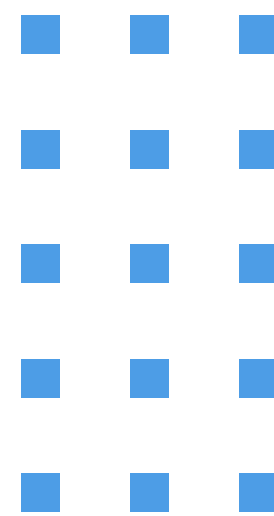
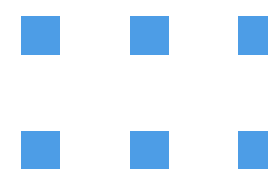


AI isn't citing your posts, it's citing your profile



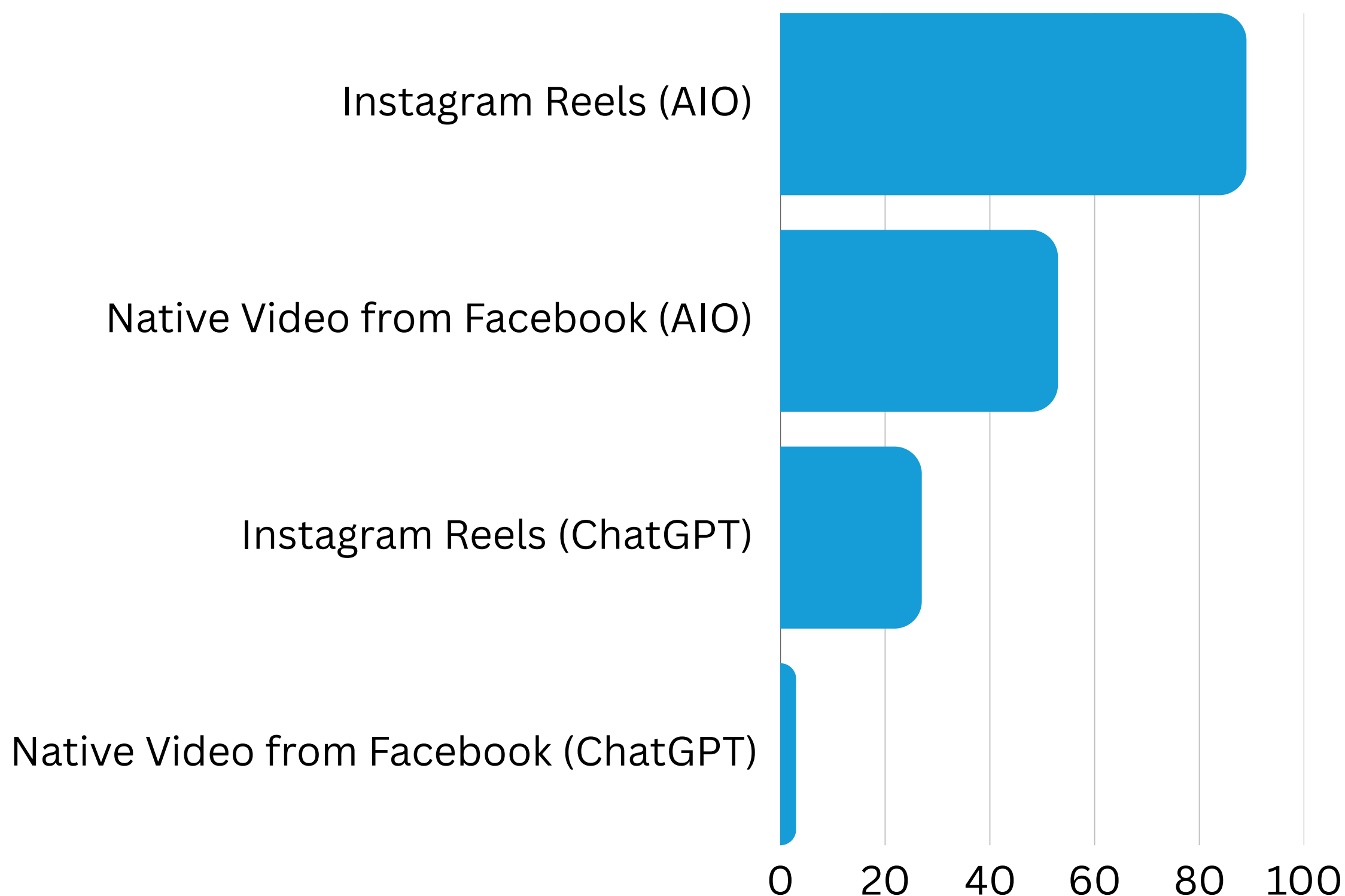
We tracked what ChatGPT and Google AI Overviews cite from five social platforms across nine industries, and which piece of each channel actually earns it

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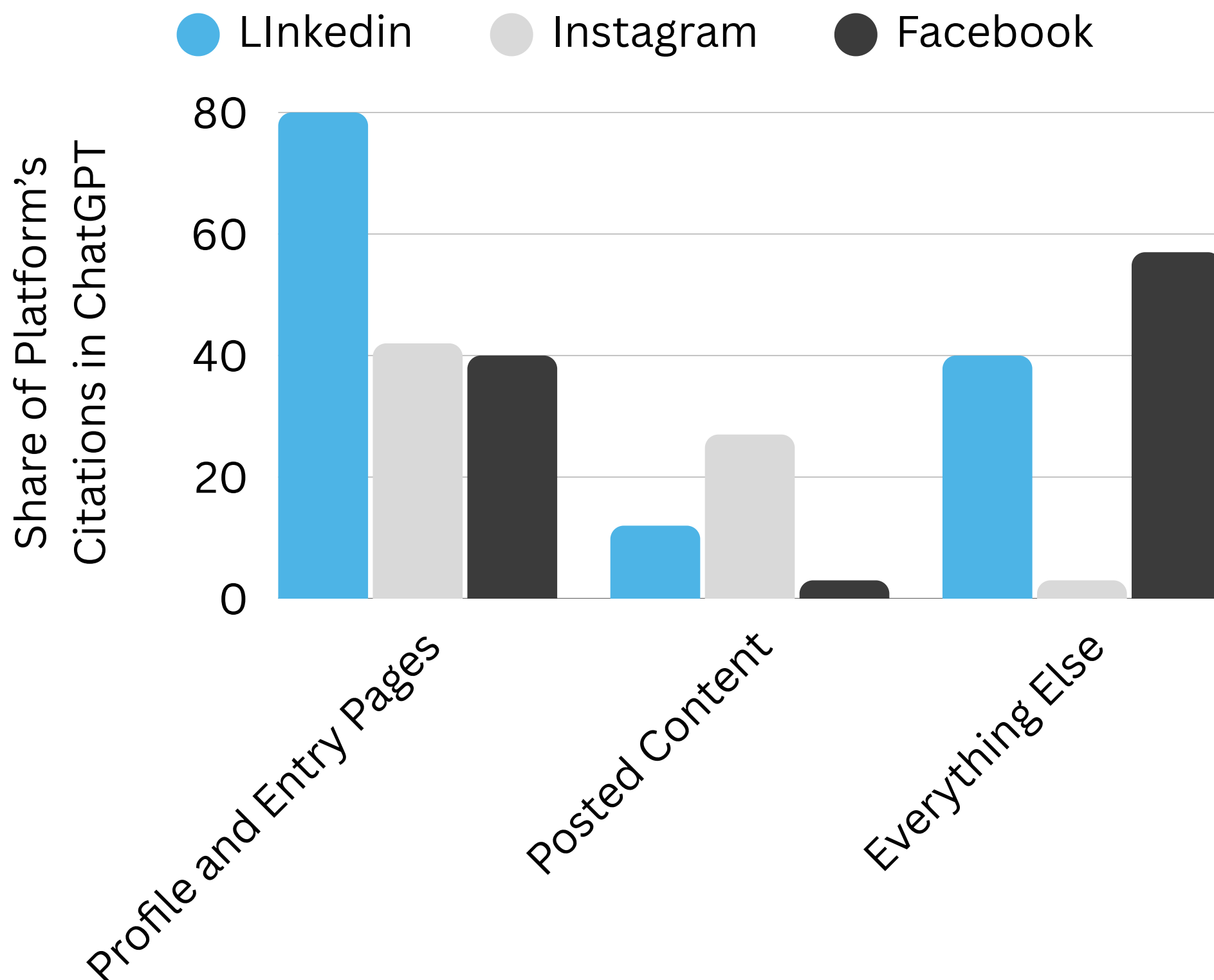
Google Cites The Content You Post. ChatGPT Mostly Doesn't.

● % Share of a platforms' citations from Posted Content

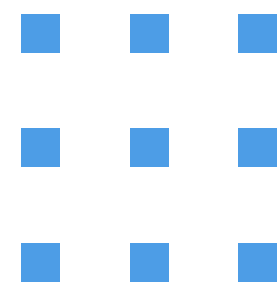


On Google, the posts in your calendar are most of what gets cited. On ChatGPT, the same posts are a fraction of it.

On ChatGPT, The Profile Is The Citation



Your profile is not a placeholder. On ChatGPT it is the asset. These pages get cited over and over regardless of what you ship this week, and most of them haven't been edited in a year.



What Marketers need to know



Audit the pages nobody owns. Company and jobs pages are about 80% of LinkedIn's ChatGPT citations. Pulse articles and feed posts are 12%. Jobs postings get cited nearly as often as your About section, which means recruiting may be writing more about your entity than you realize



Stale doesn't read as missing. It reads as the answer. Instagram carries the is-it-still questions at 19% of its cited prompts on ChatGPT, the highest of the five platforms. Old hours, closed locations, discontinued products, dead links. Whatever is on the page is what gets returned.

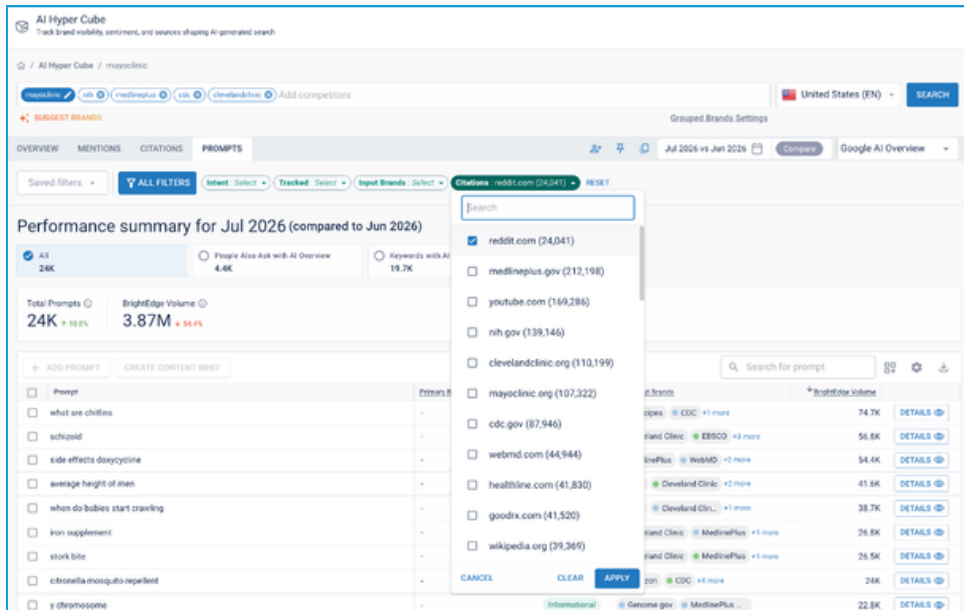


Don't trade one engine for the other. Reels are 89% of Google's Instagram citations, so your posting cadence is already doing that job. The profile work is additive, and those pages get cited over and over regardless of what you ship this week.

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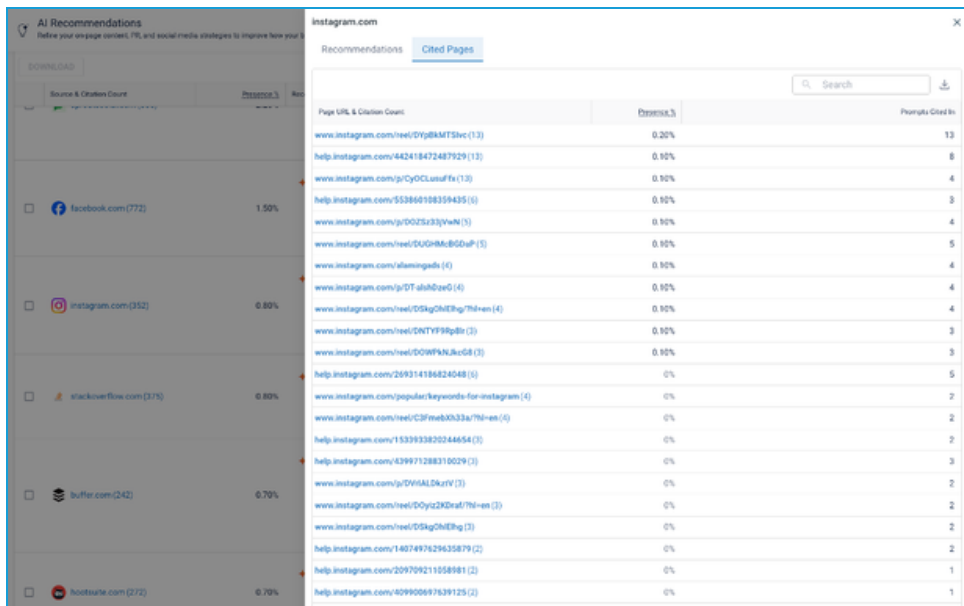
BrightEdge is your AI social strategy command center!

See what social channels answer in AI



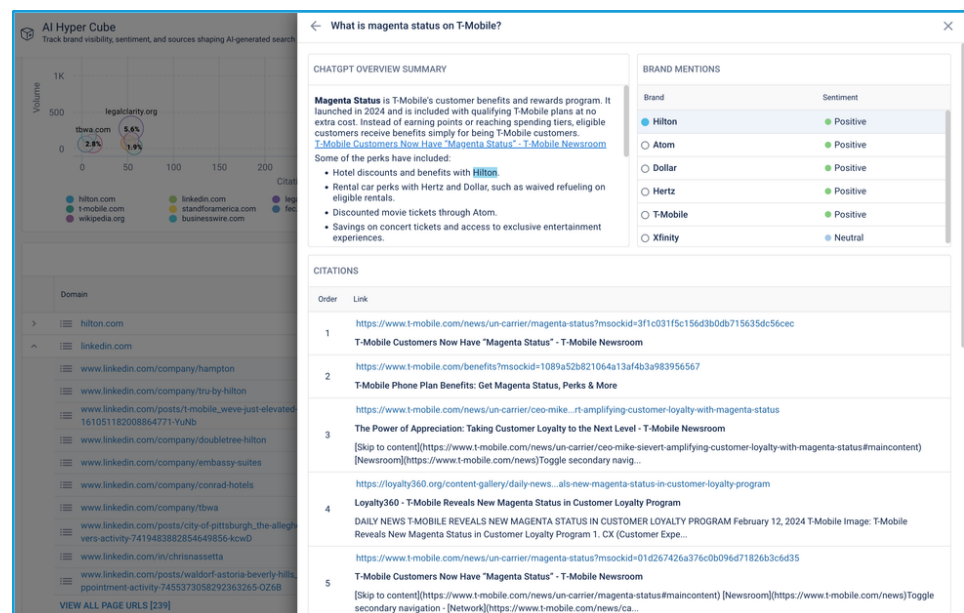
AI Catalyst and AI Hypercube enable you to filter for specific cited sources during your AI searches. With just one click, you can discover exactly what platforms like Reddit, Facebook, or Instagram are discussing in your area of interest.

See what AI leans on for each platform



Examine the cited URLs of any social channel to identify whether reels, profiles, or other entities are driving the sources. This will help you eliminate uncertainty in developing your social strategy.

See where in the answer social impacts what AI is saying



Delve into the specifics of any prompt to identify the cited sources that support various elements of the response. Are there any negative sentiments or inaccuracies regarding your brand? AI Hypercube simplifies the process of pinpointing the source.