The Robots Are Coming!
Ethics, work, and scholarly communication in a radically different future

@EchoboxHQ
https://www.echobox.com
Social media optimised and automated
Which of these was the MAIN way in which you came across news in the last week?

<table>
<thead>
<tr>
<th></th>
<th>Editorial</th>
<th>Algorithmic</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>44%</td>
<td>54%</td>
<td>2%</td>
</tr>
<tr>
<td>Under 35s</td>
<td>34%</td>
<td>64%</td>
<td>2%</td>
</tr>
</tbody>
</table>

Source: Reuters Institute
Social media optimised and automated

Optimal image selected from website

New Scientist 📰 @newscientist
AI will be able to beat us at everything by 2060, say experts
newscienti.st/2rsPGFO

2:27 am - 6 Jun 2017
Social media optimised and automated

Optimal image selected from website

AB-tested, AI-generated share message

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2:27 am - 6 Jun 2017

Optimal scheduling & resharing
10,000,000,000 monthly impressions generated by Echobox
57% 
Average increase in Facebook traffic

115% for Twitter
£13,000,000
made for publishers last year
Our AI runs social media for 170 publishers in 20 languages

Clients on every continent

Our data is comprehensive enough to predict elections
"Echobox was the best solution we tested. It is now a must in our newsroom."

and 170 other clients
The robots are coming... to do what?
Analytics providers offer ever more intricate data. Echobox removes the need to analyse data through intelligent automation.
180,000,000,000,000 GB
The data deluge
An AI-first solution
“Social media optimisation has been major headache. Not only is it extremely complex but it’s a lot of guesswork, and requires a more scientific approach.”
Social media - unlimited demand?

Without Echobox

With Echobox

# Facebook Accounts

11

25+
“We couldn't handle posting manually with a calibrated strategy for each account. Echobox gave us a relief: that all our Twitter and Facebook accounts are properly maintained.

The Social Media Editors can supervise and manage everything more easily, and have now more time, and more options, for other projects.”
“Echobox has freed up the need for [our editor] to worry about Facebook, which is invaluable to us in a space where time and resources are stretched beyond thin. Echobox frees us up from the crappy work to focus on the bigger issues.”
“We have more time for other projects, but also more time for each individual social media post.”

“Echobox allows me through these time-savings to organise partnerships, games, contests etc. and develop projects related to influencers.”
“Success on social takes the right mix of human intuition and machine intelligence.”

Echobox is a strong tool because human Social Media Editors are constantly working on it. Echobox is now a must in our newsroom, but it couldn’t work alone without humans.