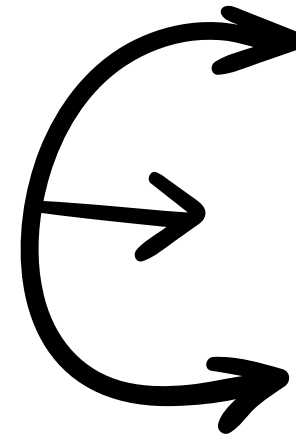


# SOCIAL MEDIA MONITORING ASSISTED BY AI TOOLS

Reference period: 30th August – 3rd October 2022



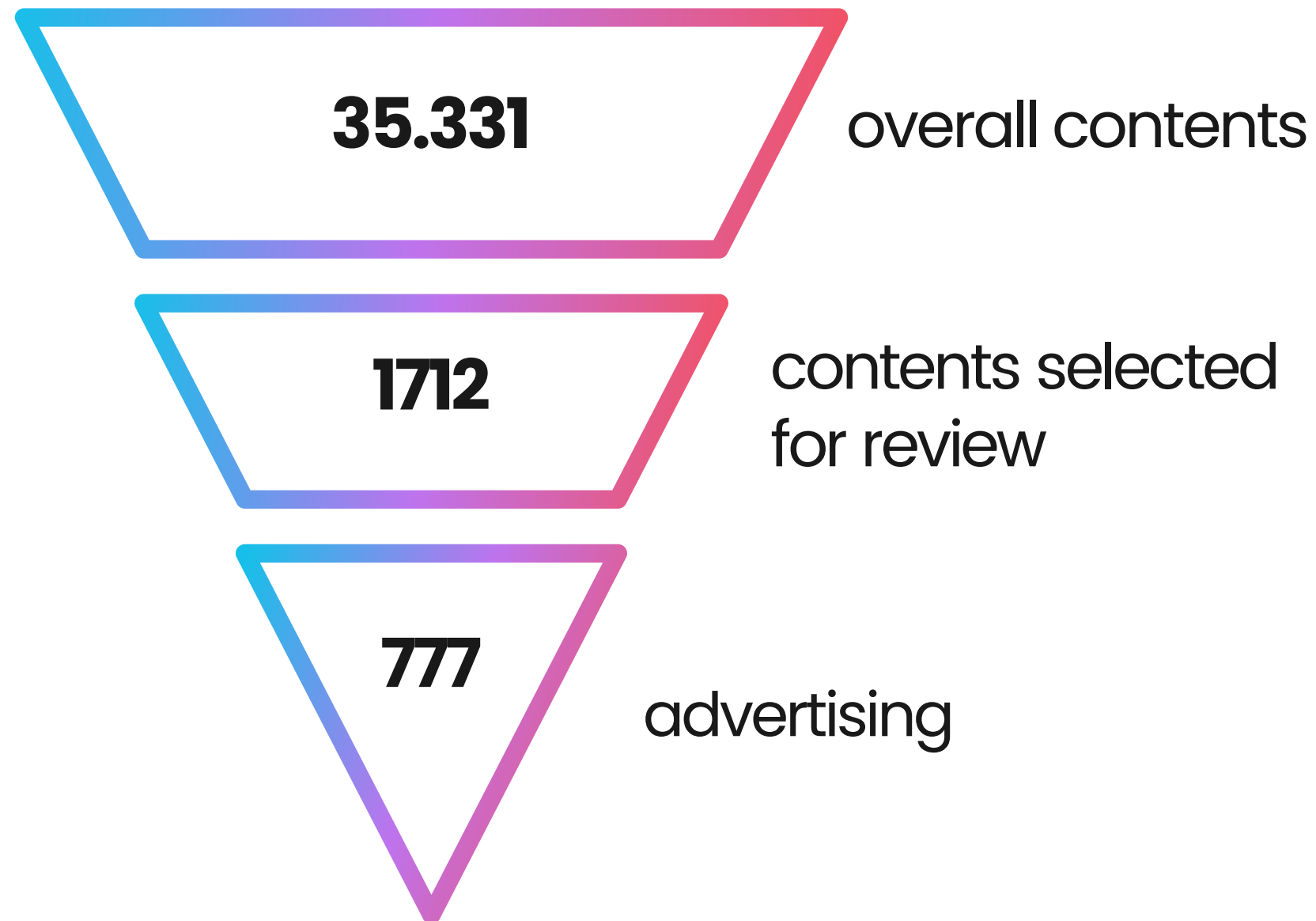
**158 creators monitored**



26,6% 100K – 500K followers

50,6% 500K – 1M followers

22,8% more than 1M followers



Not in breach of the Code



Not properly disclosed

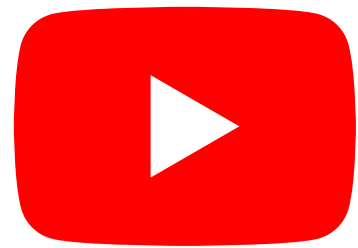


In breach of the Code

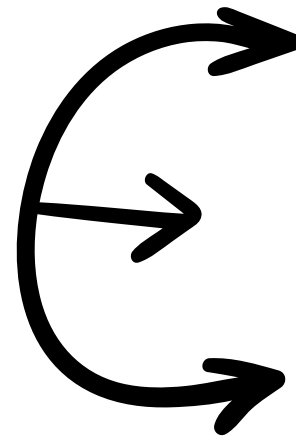


# SOCIAL MEDIA MONITORING ASSISTED BY AI TOOLS

Reference period: 29th August – 30th September 2022



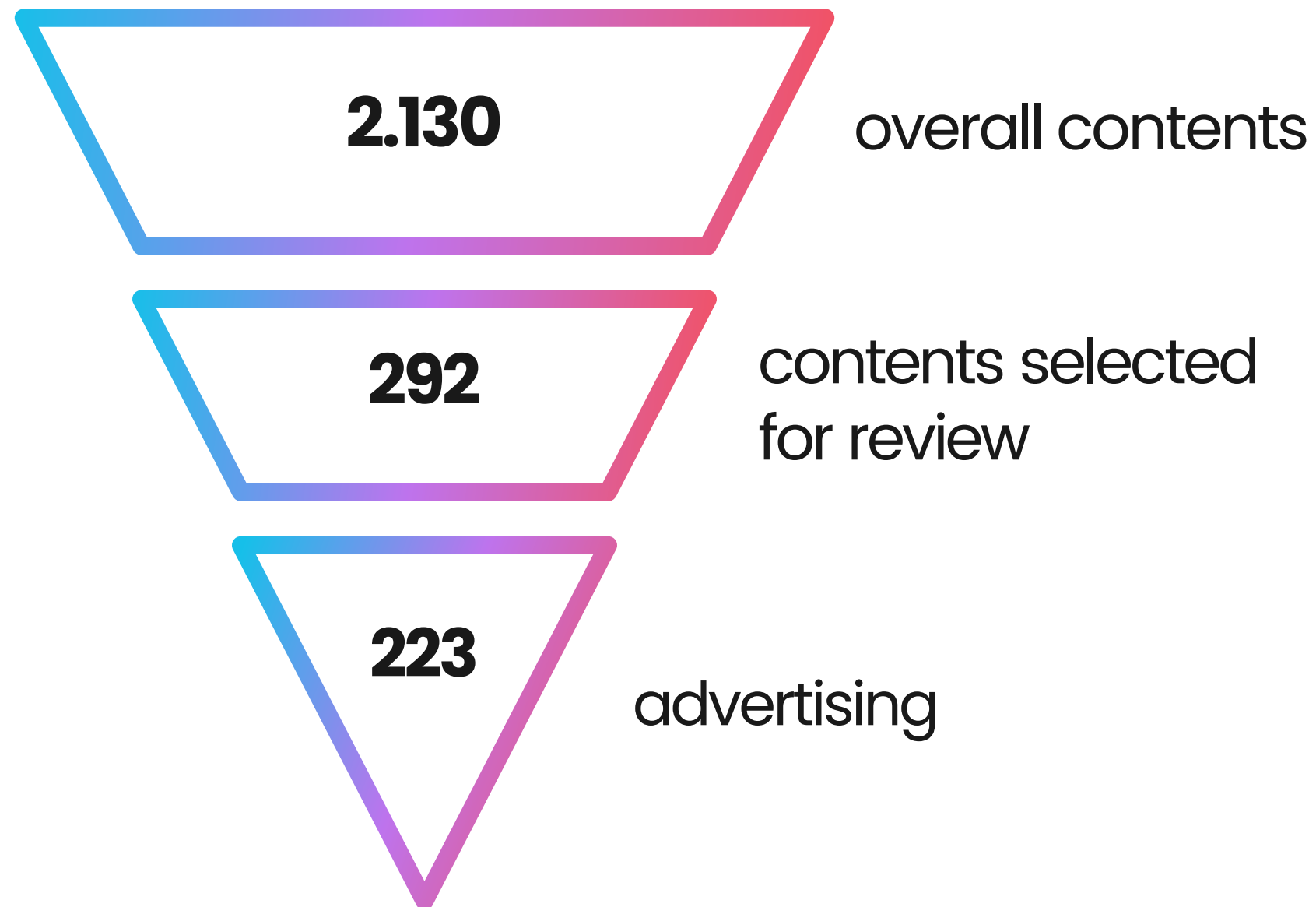
**83 YouTube channels**



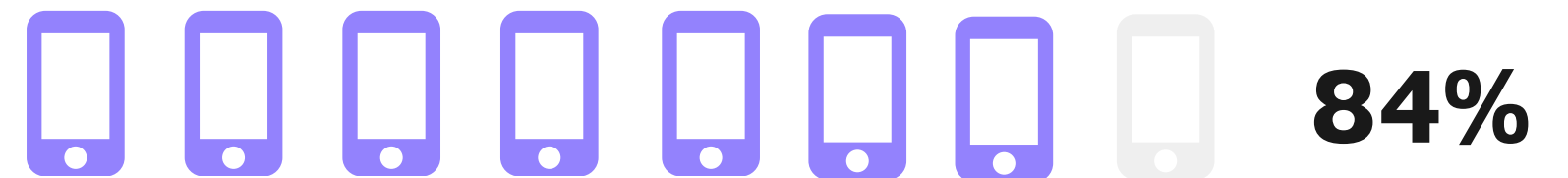
39,7% 0 – 500K followers

21,7% 500K – 1M followers

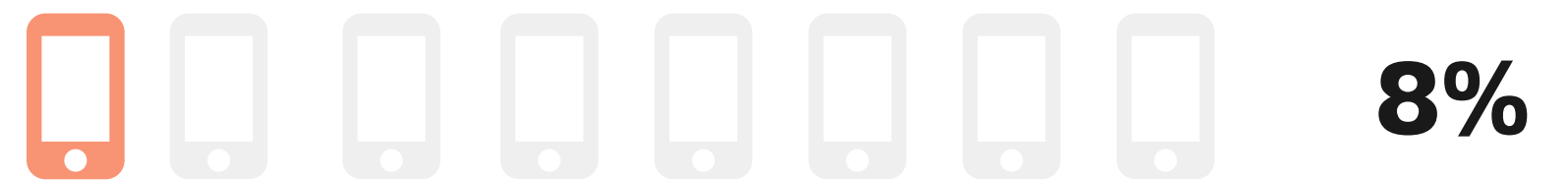
38,6% more than 1M followers



Not in breach of the Code



Not properly disclosed



In breach of the Code

