

Social Media in Modern Governance

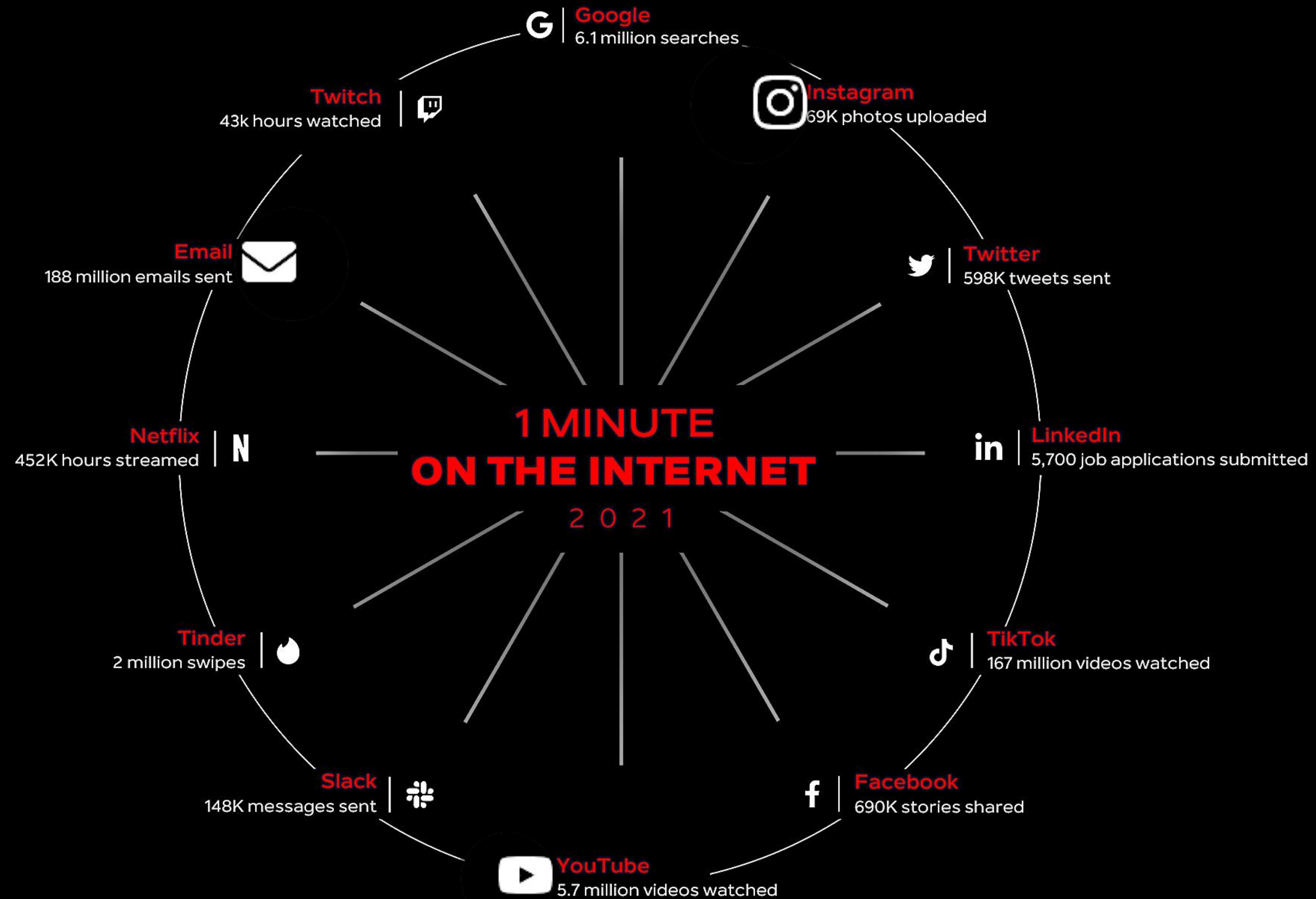
MCRHRDIT, Hyderabad

TRAINING Program

Pankaj Pachauri

June 17, 2025

● 60 seconds on the Internet : 2021



2024

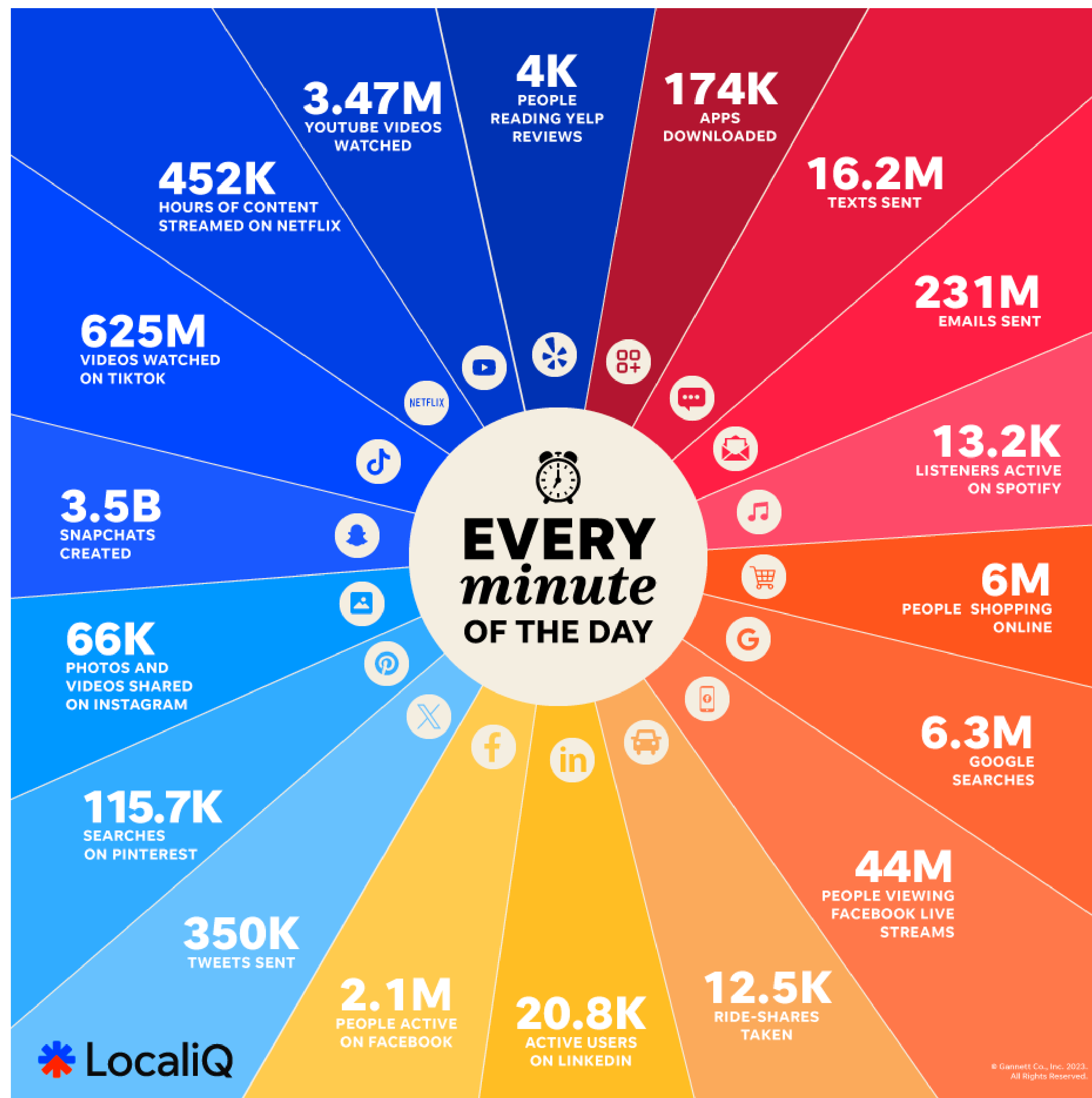
TikTok
up

Google
Searches
Flat

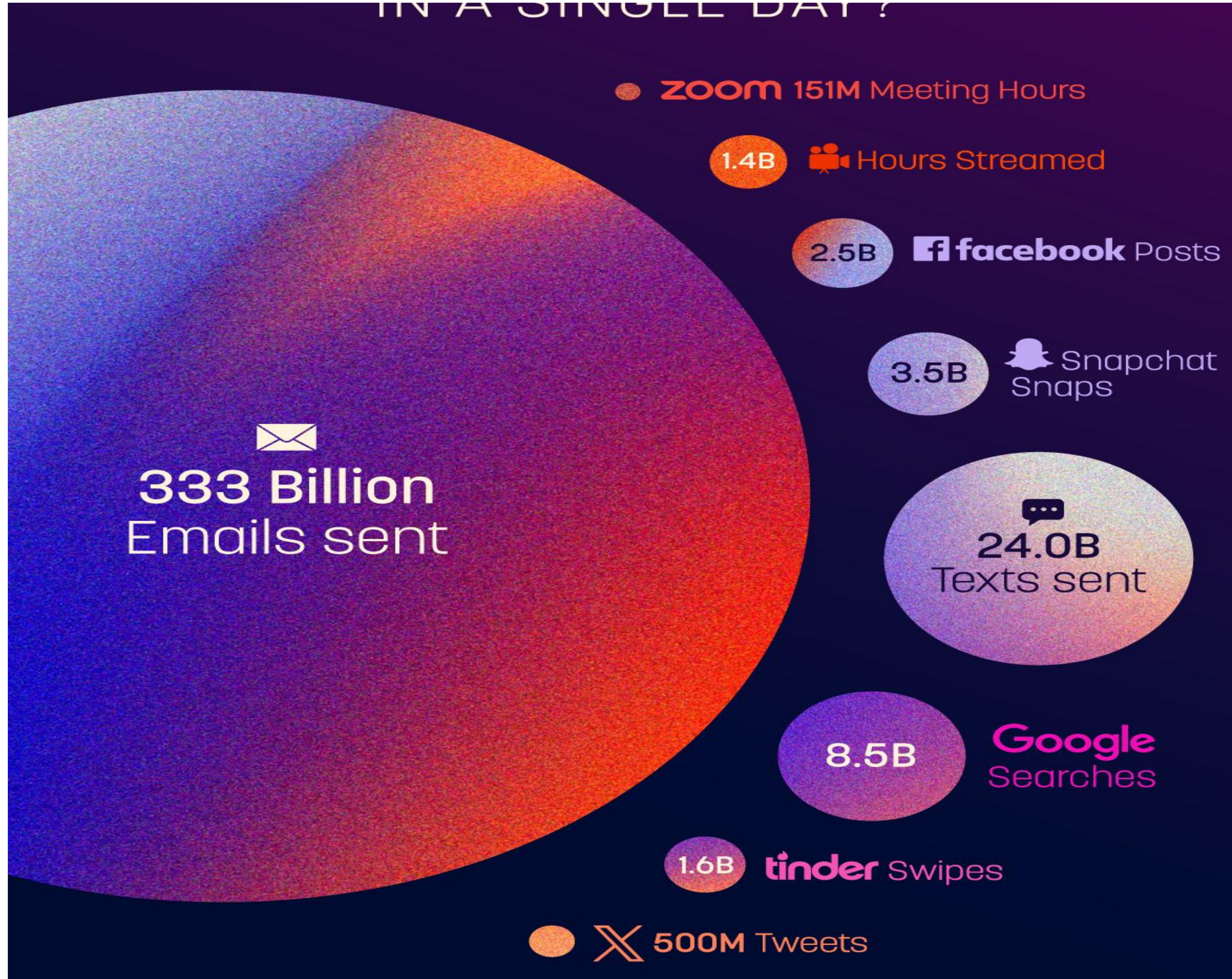
Twitter
Down

Facebook
Lives
Up




Business Up






2025 Business Takes over The Internet



TOP SOCIAL, MESSAGING, AND VIDEO NETWORKS

Rank	Brand	For News		For All
 1	YouTube	54%	(-2)	71%
 2	WhatsApp	48%	(+1)	71%
 3	Facebook	35%	(-4)	50%

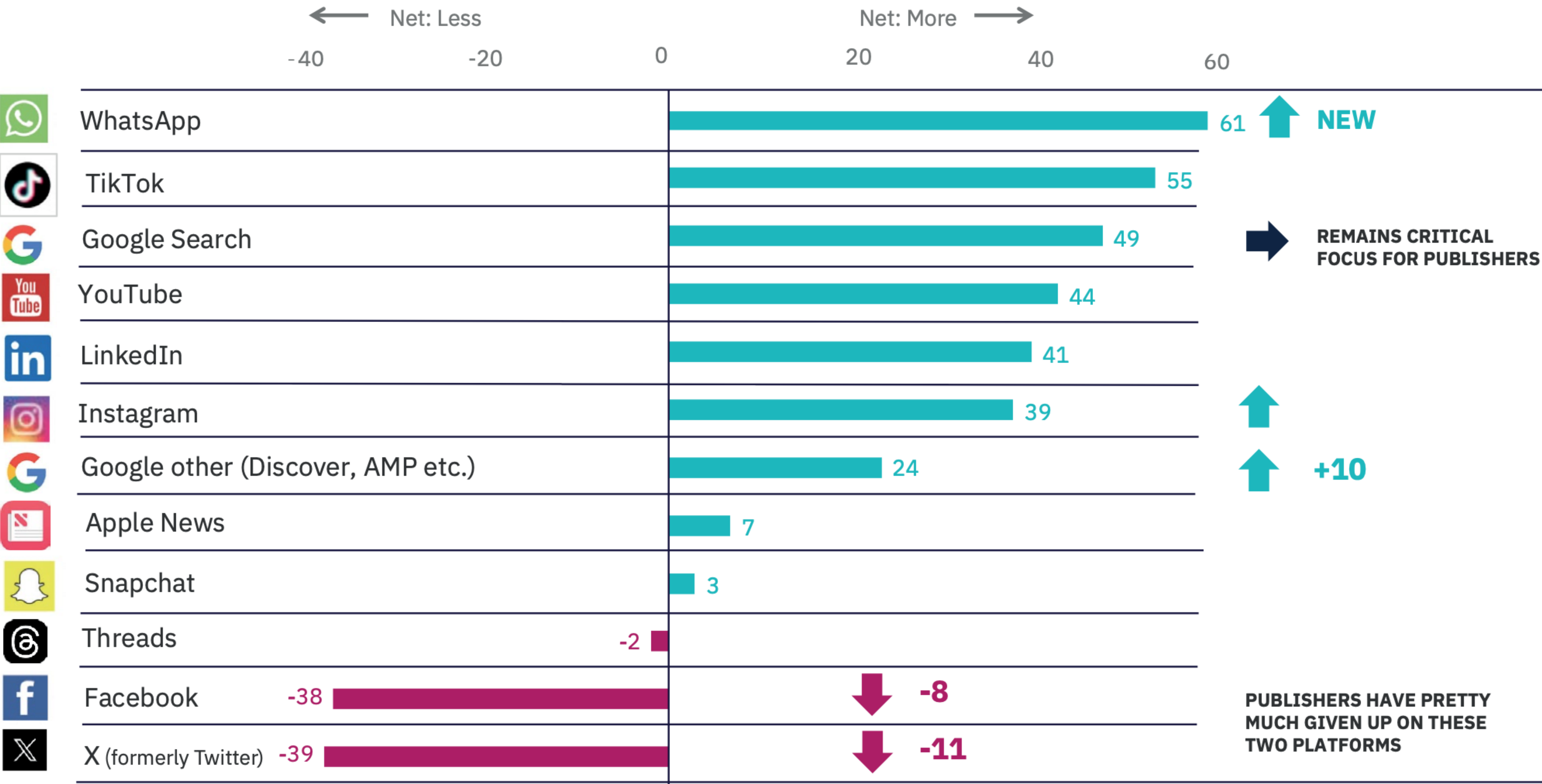
Rank	Brand	For News		For All
 4	Instagram	33%	(+1)	54%
 5	Telegram	20%	(-)	38%
 6	X (formerly Twitter)	13%	(-7)	21%

Source, 2024:



Which tech platforms will news organisations be focusing on in 2024?

Net score calculated as proportion of respondents saying they are putting more effort, minus those putting less effort.



Young creators often outstrip news publishers on TikTok in views

Dylan Page - 10 million followers



New York Times, 570,000 followers

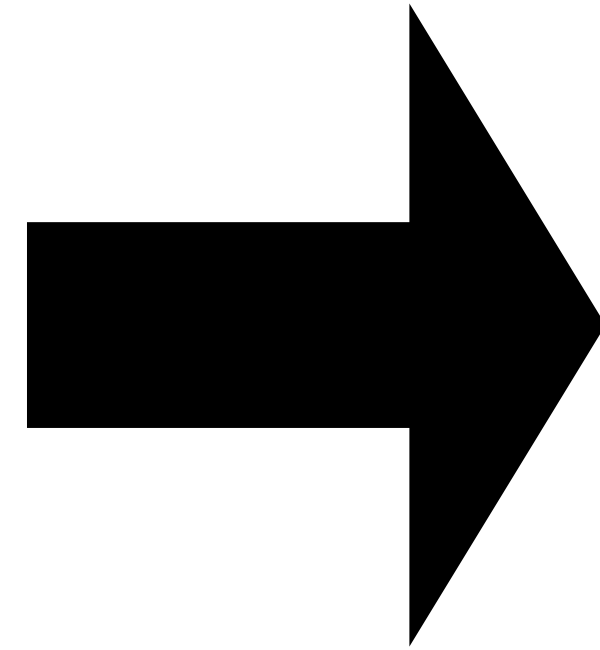


BBC News, 2.6m followers

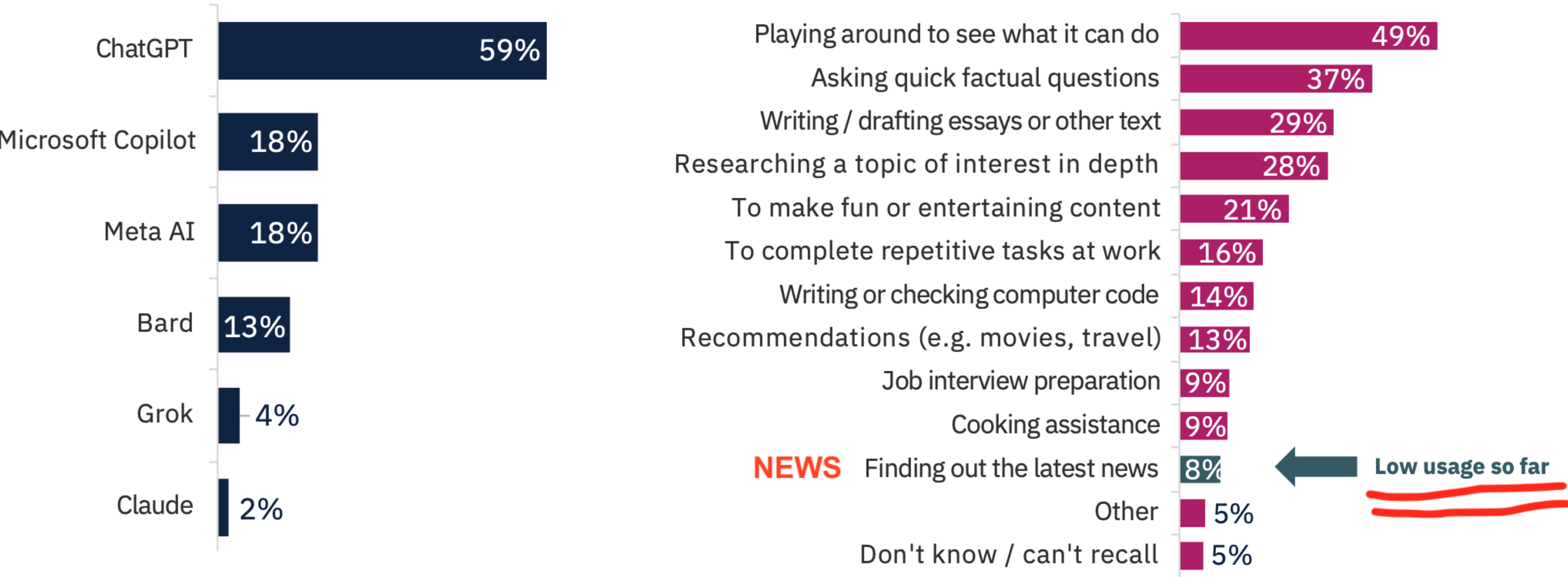


● Video Making Apps

- Quik
- Splice
- Vont
- Snapshot
- Squarefit
- Photopea
- Lightroom
- Canva
- Videoleap

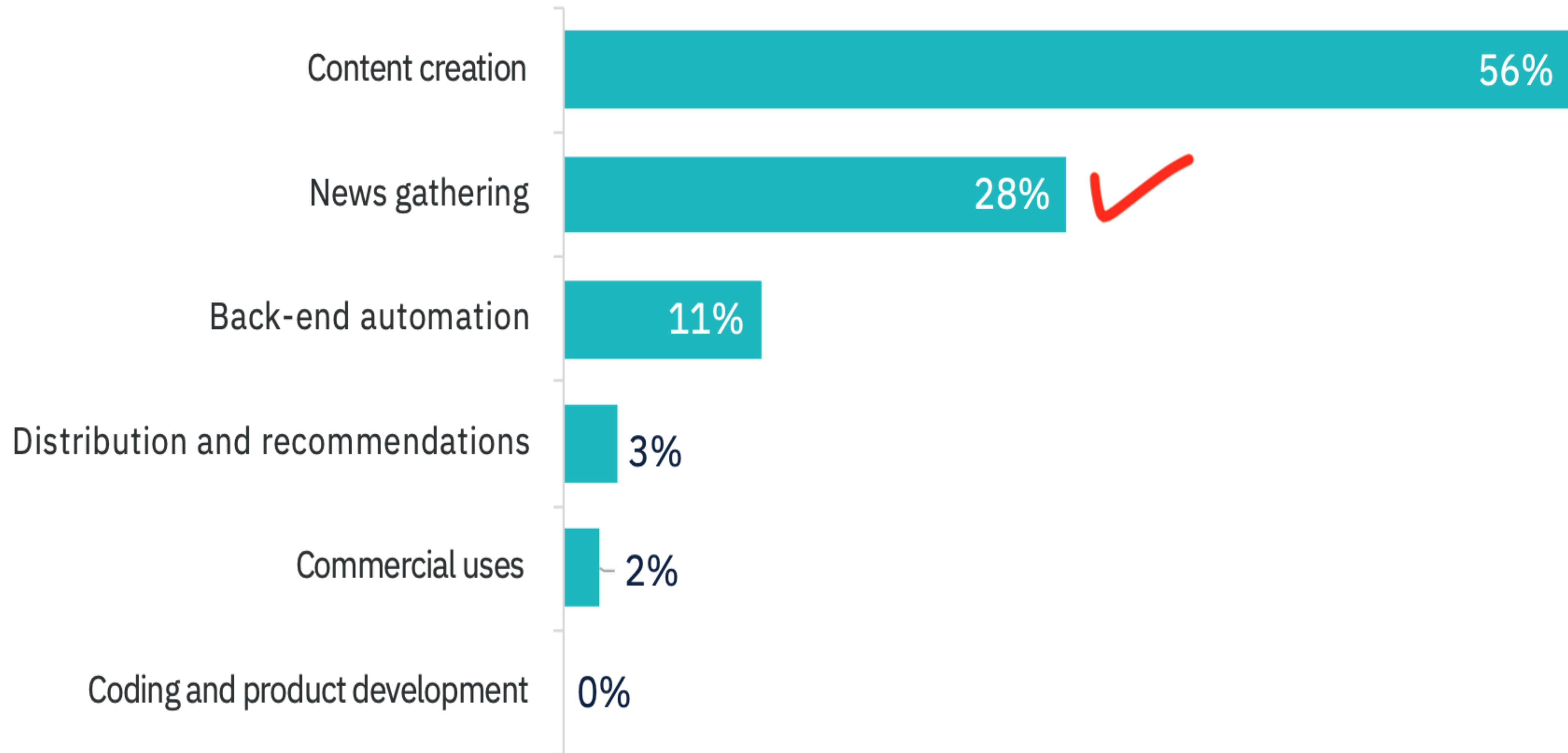


Awareness of AI chatbots and key uses of chatbots – UK audience survey



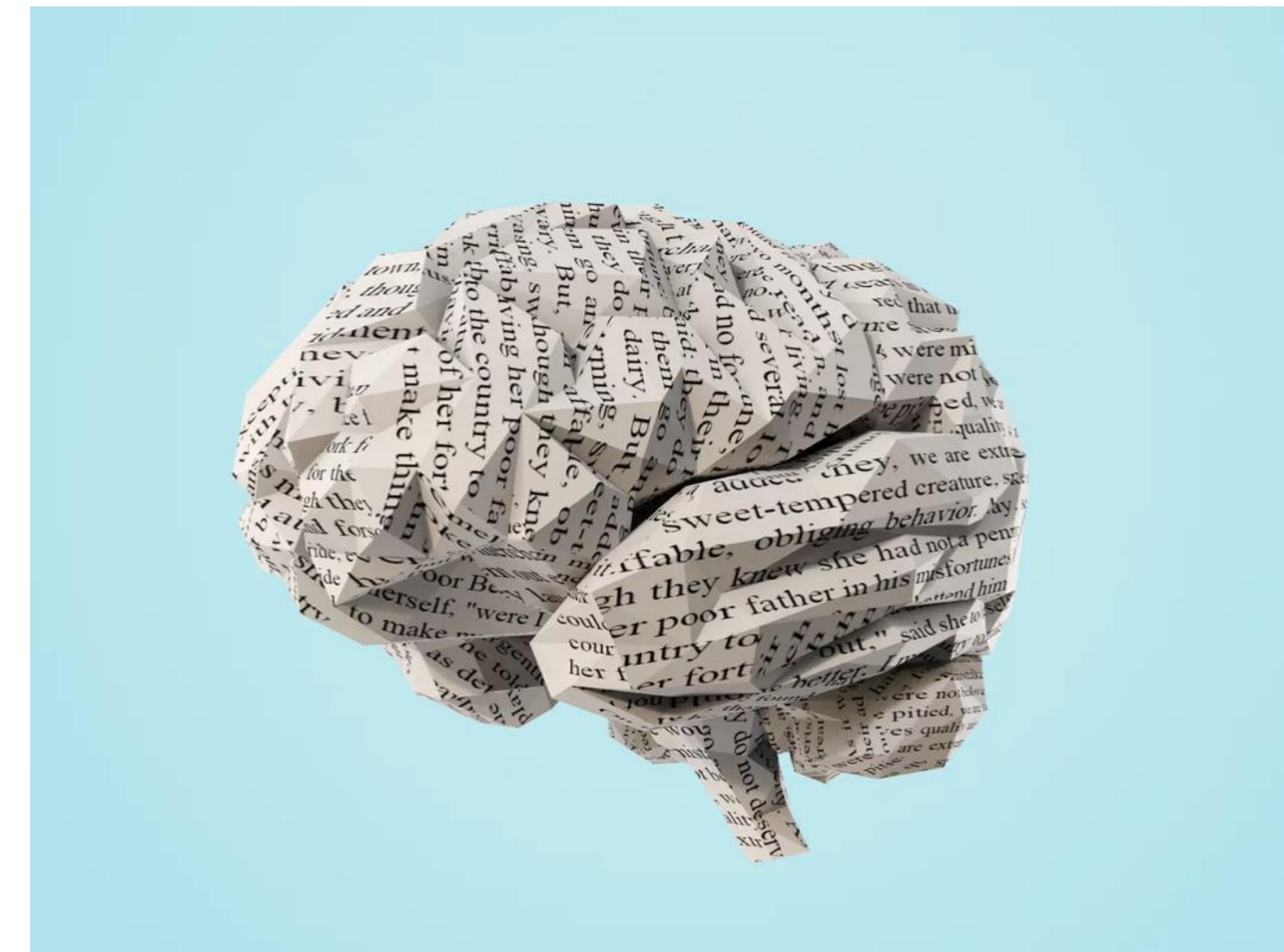
Source: YouGov Omnibus survey, 7-8 December 2023.

Areas seen to carry the greatest reputational risk from the deployment of AI



● The Challenges

- Artificial Intelligence
- \$22b investment/month
- Livestream Life
- VR Goggles and 3D
- Broadband Speed
- Regulations / AI *
- Transparent and Tonality



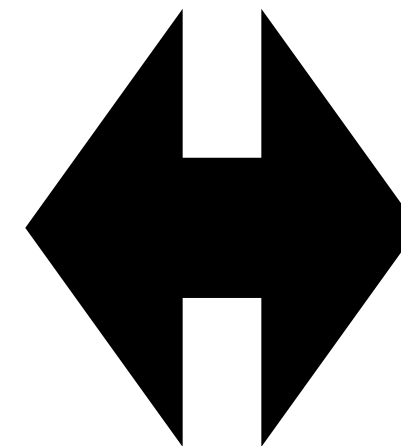
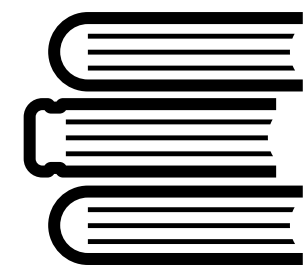
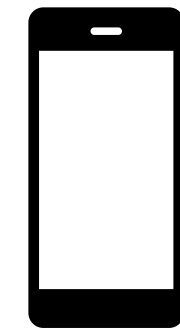
● Information vs News

● Information

● + Factcheck

● + Authenticate

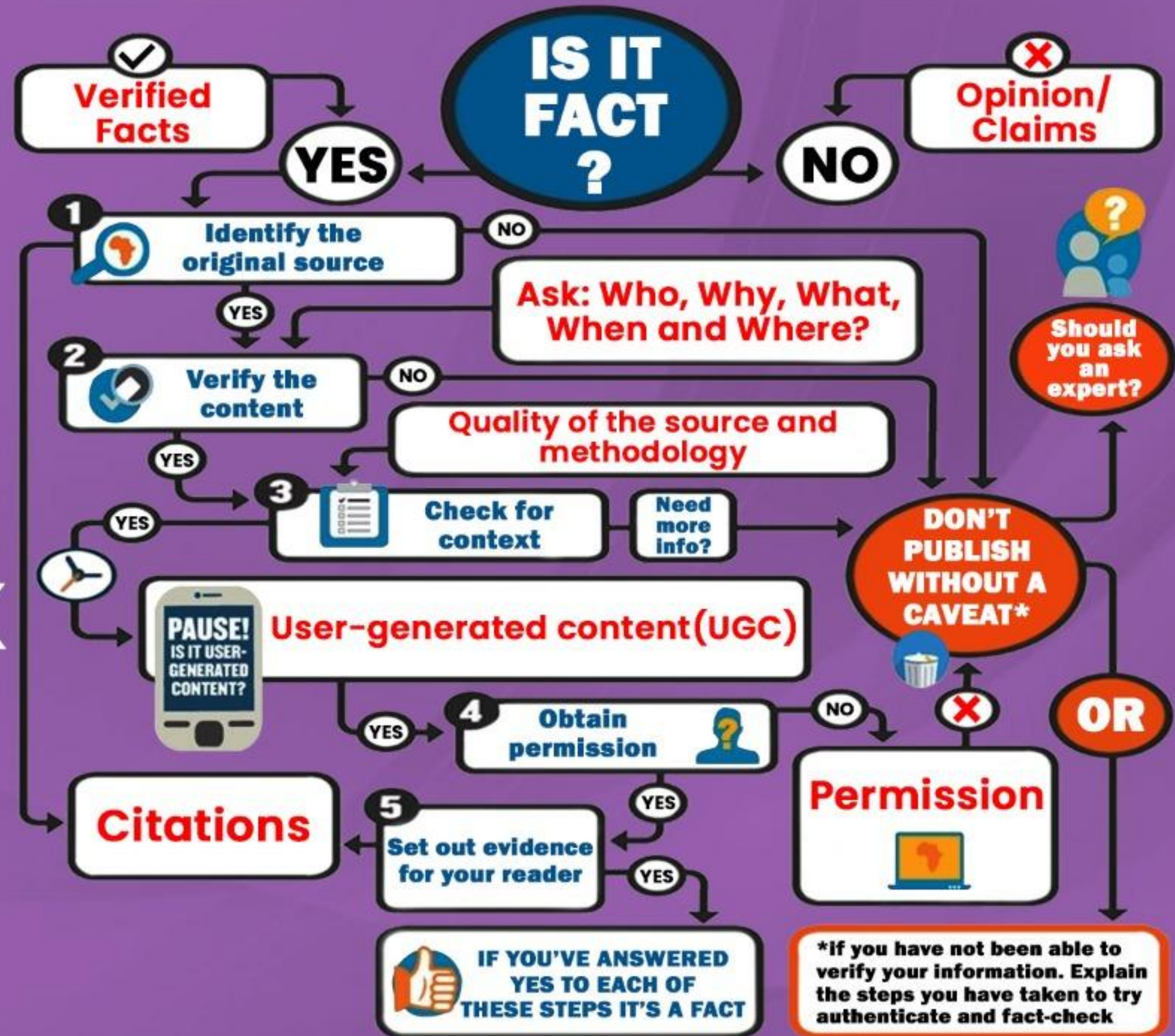
● + Context



● News



THE FIVE-STEP FACT-CHECK



Thank You