# Meta introduces AI-generated accounts on Facebook and Instagram



Meta has recently unveiled the introduction of AI-generated accounts on its popular social media platforms, Facebook and Instagram. This strategic initiative aims to enhance user engagement and diversify content offerings. Connor Hayes, Meta's vice president of product for generative AI, disclosed that these AI characters will come complete with profiles, bios, and the capability to generate and share content akin to regular user accounts.

This announcement is part of Meta's broader vision to evolve its platforms over the next two years, with hundreds of thousands of AI characters already created following a tool that was launched in the United States in July 2024. The trend aligns with similar innovations from competitors such as Snapchat and TikTok, which have also introduced AI-powered features designed to support creators and brands.

However, the introduction of these AI-generated accounts has not been without controversy. Experts have voiced concerns regarding potential risks associated with such technology, particularly the likelihood of misinformation being spread through these artificial accounts. Additionally, there are apprehensions about the inundation of low-quality content on the platforms as a result of this initiative.

In response to these concerns, Meta has announced the implementation of new rules that require all AI-generated content to be clearly labelled. Despite these measures, there has been notable backlash from users on Facebook and Instagram regarding the AI-generated accounts. A recent bug allowed certain users to be unable to block these accounts, prompting Meta to temporarily suspend their presence on the platforms to address the issue. Meanwhile, a spokesperson for Meta clarified that the Financial Times’ reporting centred on the company’s long-term vision for AI characters, rather than the announcement of a new product.

As Meta shifts towards integrating AI technologies within its social media frameworks, the industry observes with scrutiny and anticipation the potential transformative impacts on business practices and user interactions on digital platforms.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

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3. <https://siliconangle.com/2025/01/01/meta-plans-flood-social-media-ai-generated-users-content/> - Confirms Meta's strategy to integrate AI-generated user profiles on its platforms, including the creation of AI characters and their capabilities.
4. <https://www.pymnts.com/meta/2024/meta-expects-ai-characters-to-generate-and-share-social-media-content/> - Details the launch of AI character creation tools in the U.S. in July 2024 and the plans for future expansion.
5. <https://www.foxbusiness.com/media/meta-invest-ai-generated-characters-profiles-drive-up-engagement> - Discusses the concerns about potential risks such as misinformation and low-quality content associated with AI-generated accounts.
6. <https://siliconangle.com/2025/01/01/meta-plans-flood-social-media-ai-generated-users-content/> - Highlights the need for robust safeguards to prevent the amplification of false narratives through AI-driven accounts and the risk of diluting the brand with low-quality content.
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8. <https://www.foxbusiness.com/media/meta-invest-ai-generated-characters-profiles-drive-up-engagement> - Provides insights into Meta's broader vision to evolve its platforms over the next two years with a focus on AI technology.
9. <https://siliconangle.com/2025/01/01/meta-plans-flood-social-media-ai-generated-users-content/> - Details the planned introduction of new AI-powered features, including text-to-video generation software for content creators.
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11. <https://www.foxbusiness.com/media/meta-invest-ai-generated-characters-profiles-drive-up-engagement> - Quotes Meta executives and experts on the potential impacts and challenges of integrating AI characters into social media platforms.
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