

Can you Trust AI in a Crisis?



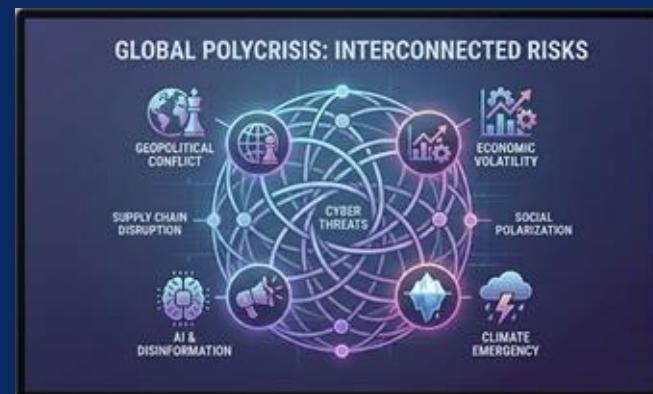
Paul Quigley

General Manager,
NewsWhip & Listening
Sprout Social

he/him

THE LANDSCAPE

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

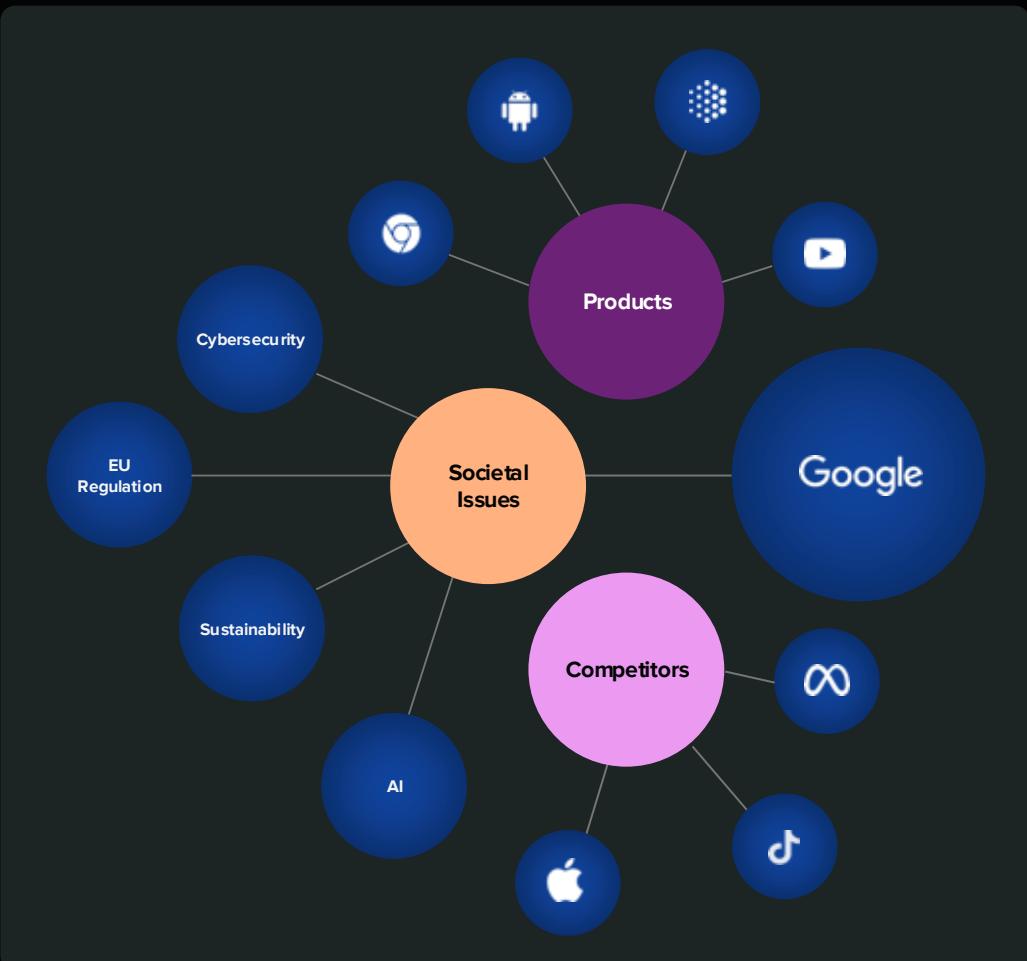


Source: Survey of 11,000 executives - World Economic Forum Global Risks Report 2025

THE PROBLEM

More headwinds. More threats.

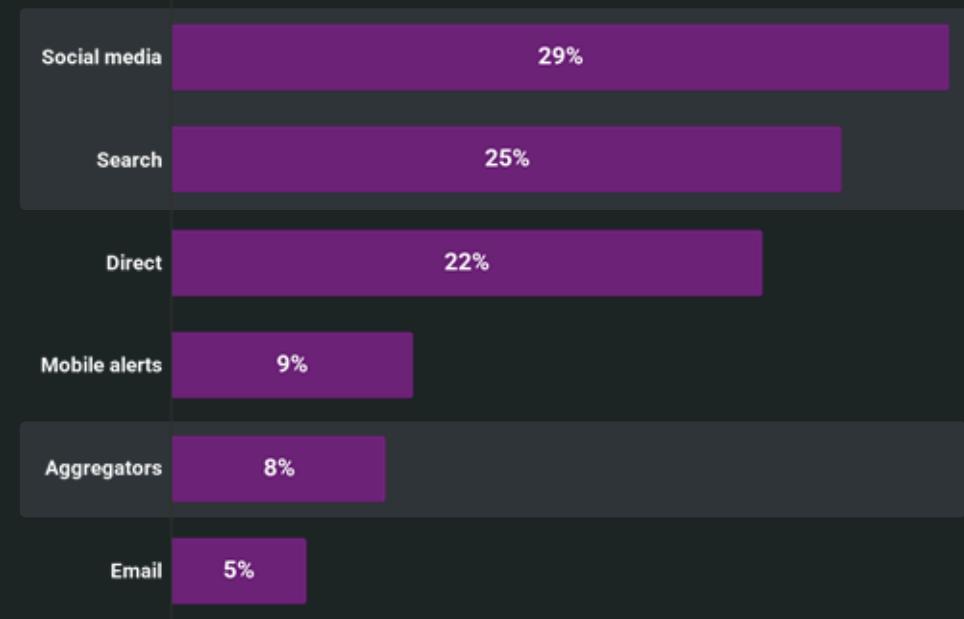
- **2 milion** news articles / month
- **100,000,000s** of engagements
- **1,000,000s** of social media posts
- **Endless combination** of reputation risks



THE LANDSCAPE

Social-first news consumption

Proportion that say each is their main gateway to online news



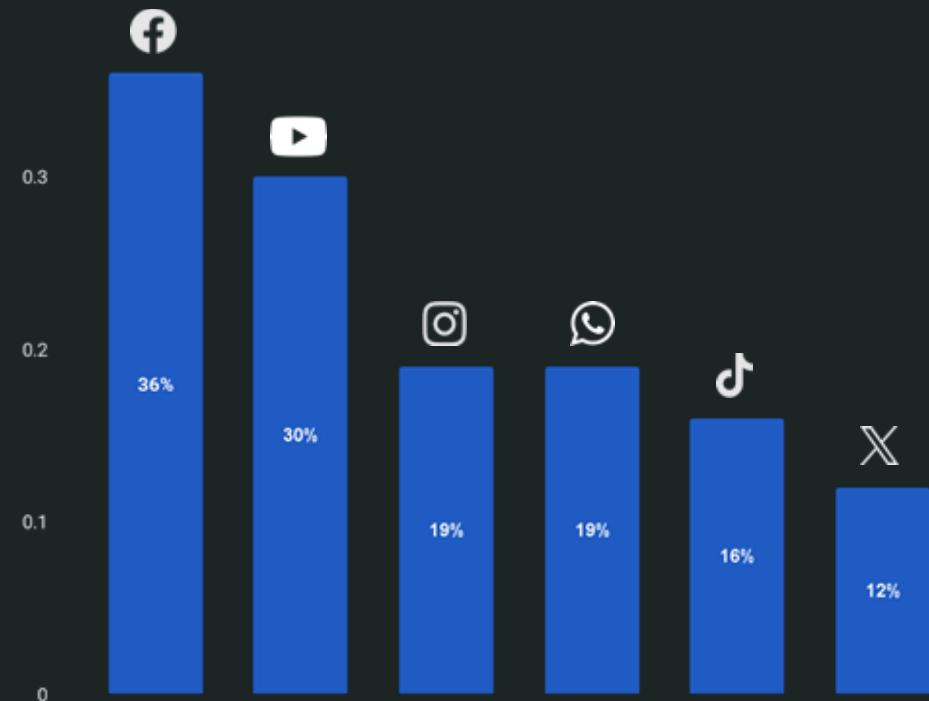
Source: [Reuters Institute Report](#)

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

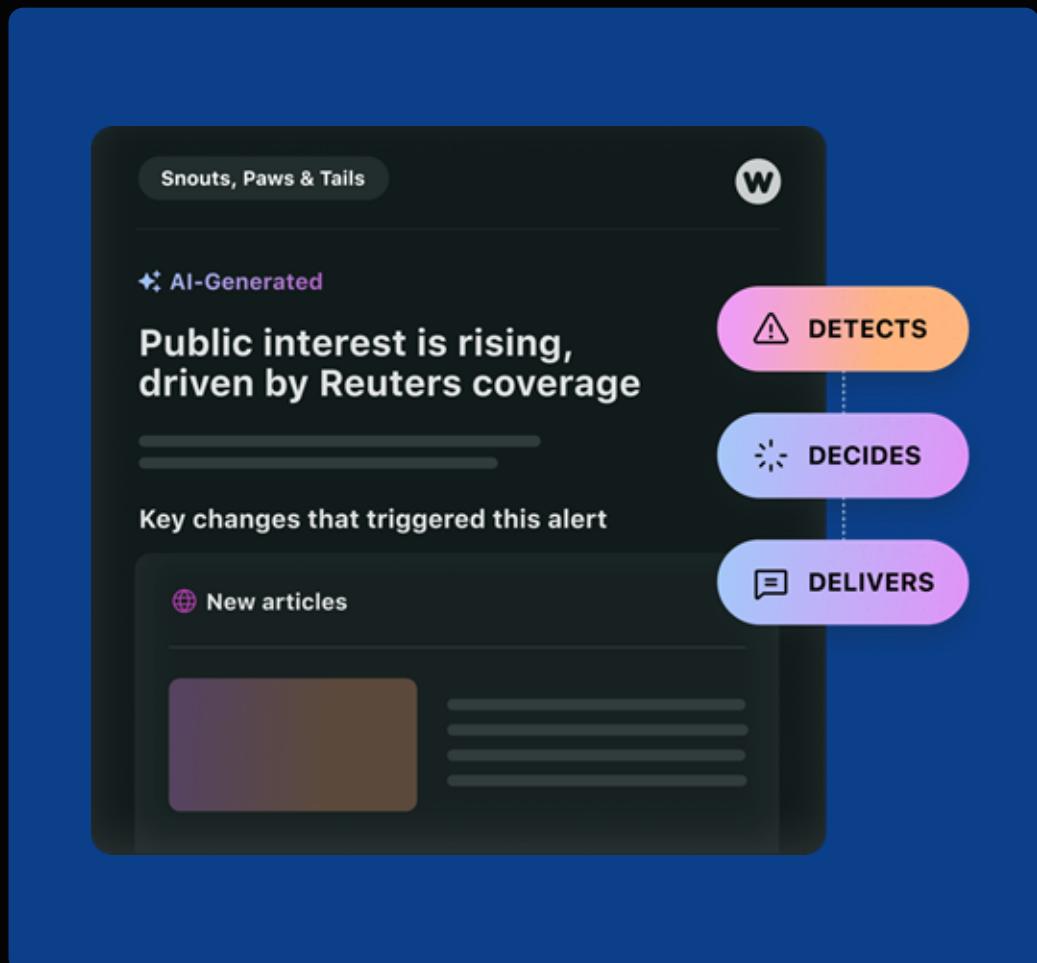


Can scale to track any number of issues—an army of analysts



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

Snouts, Paws & Tails

Create Real-time Alerts

Select Networks

Web Facebook X X

Instagram All Posts Reddit All Posts YouTube

TikTok All Posts

Snouts, Paws & Tails

Interest in these posts is rising on TikTok

The Daily Bark @dailybark

71.4K Interactions

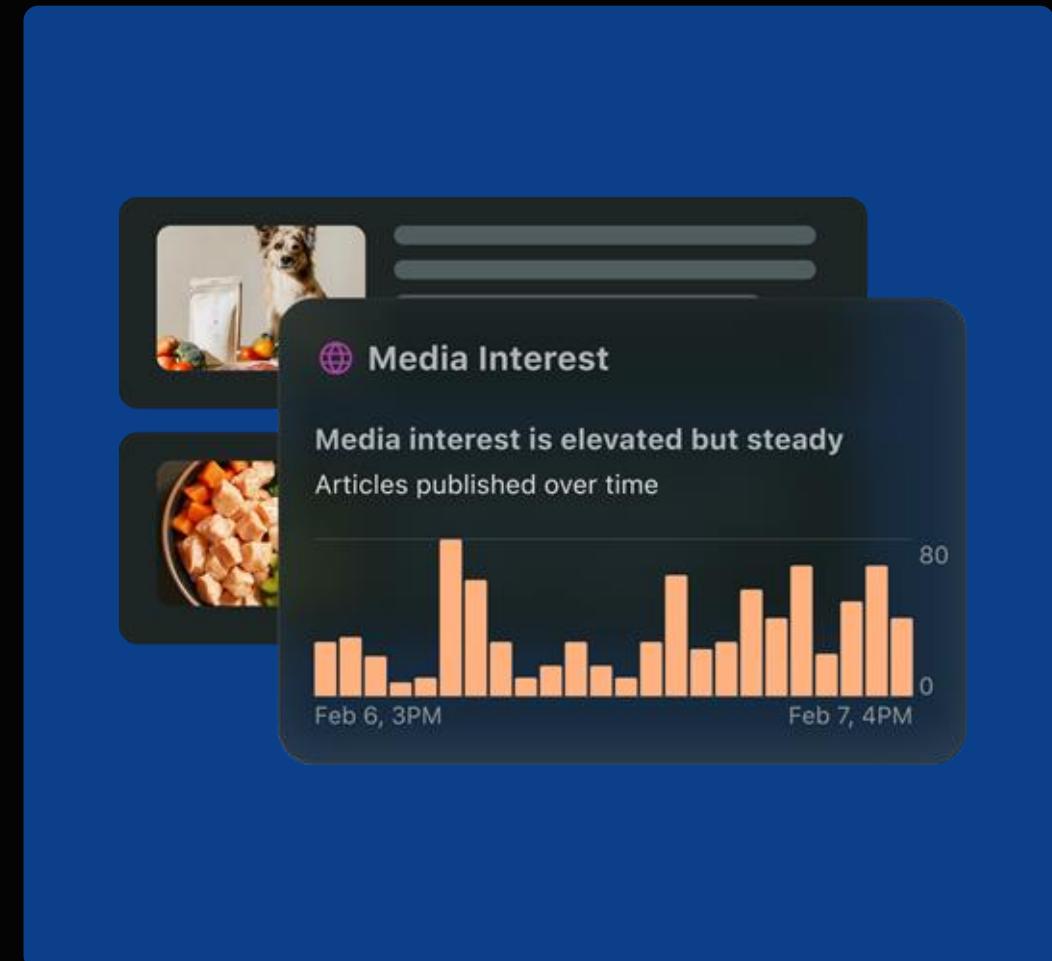
WHAT'S A MONITORING AGENT?

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*

Snouts, Paws & Tails 

AI-Generated

Surge in media coverage, with growing interest from U.K. and Canadian publishers

MEDIA INTEREST
210 articles published

PUBLIC INTEREST
379 social media interactions on articles

Key changes that triggered this alert

 MEDIA INTEREST

Media interest is surging
141 articles published so far this hour



Apr 4 Apr 5, 2:30 PM 141

 INTEREST BY COUNTRY

U.K. and Canada see surge in interest as U.S. leads



Country	Interest Level
United States	Very High
United Kingdom	High
Canada	Medium

WHAT'S A MONITORING AGENT?

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

X Brand Monitoring

W NEWSWHIP
by Sprout Social

→ New story detected

French cybercrime prosecutors raid X's Paris offices in algorithm probe

France's cybercrime unit has searched X's Paris office as part of an investigation into alleged manipulation of the platform's algorithms. The probe, opened earlier this year, has also led prosecutors to summon Elon Musk for questioning as scrutiny of the company intensifies.

- Coverage of Paris Office Raid started in the past hour, including reports from Reuters and France24.
- So far this hour, the story has accounted for 6% of X Brand Monitoring articles and 1% of total interactions.

Media Interest

12 articles published about this story

Time	Articles
12:00 AM	~150
12:00 AM	~120
12:00 AM	~100
12:00 AM	~130
12:00 AM	~110
12:00 AM	~140
12:00 AM	~120
12:00 AM	~130
12:00 AM	~110
12:00 AM	~120
12:00 AM	~130
12:00 AM	~110
Feb 3, 9:45 AM	262
Feb 3, 9:45 AM	0

Public Interest

10 social media interactions on articles

Time	Interactions
12:00 AM	~1.2k
12:00 AM	~1.0k
12:00 AM	~1.1k
12:00 AM	~1.3k
12:00 AM	~1.1k
12:00 AM	~1.4k
12:00 AM	~1.2k
12:00 AM	~1.5k
12:00 AM	~1.3k
12:00 AM	~1.6k
12:00 AM	0
Feb 3, 9:45 AM	0

Paris Office Raid X Brand Monitoring

Top articles

Paris cybercrime unit searches X office; Musk summoned

Interactions: 1.6k

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



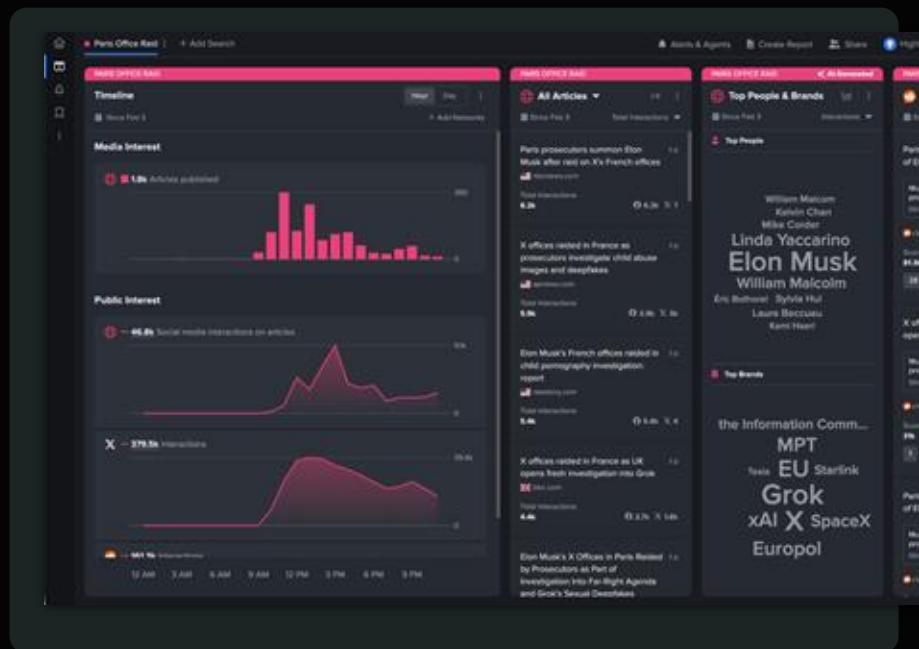
3. Can it actually give us **context** and **understanding**?

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**.



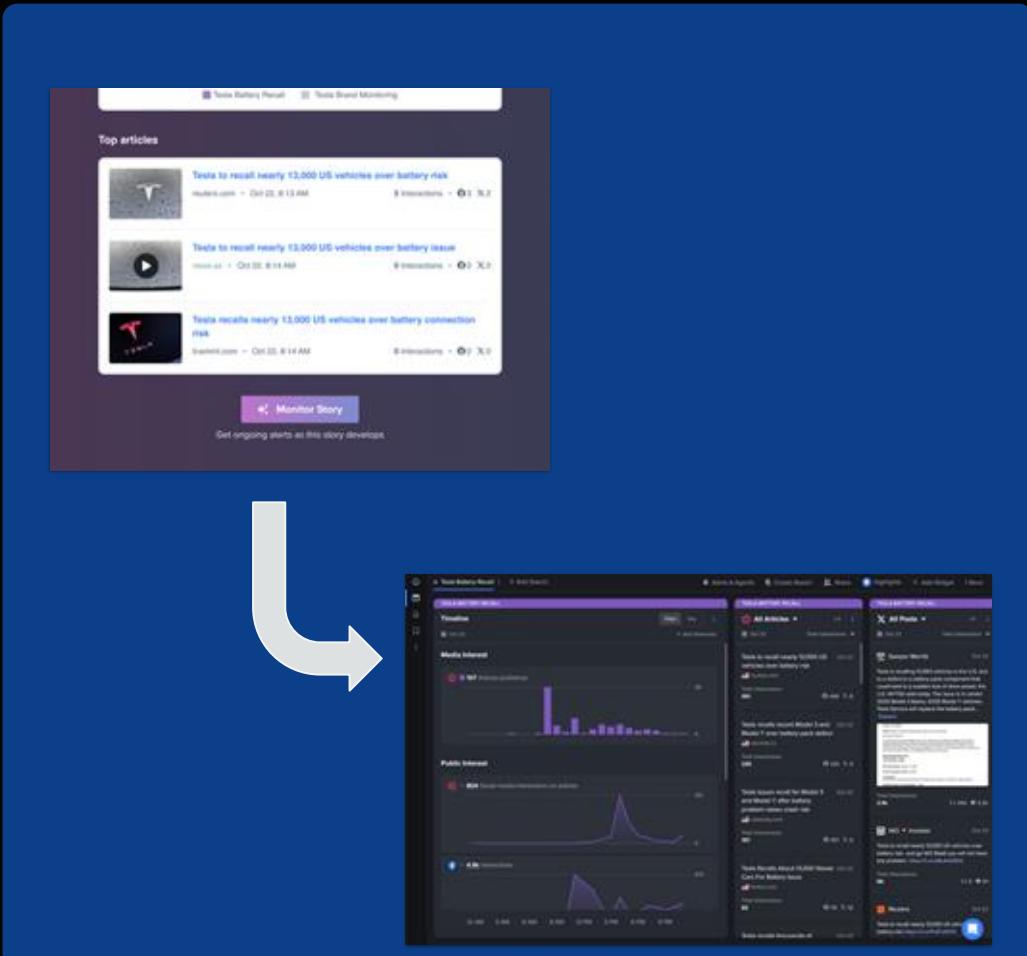
4. Can it find *new issues*?

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.



The diagram illustrates the workflow for detecting new issues. It starts with a dark box containing the 'The impact' section, which is highlighted by an orange arrow. This arrow points to a screenshot of an email interface. The email is titled 'Tesla Battery Recall' and lists three news articles about Tesla recalls. A purple button labeled 'Monitor Story' is at the bottom of the email. A large white curved arrow points from the email to a screenshot of a Sprout Social dashboard. The dashboard shows a timeline of news stories, a 'Media Interest' chart with a sharp peak, a 'Public Interest' chart, and a sidebar with 'Social Media' and 'Support' sections.

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**

Thank You



Paul Quigley

paul.quigley@sproutsocial.com

