

Can you Trust AI in a Crisis?



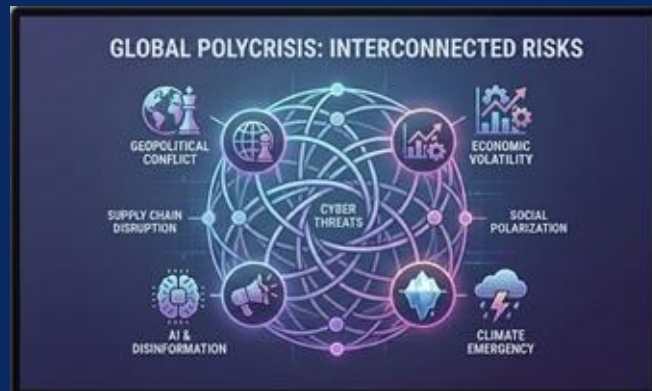
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General Manager,
NewsWhip & Listening
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he/him

THE LANDSCAPE

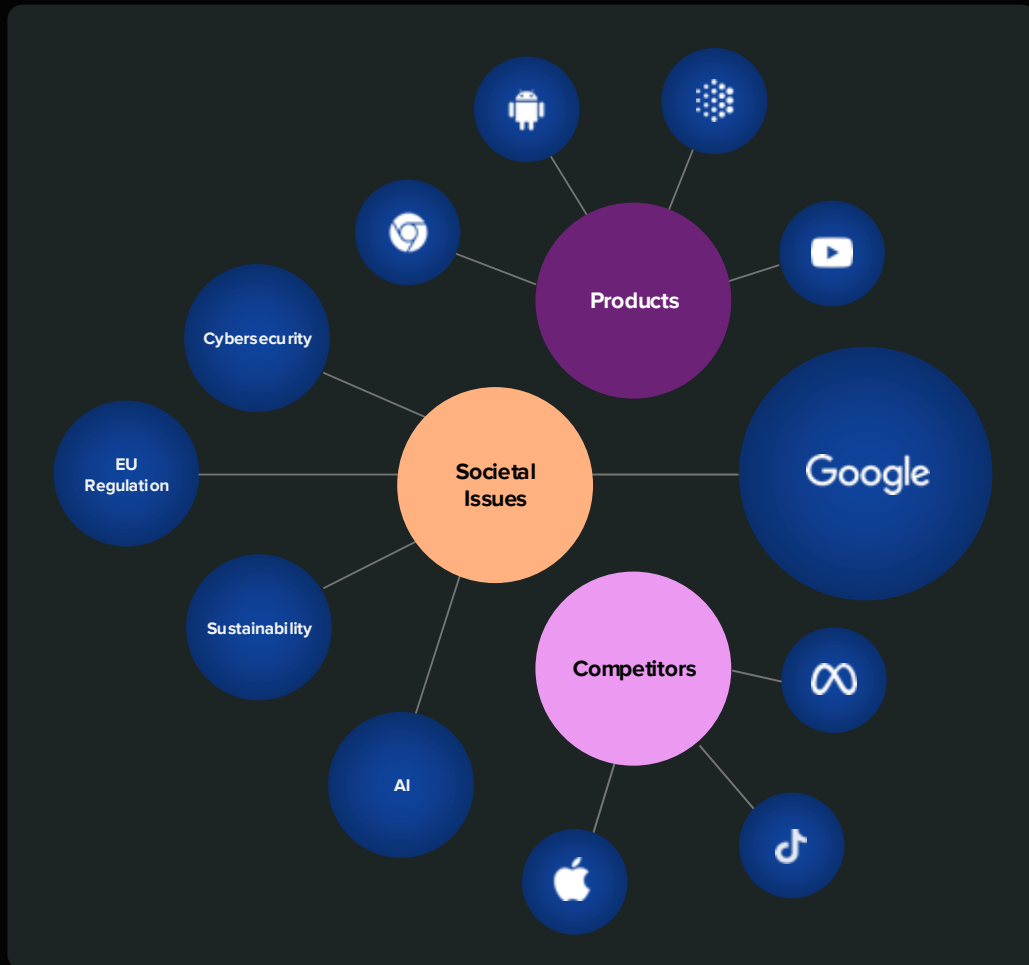
“Misinformation” and a ***“fractured”*** media landscape are the top threats to business today.



THE PROBLEM

More headwinds. More threats.

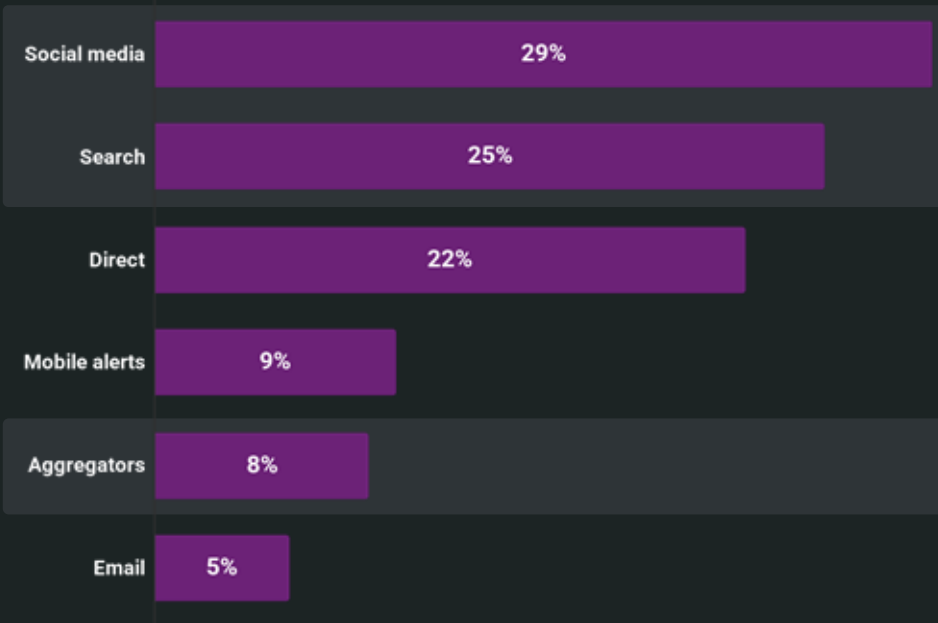
- **2 million** news articles / month
- **100,000,000s** of engagements
- **1,000,000s** of social media posts
- **Endless combination** of reputation risks



THE LANDSCAPE

Social-first news consumption

Proportion that say each is their main gateway to online news



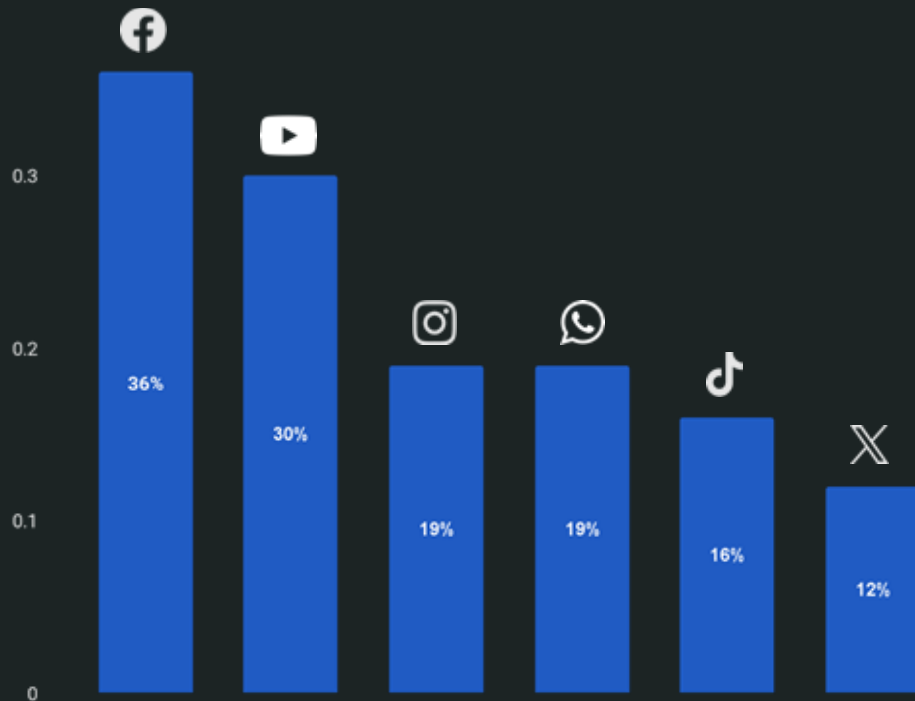
Source: [Reuters Institute Report](#)

THE LANDSCAPE

Social News is *dispersed*

Six networks with weekly news reach of over 10% of consumers

Weekly source of news



Source: [Reuters Institute Report](#)

THE LANDSCAPE

The rise of the news creator

Over **half of younger Britons** consume news from creators every single day.

Most mentioned individual news-related accounts

United Kingdom

	Name	Known for	Main social platform	Followers
1	James O'Brien	Radio talk show (LBC)	X/YouTube	1.2m (X), 717K (YT)
2	Robert Peston	News and comment (ITV)	X	1.3m (X)
3	Joe Rogan	Podcaster/conservative chat	Spotify/YouTube	15m (YT)
4	Piers Morgan	Outspoken talk show	X/YouTube	8.7m (X), 2.45m (YT)
5	Owen Jones	Left leaning commentator	X/YouTube	1.1m (X), 500K (YT)
6	Martin Lewis	Personal finance expert	X/Facebook/TikTok	2.7m (X), 845K TikTok
7	Russell Brand	Monologues, libertarian	YouTube/Rumble	6.75m (YT)
8	Neil Oliver	Monologues, TV host	X/YouTube	400K (X), 235K (YT)
9	Nigel Farage	Broadcaster/politician	X/Facebook	1.8m (X), 1.2m (FB)
10	David Ornstein	Sports transfer talk	X	2.7m (X)

Source: <https://www.ipsos.com/en-uk/half-16-34-year-olds-trust-news-online-influencers-even-concerns-about-widespread-fake-news>

THE LANDSCAPE

How do you
not overreact
(or miss a
threat) when
there are...



More platforms



More voices



More headwinds



Fewer resources

And what about Saturdays?



How about a new teammate?



What is an agent?



Given a **goal or goals**, not a one-time prompt



Designed to **act autonomously**, repeatedly, and adaptively



Able to **decide how** to achieve that goal



Persistent, running over time, not on-demand

The opportunity of *agentic* *monitoring*



Always-on threat detection

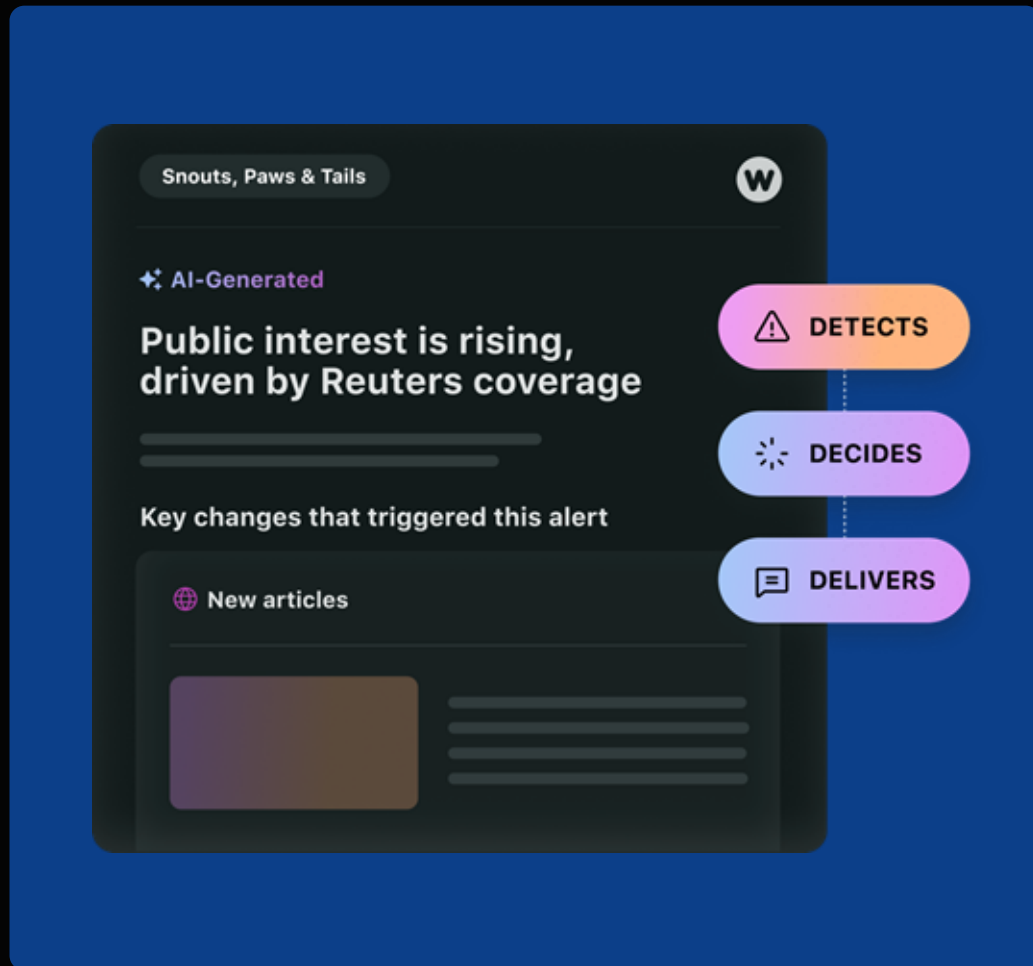


Can scale to track any number of issues—an army of analysts



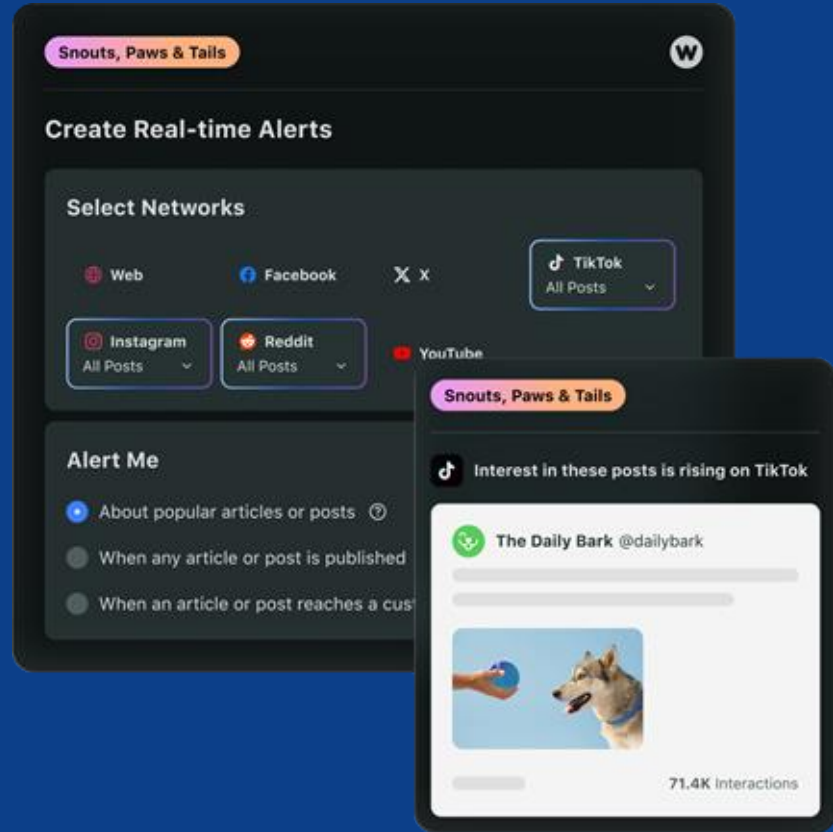
Can understand your context and exercise judgment

In 2025, we launched Agentic Monitoring



WHAT'S A MONITORING AGENT?

Monitoring agents scan news sources and social media for *articles* and *posts* on any topic



WHAT'S A MONITORING AGENT?

They *understand*
your brand, your
priorities, key
messages and
concerns



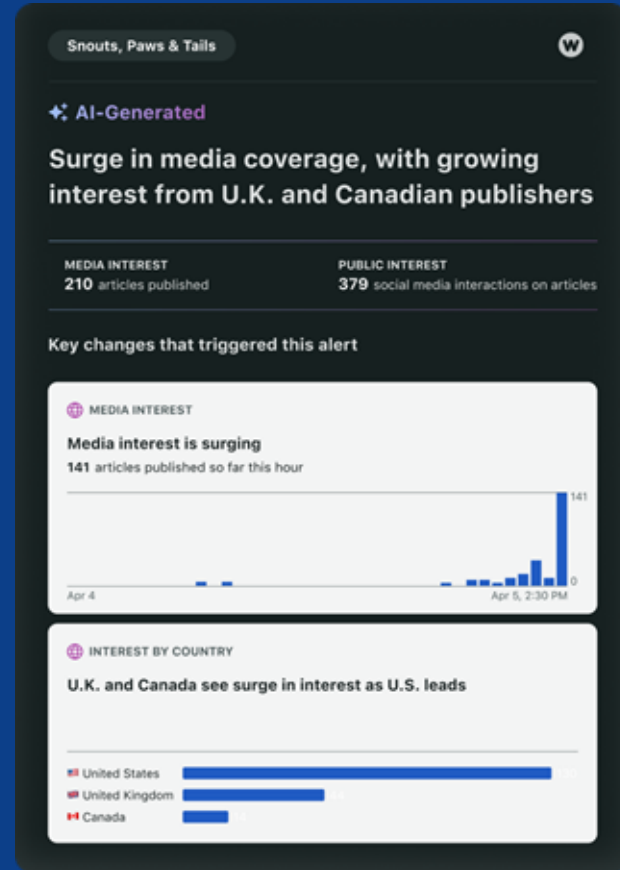
WHAT'S A MONITORING AGENT?

When an agent *identifies* something important...



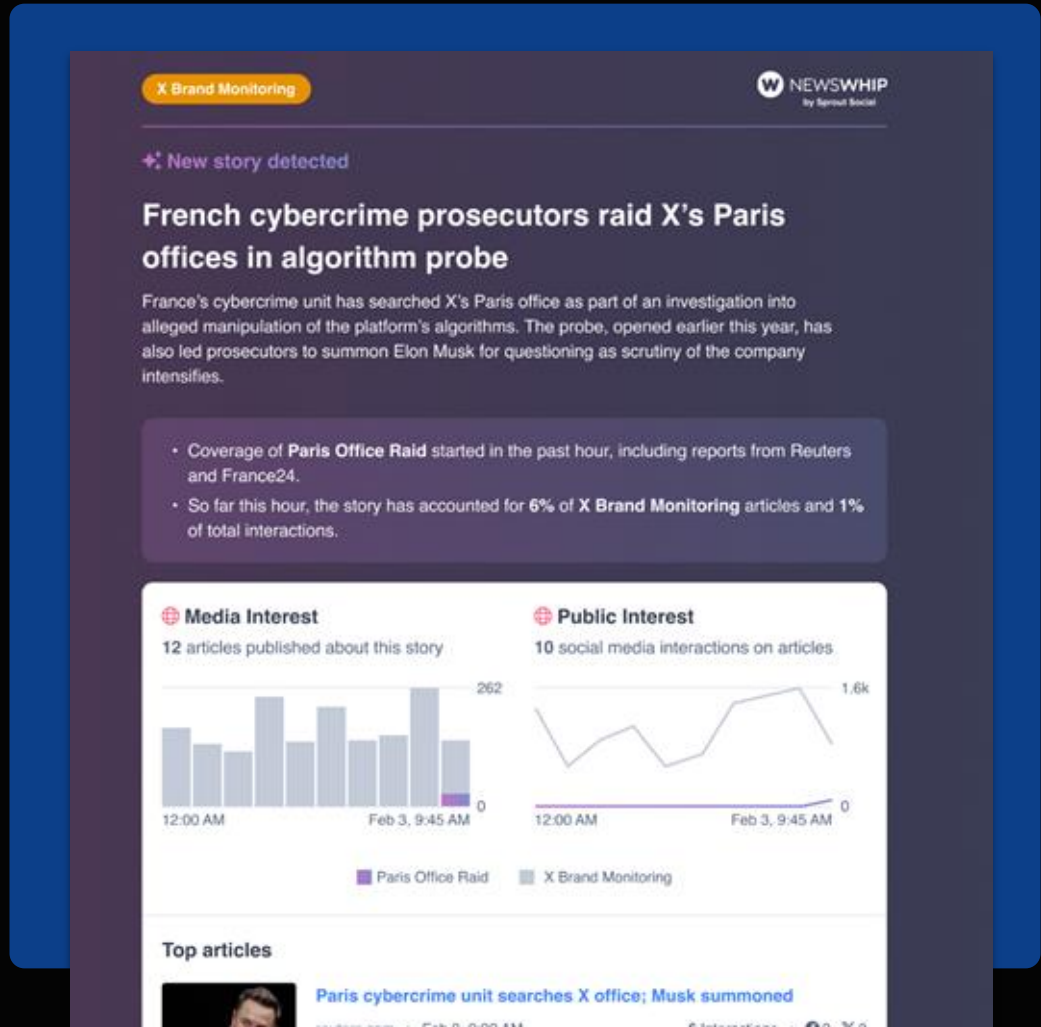
WHAT'S A MONITORING AGENT?

...it sends an analyst-quality report on the issue, and *why it matters*



WHAT'S A MONITORING AGENT?

The agent then *monitors* the story as it develops and *notifies you* of important changes



Key *trust concerns* for agentic monitoring users

1.

Will it **miss critical signals** that matter to me?

2.

Might scare us with **more noise**?

3.

Can it actually provide **context and understanding**?

4.

Might it miss a **new issue** that we didn't direct it towards?

1. Will it *miss critical signals* that matter to me?

Defining critical signals



Surges in **media**
interest



Surges in **public**
interest



Mentions from
Key sources

The impact

**99 - 100% of important events
detected for brand clients**



2. Might scare us with *more noise*?

Our focus: reduce noise by ensuring AI has memory and context

The impact

False positives eliminated entirely for a majority of topics, or kept below 2% for all topics



3. Can it actually give us *context* and *understanding*?

Context and understanding

Agents provide a rich report that quantifies the scale of interest in newly identified issues/events.

The impact

- Clear understanding of the **magnitude** of an event.
- Easy to **share**.



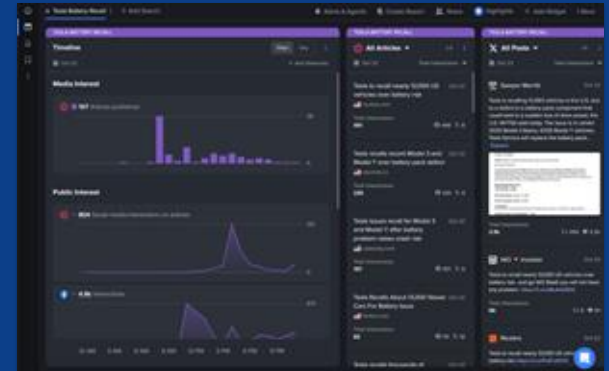
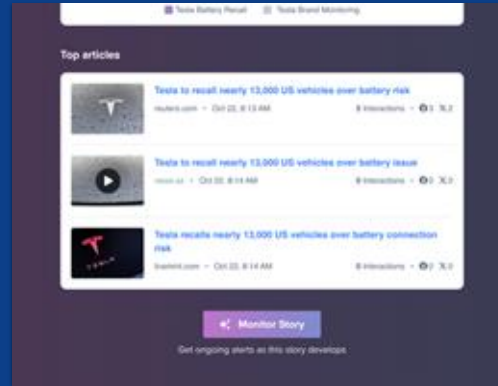
4. Can it find *new issues*?

Power to detect new issues

When the Agent detects a new issue, it sends an email with option to monitor it closely. User selects “yes” or “no.”

The impact

- **Removes all manual effort** for tracking live issues.



Key *trust concerns* for agentic monitoring users

1.

Will it **miss critical signals**?

Rarely. Track news surges, public interest, critical outlets

2.

Might scare us with **more noise**?

Rarely to never. Has superhuman memory and context

3.

Can it actually give us **context and understanding**?

Yes. Full media report before you even ask.

4.

Can it find “unknown unknowns?”

Yes. Far earlier than human monitoring.

Saturdays



*“In an era where reputational risks can emerge and escalate within minutes, we knew we needed a **smarter, faster** way to stay ahead.*

*This ... redefines how we monitor and act on emerging narratives. They are a natural fit for our vision of proactive, **always-on brand protection.**”*

Global Director, Social Listening,
International Beverage Company

*“What we need isn’t more volume, it’s **clarity.***

AI agent ... changes how we manage issues and shape narratives.”

Senior Manager, Product Communications,
Global Automotive Brand



Paul Quigley

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Thank You