Evolving Roles: Social Media Communication in the Age of AI

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Abstract. Generative Artificial Intelligence is no longer just a support tool but a structural element in reshaping corporate digital communication. On social media, where creativity and speed are decisive, its presence has redefined workflows and professional roles. The Social Media Manager, traditionally responsible for content ideation and execution, is now asked to combine traditional skills with new competencies that involve prompting, supervising, and integrating outputs from artificial systems. This evolution opens critical questions: how does the boundary between human and machine creativity shift when AI enters everyday practice? How can professionals maintain authenticity and trust in a space where automated content is increasingly recognizable? To address these issues, this paper adopts the Unified Theory of Acceptance and Use of Technology (UTAUT) as a theoretical framework. Integrating recent findings on AI experience, the study analyzes Meta's social media platforms, a central environment for communication professionals, examining the drivers behind the adoption of their latest AI features. The paper offers a critical reflection on the balance between artificial efficiency and human value, providing theoretical propositions that lay the foundation for future longitudinal research on the acceptance and ethical implications of AI in professional communication.

Keywords: Digital Communication; Artificial Intelligence; Social Media Manager; Social Media, UTAUT model.

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1 Introduction

On November 30, 2022, digital communication entered a new era. Until that moment, corporate content creation was an entirely human-driven process, based on writing, visual, and graphic skills, strategic planning, and professional experience. While technology supported daily tasks through analytics and scheduling tools, the Social Media Manager remained the central pivot of the creative and operational workflow. The global release of ChatGPT and the explosion of Generative AI (GenAI) radically disrupted this balance, transforming the definitions of creativity, responsibility, and authenticity in digital marketing. The introduction of large language models (LLMs) into corporate workflows offers new opportunities for productivity but simultaneously introduces critical tensions. On one hand, these systems extend professionals' creative capacity; on the other, they raise fundamental questions about the future of the SMM role.

How does the integration of AI alter the delicate interplay between human creativity and artificial generation? In what ways can professionals still safeguard trust and authenticity in a landscape where machine-generated content is increasingly pervasive and recognizable? How do professional SMMs decide to adopt these tools, and what drives their continued usage?

This paper takes these questions as its starting point. Methodologically, the paper combines a review of the recent literature on AI-driven marketing and assisted creativity with an analysis of Meta's (Facebook, Instagram, Messenger, Meta Business Suite, Ads Manager, and Edits) latest AI features through the Unified Theory of Acceptance and Use of Technology (UTAUT). This work then lays the foundation for future longitudinal research aimed at measuring the long-term acceptance and ethical implications of AI in professional social media communication.

2 Context

With the launch of ChatGPT by OpenAI in November 2022, for the first time, a Generative Artificial Intelligence (GenAI) based on Large Language Models (LLMs) was made globally accessible, allowing even non-programmers to interact through natural language. Trained on vast datasets of text, code, and online information, and refined through Reinforcement Learning from Human Feedback (RLHF), it learned linguistic structures. It became able to produce coherent, relevant, and credible outputs across a wide range of applications (OpenAI, 2022). Its success was tied to its versatility: ChatGPT can draft argumentative texts in multiple languages, write poetry, translate, compose music and videos, generate images from textual prompts, solve mathematical problems, and more. Because of this multifunctionality, it was rapidly adopted across different sectors, including marketing, education, consultancy, and creative industries, revolutionizing team productivity. Since its release, it has become the fastest-growing consumer application in history, reaching 100 million users in only

two months and counting more than 200 million active users per week by 2024 (Milmo, 2023). This widespread adoption has also had a direct impact on brands' social communication, both organizationally and operationally. Many companies began to rethink their strategies, delegating part of the creative process to AI (copywriting, visuals, etc.), thereby reshaping roles, skills, and internal organizational models. Within this scenario, the role of the Social Media Manager (SMM) emerged as a crucial pivot point. From its first version (Legacy GPT-3.5), ChatGPT rapidly advanced. In March 2023, GPT-4 was released, delivering greater accuracy, argumentative complexity, and the ability to handle more difficult prompts. One year later, in May 2024, GPT-4o introduced advanced multimodality, enabling the upload of multiple input formats simultaneously, offering near-instant interaction with reduced response times, and achieving unprecedented conversational fluidity. August 2025 marked another significant step forward with OpenAI releasing two advanced open-weight models, freely downloadable and fully customizable by companies and individuals without relying on API costs. GPT-5, the last model, reached new levels of reasoning, error reduction, semantic understanding, and integration with external platforms.

All these advancements did not emerge independently because, while OpenAI remains the leading global reference point for GenAI, they are part of a digital environment that is becoming increasingly competitive. Google, for example, significantly enhanced its AI Gemini (formerly Bard) across domains and workloads, and in May 2025 introduced VEO 3, one of the most advanced video-generation systems to date (surpassing even OpenAI's Sora in quality) capable of producing high-end content from complex textual prompts. The European company Anthropic, with its Claude models, focused on safety and reliability, offering more controlled interactions and improved source transparency. From China, DeepSeek emerged as a rapidly growing competitor, distinguished by strong reasoning performance, multilingual generation, and its "deep research" functionality. Despite OpenAI maintaining leadership in adoption and integration, other minor players such as Meta (with LLaMA), Perplexity AI, Mistral AI, and Stability AI (specialized in images and graphics) have expanded and diversified the ecosystem, creating an environment where innovation is constant and release cycles are increasingly compressed.

This technological shift has forced a redefinition of the SMM's role. The professional is no longer the only author of the message, but is also responsible for prompting, refining, and supervising AI outputs. According to a study (Liang et al., 2025), by 2023, only a few months after OpenAI's chatbot was released, 24% of corporate press releases were generated or modified by an LLM. This indicates not only the rapid adoption of AI by brands but also a structural change in corporate communication processes, which began to delegate part of content production to machines to save time and resources. Yet AI is becoming increasingly central in predictive marketing, behavioural analysis, and personalized content generation, requiring professionals to acquire not only new technical skills but also a deeper awareness of risks related to quality, transparency, and authenticity (Basu, Aktar, & Kumar, 2025). The SMM thus stands at the centre of an

operational transformation in which AI risks becoming a substitute rather than a mere creative aid.

2.1 Social Media Marketing: definitions, skills, and transformations in the era of GenAI

Social Media Marketing is the set of strategies and digital communication actions that leverage social platforms to build, consolidate, and promote the image of a brand (or even of an individual), enhancing visibility, strengthening relationships with the audience, and generating conversions (Gentili, 2020). At the centre of these strategies lies the role of the Social Media Manager (SMM). As Gentili points out, this role is profoundly strategic and cannot be reduced to the simple act of publishing content. Whether as a freelancer, an agency consultant, or a member of a company's marketing department, the SMM represents the key link between the brand and its digital community. For this reason, their skill set goes from strategic planning, the ability to adapt the message to the brand's tone of voice and the single social media's tone of voice, to constant performance measurement. The SMM must therefore have transversal expertise, combining creative and communicative abilities (sometimes even graphic or photographic skills) with a solid management of tools and platforms, particularly the Meta suite, which includes Facebook, Instagram and Threads, as well as messaging apps like Messenger and WhatsApp, and business-oriented tools such as Meta Business Suite, Ads Manager, and Edits. These platforms form the backbone of modern digital communication.

Among the essential skills related to these platforms are:

- Audience analysis and targeting: understanding and adapting to the main audiences of each social platform (speaking the "language" of Facebook users differs significantly from reaching Instagram audiences, or the younger and more digitally native Threads community)
- Editorial planning: planning coherent editorial calendars that align with both brand identity and the communication styles of the selected platforms
- Advanced knowledge of Meta Business Suite: using the platform to schedule content and monitor performance
- Advertising campaign management: creating and managing paid campaigns through Ads Manager
- Data analysis: interpreting insights from each platform to optimize content according to engagement and conversion metrics, continuously adjusting communication strategies. In recent years, the evolution of Meta's algorithms has increasingly required a data-driven approach: the SMM must know how to interpret data and transform it into

strategic actions to maximize both organic reach (which is increasingly difficult to achieve) and revenues on advertising investment.

Another equally crucial competence, so central that larger companies often dedicate specific professionals to it, is the Community Management. This involves maintaining relationships with users, responding in a manner consistent with the brand's tone of voice, and managing crises quickly. Given the speed at which communication spreads online, sometimes going viral, effective and authentic interactions can turn occasional users into active supporters of the brand. As Gentili emphasizes, community management is not an accessory activity, but a strategic one.

The introduction of GenAI has disrupted this operational balance. With the advent of LLMs like ChatGPT and their following integration into social platforms, the SMM role is undergoing a structural transformation. The professional is shifting from a primary creator to a "human-in-the-loop", responsible for prompting, refining, and supervising AI outputs. This transition introduces a dualism: on one side, AI tools automate data-driven tasks and content generation, significantly boosting productivity. On the other, they challenge the "human" essence of SMM skills, particularly in community management and narrative authenticity. As studied by Zhang and Gosline (2023), users exhibit "Human Favoritism", perceiving human-generated content as inherently more valuable when the source is known. SMMs must navigate a transparency paradox: utilizing AI for efficiency while striving to maintain the perceived authenticity and brand identity that audiences demand. As the Corporate Communication Companion (Lu et al., 2024) highlights, the growing use of Large Language Models (such as ChatGPT) in corporate and promotional writing is leading to greater homogeneity of tone. This makes it essential for communication professionals to develop an augmented narrative competence: the ability to generate coherent, distinctive, and authentic stories even when starting from AI-generated material. A deep understanding of AI tools integrated into Meta's platforms, therefore, becomes the foundation of competitive advantage in digital markets. It is not only a matter of knowing how to use these tools but also of deciding when and how to integrate them into the workflow, while keeping full control over the creative process, ensuring consistency with brand identity, and maintaining transparency with audiences.

3 Literature Review

The rapid diffusion of GenAI and its implementation into corporate strategies has led both academics and professionals to question not only its practical applications but also its broader cultural and professional implications. On the one hand, ChatGPT has quickly become an almost indispensable tool, capable of writing texts, translating, generating code, images, video, and audio, and solving complex problems (Ooi et al., 2023; Wah, 2025). On the other hand, doubts remain about the actual degree of creativity these systems can achieve (Runco, 2023). The debate grows along two perspectives that are not necessarily opposed: the technological optimism, which

considers AI as a means to boost efficiency and enable new forms of "augmented" or "assisted" creativity (Yang et al., 2025; Teepapal, 2025), and a more critical approach, which emphasizes the risks of linguistic homogenization, the erosion of brand authenticity, and potential ethical concerns (Lu et al., 2024; Li, et al., 2025). Within the field of digital marketing, several studies have highlighted AI's role in enhancing personalization and engagement. Basu, Aktar, and Kumar (2025) show how the integration of machine learning and data analytics helps professionals target increasingly specific audiences (now a feature directly incorporated into Meta Business Suite) and revolutionize the customer journey. Teepapal (2025), through a series of interviews, demonstrates that user trust in AI-generated content largely depends on the transparency with which its artificial origin is disclosed and, on the credibility, (and thus the reputation) of the person or brand publishing it. A still developing part of the research concerns perceptions of authenticity and trust. Kim and Wang (2024), for instance, compare the work of virtual influencers (profiles created entirely by AI, which, once gaining recognition among human audiences, are hired to promote real products or services) with that of human influencers. Their findings show that the human element still plays a decisive role in raising closeness and trustworthiness. Yet, as the adoption of LLM in corporate communication becomes more widespread, a linguistic standardization is emerging, which increasingly risks weakening brands' distinctive identities (Liang et al., 2025).

These contributions reveal an extensive but still fragmented literature. While there are different studies on the opportunities and risks of AI in terms of productivity, and a growing body of research on social perceptions of AI-generated content, much less attention has been devoted to its direct impact on the evolution of professional skills. The role of the Social Media Manager, widely acknowledged as a central figure in contemporary digital communication (Gentili, 2020), remains marginally addressed in academic research, particularly regarding the integration of AI functions into operational tools. Furthermore, the increasingly recognizable nature of AI-generated content could lead the discussions on authenticity and transparency, which are today recognized as crucial but remain underexplored. These gaps form the starting point for the present analysis and for future research, which aims to investigate how AI is redefining both the skillsets required of communication professionals and the way audiences perceive digital content.

4 Theoretical Framework

To analyze how SMM adopt and integrate AI tools into their daily workflows, this study relies on the Unified Theory of Acceptance and Use of Technology (UTAUT). Developed by Venkatesh et al. (2003), UTAUT unifies eight previous prominent models of technology acceptance, providing a comprehensive view of user intention and usage behavior. The application of UTAUT to the field of Social Media Marketing is particularly relevant. Recent research by Renuga et al. (2025) demonstrates that the experience with AI technologies influences both attitudes toward AI and its adoption, highlighting that adoption mediates the relationship between experience and attitude. This suggests that for SMMs, the barrier to entry is not just technical but experiential: positive interaction with AI tools fosters trust and reduces skepticism. Within the context of this study, we adapt the four core determinants of UTAUT theory to analyze the SMM's perspective:

- Performance Expectancy (PE): defined as the degree to which the SMM believes that using the system will help them attain gains in job performance. In the context of GenAI, this refers to the ability of tools like ChatGPT or Meta AI to accelerate content production, optimize Ad targeting, and improve campaign performance. Research by Zhang and Gosline (2023) supports strong performance expectancy, finding that AI-generated content is often perceived as equal or superior in quality to human-generated content in blind tests.
- Effort Expectancy (EE): The degree of ease associated with the use of the system. For SMMs, this relates to the learning effort required to master prompt engineering or navigate new AI-integrated interfaces within the Meta Business Suite. As noted by Venkatesh et al. (2003), effort expectancy is particularly salient in the early stages of a new behaviour, which describes the current state of AI adoption in marketing.

- Social Influence (SI): The degree to which an individual perceives that important others believe they should use the new system. In this study, we could include not only organizational pressure but also the perceived authenticity demanded by the audience. A critical factor here is the concept of "Human Favoritism" identified by Zhang and Gosline (2023). Their research reveals a bias where knowing content is human-created increases its perceived quality, while knowing it is AI-created does not necessarily penalize quality but lacks the "human value". Thus, SMMs must deal with the social pressure to be efficient against the social pressure to be authentic.
- Facilitating Conditions (FC): The degree to which an individual believes that an organizational and technical infrastructure exists to support use of the system. This includes the native integration of AI features directly into platforms SMMs already use (e.g. Meta's Advantage+ tools), removing technical barriers.

By framing the analysis through these determinants, this paper investigates the drivers of AI-tools acceptance. The following sections will apply this framework to the specific context of the Meta ecosystem, formulating hypotheses for future empirical validation.

5 AI features in the Meta Suite through the UTAUT model

To understand how SMMs are adopting these technologies, we analyze the AI features integrated into the Meta ecosystem through the four core determinants of the Unified Theory of Acceptance and Use of Technology (UTAUT) model: Performance Expectancy, Effort Expectancy, Facilitating Conditions, and Social Influence. This analysis serves as a theoretical basis for future empirical data collection and a longitudinal study. Meta represents our key field of analysis not only because it manages a leading ecosystem of social platforms with billions of users (Facebook, Instagram, Threads, WhatsApp, Messenger), but also because in the past two years it has accelerated the integration of AI across its suite, particularly along three directions: conversational assistance and search functions; generative content creation and adv optimization; and safety, transparency, and labelling of AI-generated contents. These innovations are actively reshaping processes of creativity, publishing, and analysis, with significant implications for the daily work of Social Media Managers and for the expectations of ordinary users.

Performance Expectancy: Efficiency and Campaign Optimization

Performance Expectancy (PE) is defined as the degree to which the user believes the system will help them attain gains in job performance. In the context of Meta's suite, this determinant includes all features designed to maximize output (KPIs, reach, etc.) and minimize resource costs. The most significant innovations in this category fall under the Advantage+ suite and automated optimization tools:

- Advantage+ Audience: this feature utilizes AI to automate audience targeting. Instead of manual segmentation, the algorithm builds upon the SMM's suggestions to find broader reach opportunities aligned with campaign goals.
- Advantage+ Leads and Dynamic Creative Optimization: these tools automate the entire advertising funnel, including budgeting and timing. Crucially, they automatically generate variations of ad visuals and texts (Background Generation, Image Expansion, Text Variation), adapting creative assets to different formats such as Feeds, Reels, or Stories.
- Automated Monitoring and Insights: the Ads Manager now provides an Opportunity Score to evaluate campaign quality in real-time and uses AI to highlight KPI trends or flag copyright issues automatically.
- Reels Automatic Translation: The implementation of automatic dubbing and synchronized subtitles removes language barriers, instantly expanding the potential reach of video content.

Consistent with Zhang and Gosline's (2023) findings, which show that AI-generated content can beat human content in quality ratings, we hypothesize that SMMs will adopt these tools primarily due to the tangible improvement in campaign metrics.

Proposition 1: The adoption of AI tools in the Meta Suite is positively influenced by the SMM's perception of improved campaign metrics and reduced production time (Performance Expectancy).

Effort Expectancy: The shift from Execution to Prompting

Effort Expectancy (EE) refers to the ease of use associated with the system. The integration of GenAI fundamentally changes the nature of effort for an SMM, shifting the required skill set from manual technical execution to semantic interaction (prompt engineering). The features that primarily impact this determinant are the generative creation tools:

- Meta AI Assistant: built on the LLaMA 4 model, this conversational assistant is integrated across all apps. It offers conversational memory and multimodal interactions to answer questions, provide creative suggestions, or solve informational problems directly within the workflow.

- Edits and Movie Gen: the launch of the Edits app and the Movie Gen feature allow users to edit videos by generating backgrounds, styles, or atmospheres via simple text prompts, replacing complex manual editing software.
- AI Characters: the ability to create customized bots on Messenger and Instagram Direct simplifies the effort required for community engagement and diverse conversational simulation.

While these tools reduce operational effort, they introduce a learning curve related to prompting. Venkatesh et al. (2003) note that effort expectancy is most salient during the early stages of adoption of the system.

Proposition 2: The perceived complexity of prompting acts as an initial barrier to adoption, but this effect will diminish as SMMs gain experience with the interface (Effort Expectancy).

Facilitating Conditions: Direct integration as a driver

Facilitating Conditions (FC) represent the organizational and technical infrastructure that supports use. A critical factor in Meta's strategy is the removal of friction by embedding GenAI features directly into the existing infrastructure.

- Direct integration in Meta Business Suite: unlike external tools that require API connections or switching apps, features like Advantage+, Meta AI, and Edits are embedded in the platforms SMMs already use daily (Facebook, Instagram, WhatsApp).
- Accessibility Features: the integration extends to hardware, such as Ray-Ban Meta Glasses, which provide contextual visual recognition, further embedding AI into the physical workflow of content creation.

Renuga et al. (2025) suggest that direct experience raises adoption; Meta's strategy of placing these tools at the user's fingertips acts as a powerful facilitating condition, likely accelerating the normalization of AI.

Proposition 3: The integration of AI tools within the Meta Business Suite significantly increases the likelihood of adoption by reducing technical friction (Facilitating Conditions).

Social Influence: Authenticity and the Creator Economy

Social Influence (SI) is the degree to which an individual perceives that important others (supervisors, clients, and the audience) believe they should use the new system. In Social Media Marketing, this determinant is linked to the concepts of trust and authenticity. Two key features highlight this tension:

- "Made with AI" Label: Meta has introduced automatic labelling for AI-generated content to enhance transparency. While intended to build

trust, this creates a dilemma for SMMs. As Zhang and Gosline (2023) identify, users exhibit Human Favoritism, a preference for human-made content. The mandatory label might signal a loss of the human touch, potentially discouraging the use of AI for visible creative tasks.

- Creator Marketplace: this AI-powered feature helps brands select influencers that align with their tone of voice and predicts campaign performance. It represents a shift where AI mediates the social connection between brand and creator, optimizing the authenticity match.

Therefore, SMMs face a trade-off: satisfying the organizational pressure for efficiency (Performance Expectancy) versus maintaining the perceived authenticity demanded by the audience (Social Influence).

Proposition 4: SI moderates the adoption of visible AI features; SMMs will be more likely to adopt AI for backend optimization than for front-end creative tasks where Human Favoritism is critical for engagement.

6 Results and limits: theoretical propositions for future research

This study aimed to establish a theoretical foundation for understanding the adoption of AI tools in the Meta ecosystem. By applying the UTAUT framework and integrating recent findings on AI experience and Human Favoritism, we have formulated four key propositions that offer significant implications for both theory and practice.

1. Performance before algorithm aversion: our analysis suggests that PE will be the strongest predictor of AI adoption among SMMs (Proposition 1). Contrary to the fear of algorithm aversion, in blind tests AI-generated content is often perceived as equal or superior in quality to human expert content (Zhang and Gosline, 2023). This implies that SMMs are likely to adopt tools like Advantage+ and generative editing features not just for speed, but because they objectively improve campaign performance. The implication is that the resistance to AI in marketing is likely not functional, but social.

2. Experience as a key to overcoming complexity: while the shift to prompt engineering introduces a new form of effort (EE, Proposition 2), the literature indicates this barrier is temporary. Renuga et al. (2025) found that experience with AI technologies significantly influences attitudes and adoption. As SMMs gain familiarity with Meta's integrated AI interfaces, the "adoption" itself mediates the relationship, creating a positive feedback loop: usage reduces perceived effort, which in turn fuels further usage. This suggests that training programs focused on practical prompting skills are essential for accelerating adoption

3. The role of infrastructure: the integration of AI directly into the Meta Business Suite acts as a critical FC (Proposition 3). By removing the need for third-party software, Meta reduces the technical friction of adoption. This aligns with findings that facilitating conditions become a direct determinant of usage behavior, especially as users age or gain experience. For the SMM profession, this implies that AI will rapidly become invisible, a standard part of the interface rather than a distinct tool.

4. Navigating the authenticity bias: the most profound implication concerns SI and the "Made with AI" label (Proposition 4). While Zhang and Gosline (2023) show that users do not necessarily penalize AI content, they prefer human content (Human Favoritism). This creates a strategic dilemma for SMMs: using AI for visible creative tasks might penalize the brand because it is considered stripped of its human value. Therefore, we propose that the future role of the SMM will evolve into an authenticity gatekeeper. Successful professionals will be those who leverage AI for backend efficiency (Performance Expectancy) while manually curating the human touch in community management and storytelling to satisfy the audience's desire for human connection (Social Influence).

Creativity, in this sense, can be defined as “assisted”: the professional’s role shifts from merely producing content to strategically and consciously managing the interplay between human identity and artificial contributions. The implications for the future are double: the need to train hybrid professionals who combine creativity with technical and critical skills, and the need to develop more ethical communication models that consider authenticity as a core value. But how is this possible, if AI’s aim is precisely to replicate, and potentially replace, the human component in every way?

In fact, to speak of “communication models that preserve authenticity” seems almost paradoxical. Authenticity is not something that can be designed, learned, or replicated: it is connected to uniqueness, singularity, and lived human experience. AI operates on patterns and probabilities, generating statistically coherent outputs based on learned data. It cannot live human experience; it can only simulate it, though with ever-increasing precision. In this sense, when we say the goal is to “preserve authenticity,” what we may truly mean is something else: not the protection of human expression in its pure form (which is already heavily mediated by AI), but the creation of a dimension where human intervention remains visible, recognizable, and narratively meaningful. Today’s market pushes for machine substitution in the name of efficiency and cost reduction. But qualitative analysis of contemporary social communication suggests that, more than ever, users look for signals of authenticity, recognizable voices, appreciate imperfection, and seek the “handmade” qualities that machines cannot yet fully imitate (Buder & Unfried, 2024; Baringa, 2025). Nevertheless, the study by Zhang and Gosline demonstrates that people tend to prefer human-generated content only

when they are aware of its origin. When the provenance remains undisclosed, AI-generated messages are often rated just as highly or even more favourably (Zhang & Gosline, 2023). Thus, the perceived value of human authenticity does not depend only on content features but is significantly shaped by transparency and explicit communication about authorship. This suggests another promising direction for future research: to further investigate how different forms, degrees, and strategies of disclosure impact user perceptions of authenticity, trust, and engagement in this hybrid communication (Walsh, 2023).

Perhaps the task, then, is not to "save" authenticity as a fixed and immutable concept, but to redefine it within this hybrid ecosystem. A brand's authenticity may lie in its ability to honestly show how it integrates AI tools into its strategy (an approach still widely considered taboo) without hiding the human contribution. In this sense, the most successful models are not those that exclude AI in prior, but those that clearly declare its role while emphasizing what remains essential: human intention, choice, and narrative responsibility.

7 Conclusions

The integration of GenAI into social media strategies represents not merely a technological upgrade, but a shift that is redefining the professional identity of the Social Media Manager. This preliminary study has utilized the Unified Theory of Acceptance and Use of Technology (UTAUT) to map the drivers of this transition, finding a theoretical understanding of adoption mechanisms. The developed framework suggests that the adoption of AI tools within the Meta ecosystem is driven by strong Performance Expectancy, validated by the objective quality of AI outputs, and facilitated by the integration of these functionalities. However, the process appears to be moderated by complex social dynamics. The Human Favoritism bias indicates that while AI can replace the technical execution of tasks, it cannot yet replicate the social value and intrinsic trust attributed to human authorship. It is crucial to emphasize that the present work constitutes a theoretical exploration aimed at establishing the conceptual foundations for a following empirical investigation. The propositions formulated are based on a synthesis of existing literature and the application of theoretical models, rather than on primary data. The goal of this paper is, therefore, to lay solid theoretical grounds for a future qualitative and longitudinal study, which will be conducted as the research project progresses. This study will be tasked with validating the emerged hypotheses, monitoring over time: the evolution of the degree of acceptance and actual usage of GenAI tools by communication professionals, verifying how the experience modifies the perception of complexity (Effort Expectancy) and integration into

workflows. And second, user perception regarding content generated or co-created by AI, exploring in depth the dynamics of trust, reactions to transparency, and the concept of authenticity in an increasingly hybrid communicative environment. Ultimately, this work sets the necessary premises to understand whether the future of the profession lies not in resistance to automation, but in the ability to master the balance between artificial efficiency and human authenticity.

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