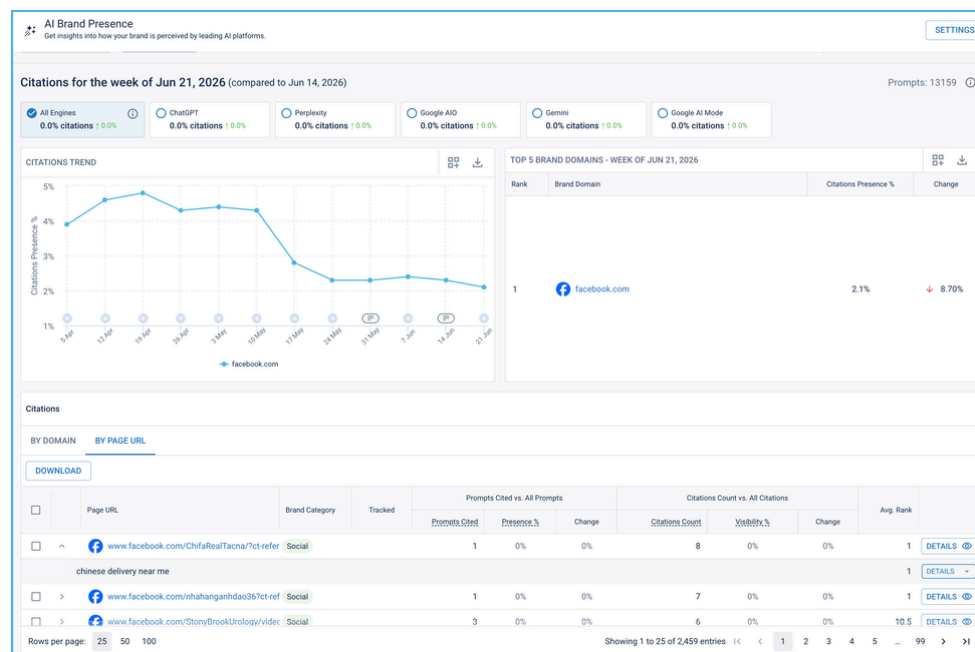
BrightEdge has you covered for leveraging Meta in AI Search!

See exactly how Facebook is cited across AI platforms



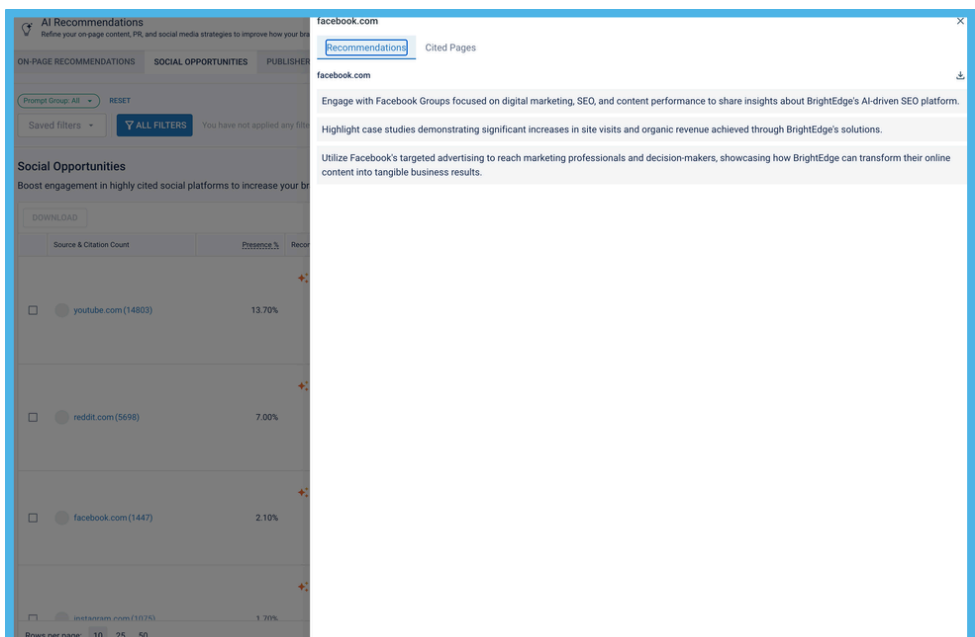
AI Hyper Cube enables you to explore how any brand is portrayed across various AI search platforms. You can narrow your focus to specific sites, such as Facebook.com, to discover the exact prompts for which it is referenced.

Connect Facebook and Instagram to your own marketplace



AI Catalyst simplifies the process of tracking how Facebook, Instagram, or any social media platform is performing in your market and in comparison to your competitors. Gain rapid insights into their impact on customer influence.

Get recommendations on exactly how to activate



AI Catalyst pinpoints precise actions for each social media channel and provides tailored recommendations. Discover exactly how to leverage the full potential of Facebook and Instagram for the prompts that are most significant to your business.