

**SATURA VEIDOŠANA SOCIĀLAJĪEM
TĪKLIEM, IZMANTOJOT
MĀKSLĪGĀ INTELEKTA
RĪKUS**

04.04.2025.

BAIBA VANAGA

Mārketinga speciāliste 10+ gadi

Bakalaura grāds Vadībzinātnē

LADC Reklāmas skola

Digitālā satura veidotāja

Mākslīgā intelekta entuziaste

Apmācības, kursi, lekcijas



Nodarbības plāns

Sociālie tīkli

Satura veidi

Mākslīgā intelekta rīki

Praktiskais darbs ar dažādiem AI rīkiem

SOCIĀLIE TĪKLI

SOCIĀLO TĪKLU LIETOTĀJI LATVIJĀ

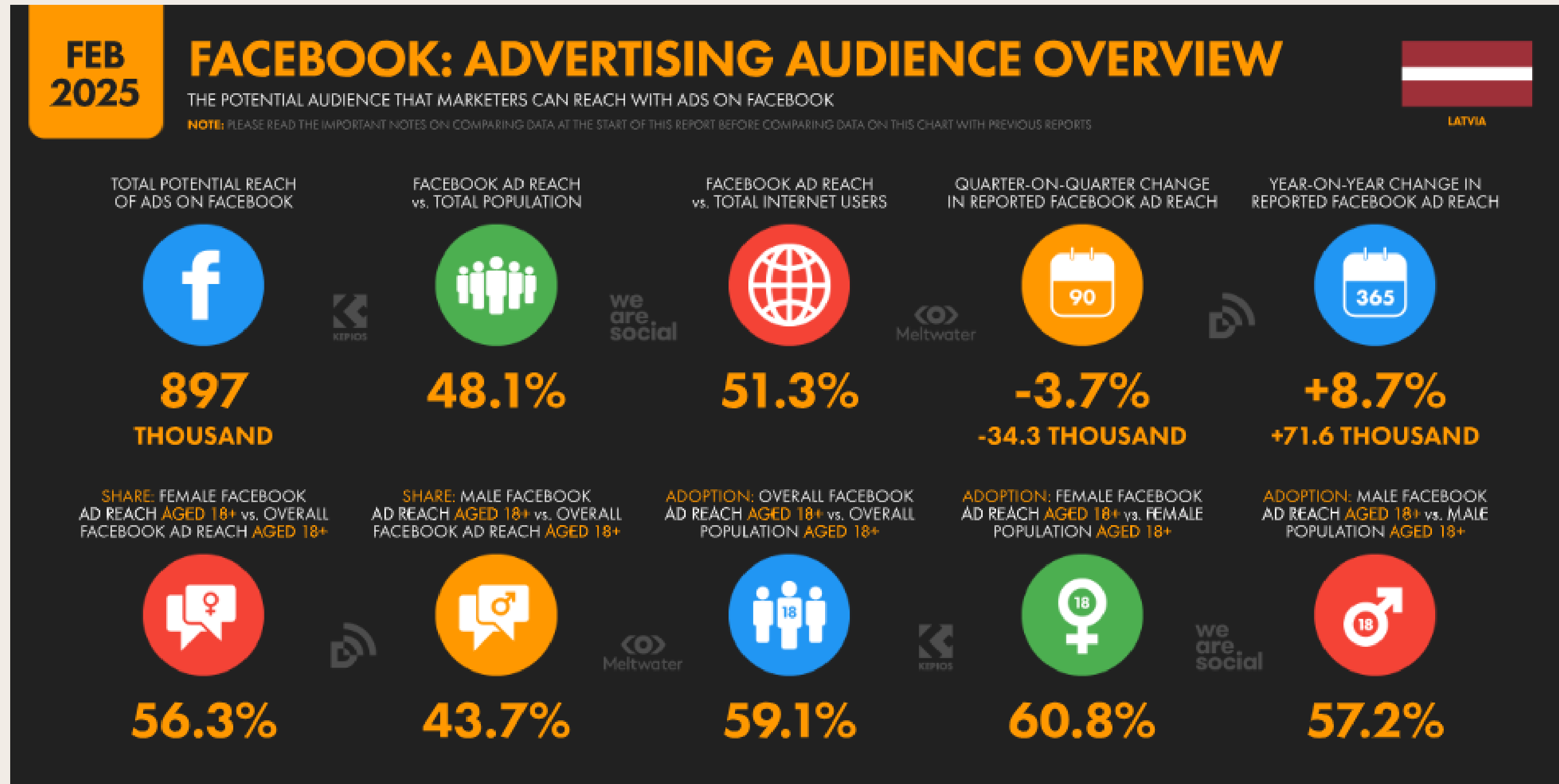
Facebook lietotāji – 897 000

TikTok lietotāji – 791 000

Instagram lietotāji – 699 000

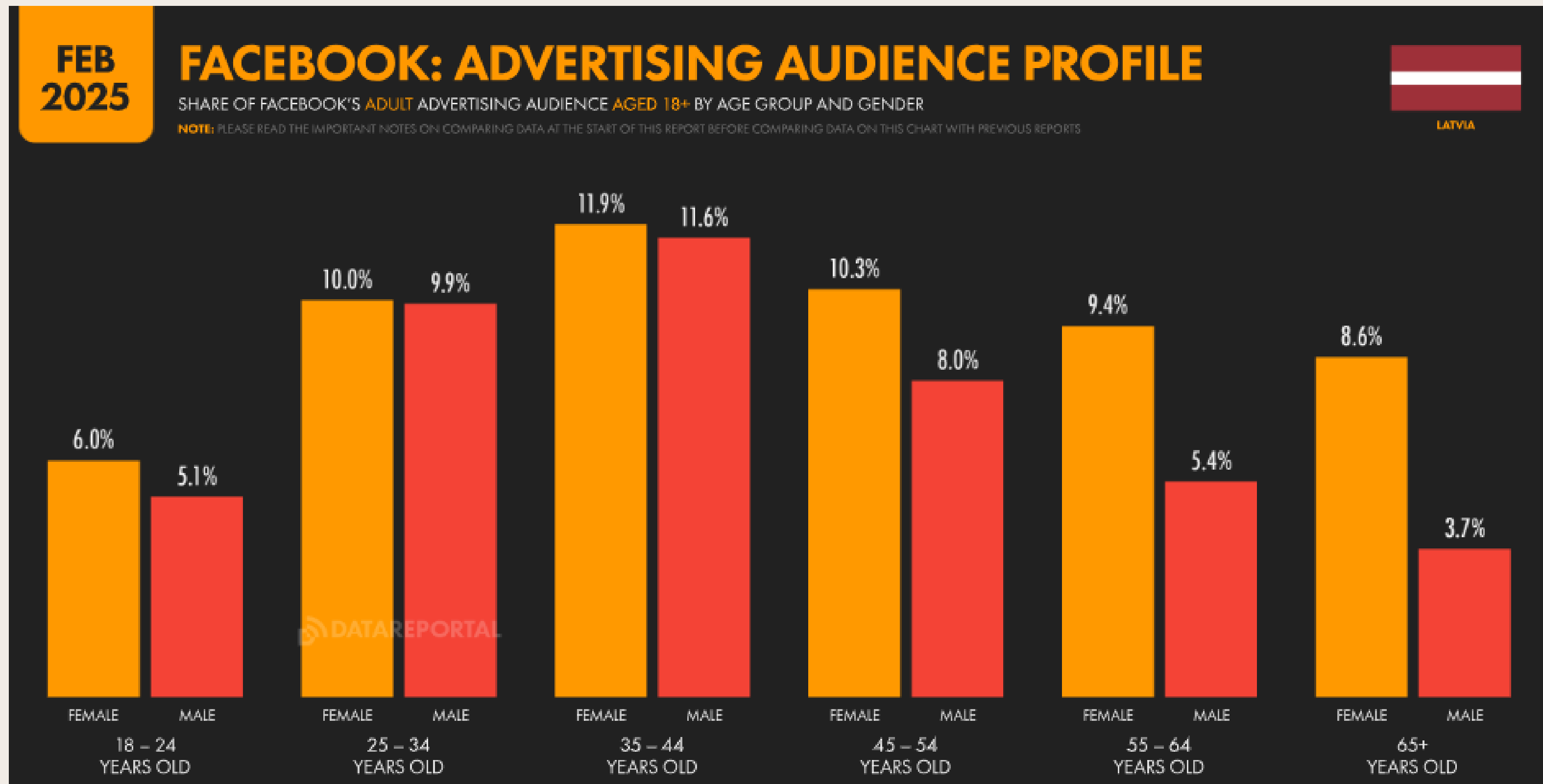
X (twitter) lietotāji – 370 000

FACEBOOK



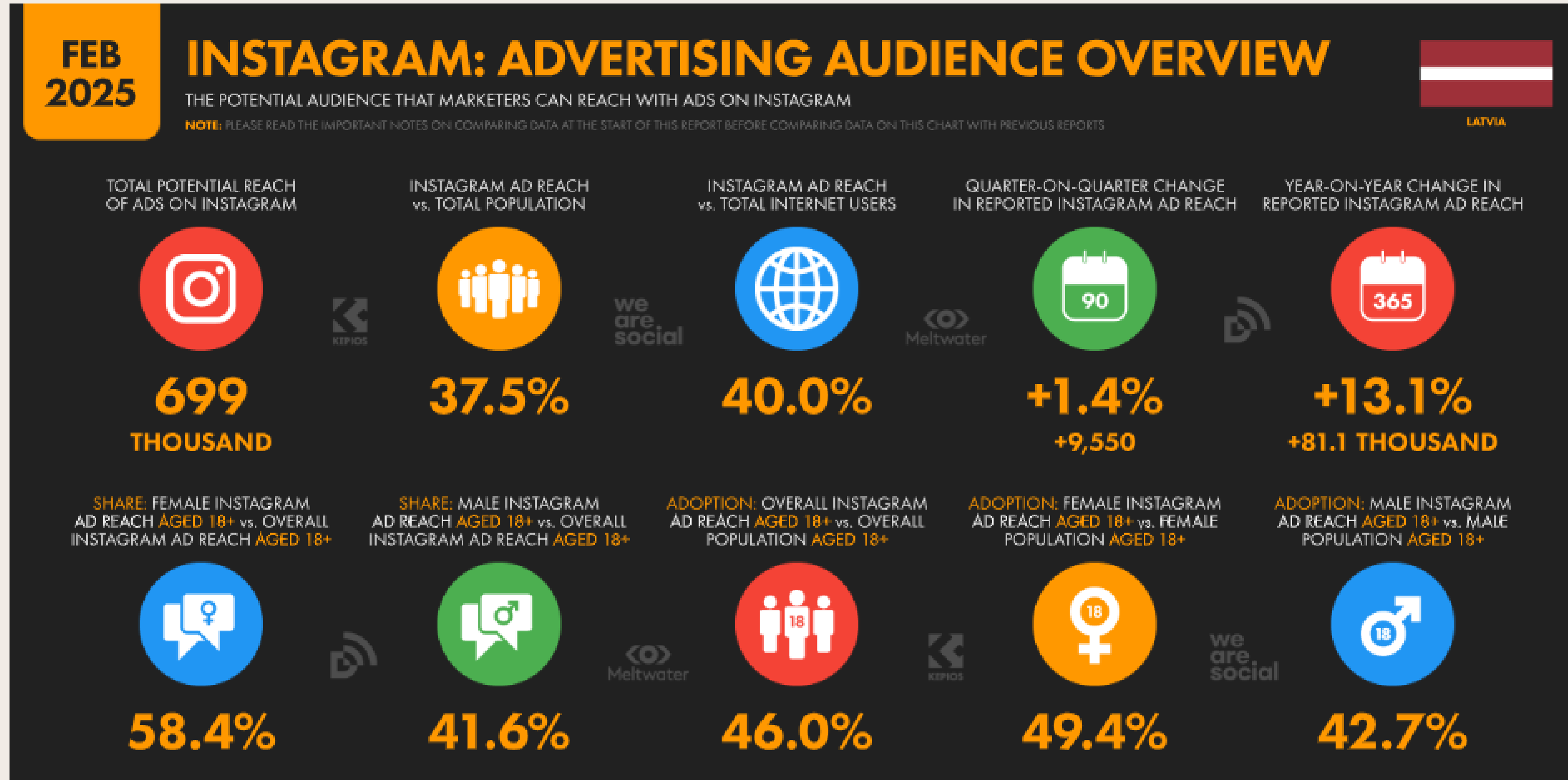
Avots: <https://datareportal.com/reports/digital-2025-latvia>

FACEBOOK



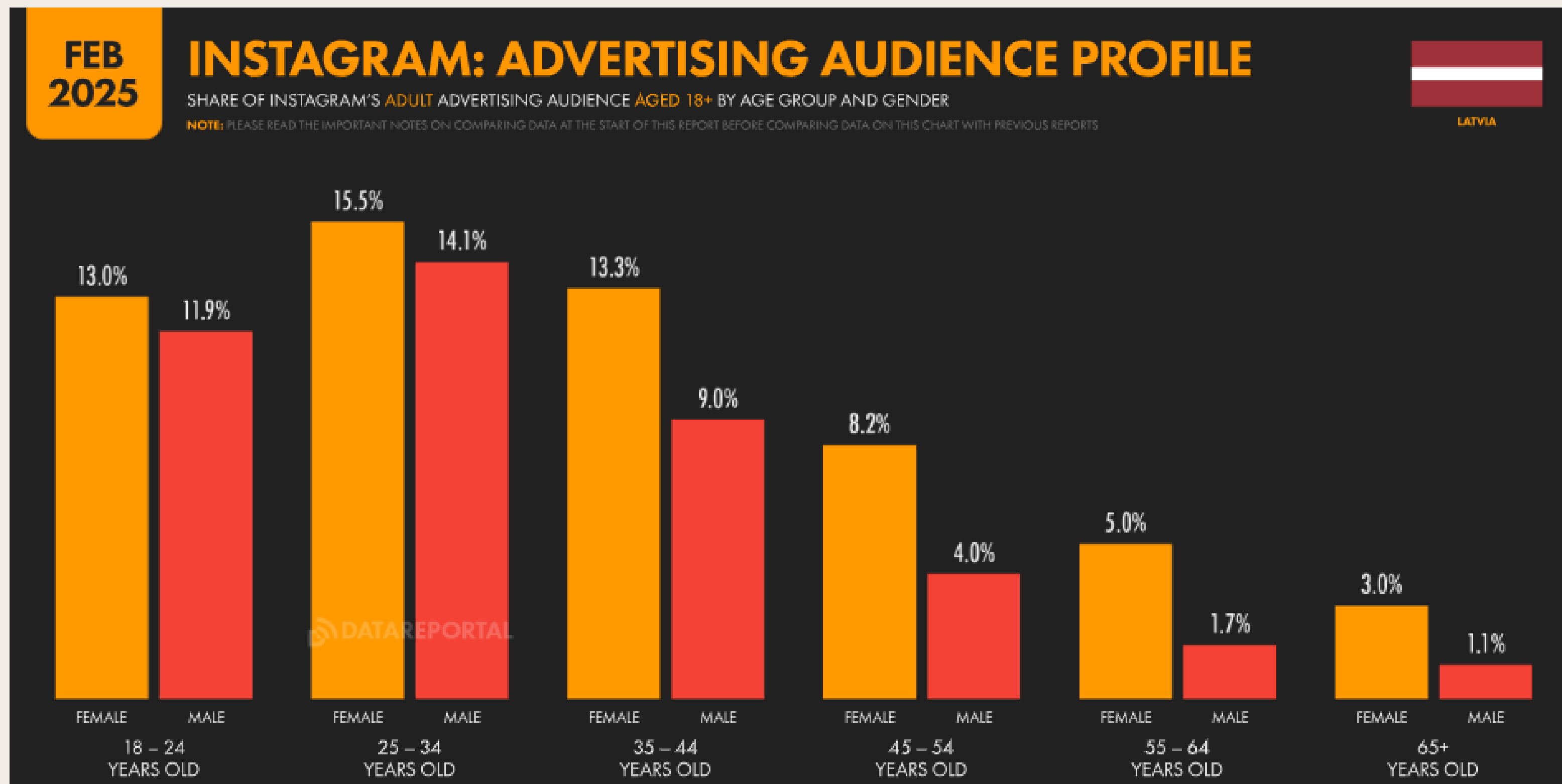
Avots: <https://datareportal.com/reports/digital-2025-latvia>

INSTAGRAM



Avots: <https://datareportal.com/reports/digital-2025-latvia>

INSTAGRAM



Avots: <https://datareportal.com/reports/digital-2025-latvia>

TIKTOK

FEB
2025

TIKTOK: ADVERTISING AUDIENCE OVERVIEW

THE POTENTIAL AUDIENCE AGED 18+ THAT MARKETERS CAN REACH WITH ADS ON TIKTOK

NOTE: PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



LATVIA

TOTAL POTENTIAL REACH
OF ADS ON TIKTOK



791
THOUSAND



TIKTOK AD REACH
vs. TOTAL POPULATION



42.4%

we
are
social

TIKTOK AD REACH
vs. TOTAL INTERNET USERS



45.2%

Meltwater

QUARTER-ON-QUARTER CHANGE
IN REPORTED TIKTOK AD REACH



+6.5%
+48.0 THOUSAND



YEAR-ON-YEAR CHANGE IN
REPORTED TIKTOK AD REACH



+6.6%
+49.0 THOUSAND

SHARE: FEMALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



54.3%



SHARE: MALE TIKTOK AD
REACH AGED 18+ vs. OVERALL
TIKTOK AD REACH AGED 18+



45.7%

Meltwater

ADOPTION: OVERALL TIKTOK
AD REACH AGED 18+ vs. OVERALL
POPULATION AGED 18+



52.1%



ADOPTION: FEMALE TIKTOK
AD REACH AGED 18+ vs. FEMALE
POPULATION AGED 18+



51.6%

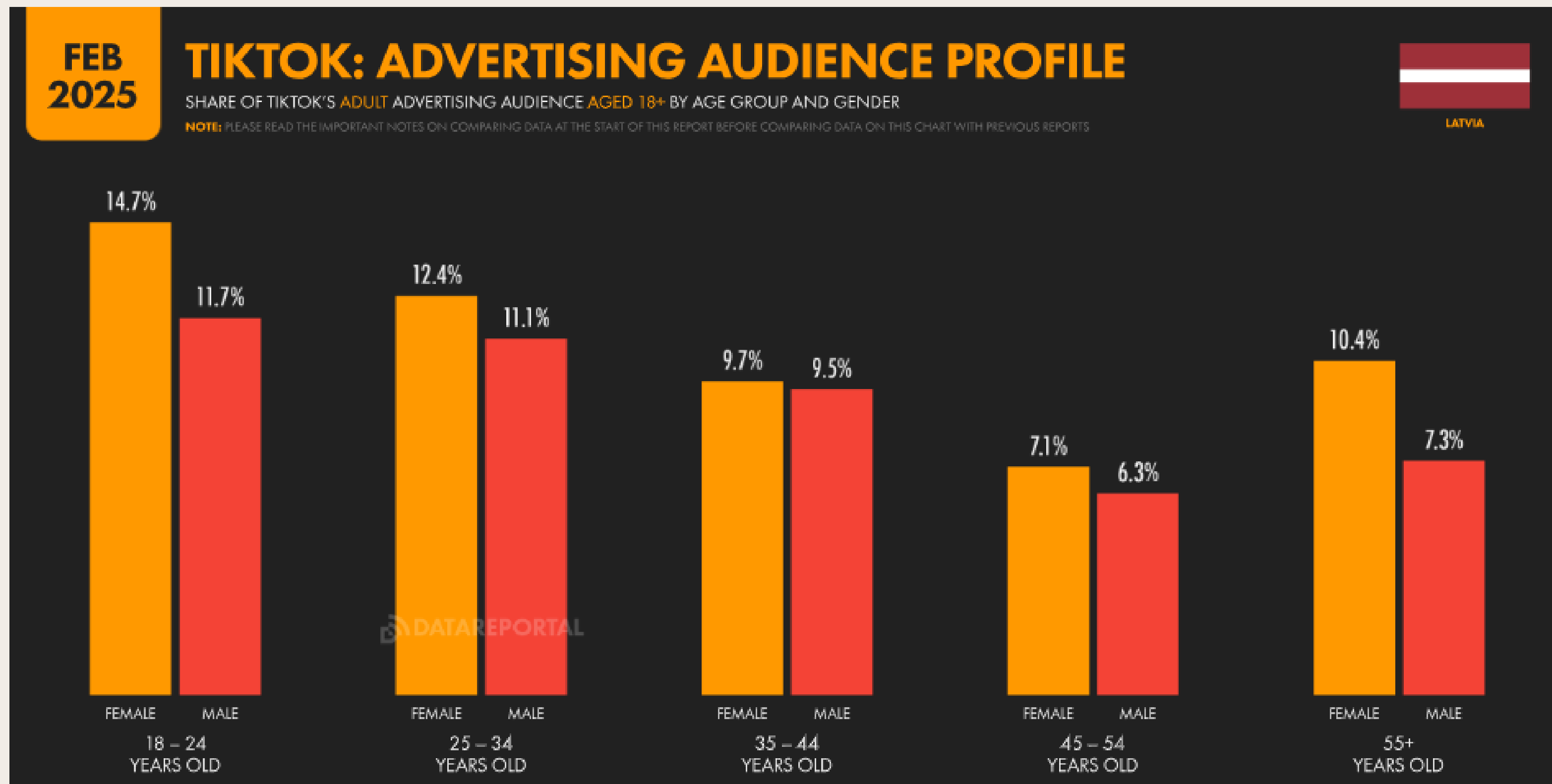
we
are
social

ADOPTION: MALE TIKTOK
AD REACH AGED 18+ vs. MALE
POPULATION AGED 18+



52.7%

TIKTOK



Avots: <https://datareportal.com/reports/digital-2025-latvia>

FEB
2025

SOCIAL MEDIA ACTIVITIES BY PLATFORM

PERCENTAGE OF ACTIVE USERS OF EACH SOCIAL MEDIA PLATFORM AGED 16+ WHO SAY THEY USE THAT PLATFORM FOR EACH KIND OF ACTIVITY



GLOBAL OVERVIEW

SOCIAL MEDIA PLATFORM	LOOK FOR FUNNY OR ENTERTAINING CONTENT	FOLLOW OR RESEARCH BRANDS AND PRODUCTS	KEEP UP TO DATE WITH NEWS AND CURRENT EVENTS	MESSAGE FRIENDS AND FAMILY	POST OR SHARE PHOTOS OR VIDEOS
FACEBOOK	55.3%	52.5%	57.3%	72.1%	62.6%
INSTAGRAM	66.7%	62.3%	54.7%	60.4%	70.2%
TIKTOK	79.6%	51.1%	43.7%	21.7%	42.3%
LINKEDIN	11.6%	24.9%	28.7%	13.0%	15.9%
SNAPCHAT	36.7%	25.8%	24.3%	40.9%	44.4%
X	35.8%	37.8%	60.5%	18.1%	28.2%
REDDIT	29.7%	30.9%	30.7%	7.7%	12.4%
PINTEREST	20.8%	36.4%	14.1%	6.9%	15.3%

Avots: <https://datareportal.com/reports/digital-2025-sub-section-state-of-social>

FEB
2025

MAIN REASONS FOR USING SOCIAL MEDIA

PRIMARY REASONS WHY SOCIAL MEDIA USERS IN EACH AGE GROUP USE SOCIAL MEDIA PLATFORMS



GLOBAL OVERVIEW

AGE 16 TO 24

FRIENDS & FAMILY	48.3%
FILL UP SPARE TIME	44.3%
FIND CONTENT (E.G. VIDEOS)	33.9%
SEE TRENDING TOPICS	32.2%
READ NEWS STORIES	29.1%
IDEAS: THINGS TO DO & BUY	28.6%
FIND PRODUCTS TO BUY	26.1%
WATCH OR FOLLOW SPORTS	24.9%
AVOID MISSING OUT	24.7%
INFLUENCERS & CELEBRITIES	24.3%

AGE 25 TO 34

FRIENDS & FAMILY	48.1%
FILL UP SPARE TIME	39.5%
READ NEWS STORIES	33.2%
FIND CONTENT (E.G. VIDEOS)	31.7%
SEE TRENDING TOPICS	30.9%
IDEAS: THINGS TO DO & BUY	28.2%
FIND PRODUCTS TO BUY	27.7%
WATCH LIVE STREAMS	25.3%
WATCH OR FOLLOW SPORTS	25.2%
SEE CONTENT FROM BRANDS	24.2%

AGE 35 TO 44

FRIENDS & FAMILY	50.8%
FILL UP SPARE TIME	37.9%
READ NEWS STORIES	36.4%
FIND CONTENT (E.G. VIDEOS)	30.8%
SEE TRENDING TOPICS	30.3%
FIND PRODUCTS TO BUY	29.4%
IDEAS: THINGS TO DO & BUY	28.2%
WATCH LIVE STREAMS	25.6%
ACTIVITIES FOR WORK	25.6%
WATCH OR FOLLOW SPORTS	24.7%

AGE 45 TO 54

FRIENDS & FAMILY	53.1%
READ NEWS STORIES	38.2%
FILL UP SPARE TIME	37.0%
FIND CONTENT (E.G. VIDEOS)	29.4%
FIND PRODUCTS TO BUY	28.7%
SEE TRENDING TOPICS	27.2%
IDEAS: THINGS TO DO & BUY	26.8%
ACTIVITIES FOR WORK	22.9%
WATCH OR FOLLOW SPORTS	22.7%
WATCH LIVE STREAMS	22.5%

AGE 55 TO 64

FRIENDS & FAMILY	56.2%
READ NEWS STORIES	40.6%
FILL UP SPARE TIME	35.8%
FIND PRODUCTS TO BUY	26.7%
FIND CONTENT (E.G. VIDEOS)	26.1%
IDEAS: THINGS TO DO & BUY	24.4%
SEE TRENDING TOPICS	24.3%
SHARE & DISCUSS OPINIONS	21.9%
WATCH OR FOLLOW SPORTS	20.1%
WATCH LIVE STREAMS	19.8%

AGE 65+*

FRIENDS & FAMILY	58.1%
READ NEWS STORIES	27.1%
FILL UP SPARE TIME	25.8%
FIND CONTENT (E.G. VIDEOS)	14.0%
SEE TRENDING TOPICS	14.0%
FIND LIKE-MINDED PEOPLE	13.5%
IDEAS: THINGS TO DO & BUY	12.9%
FIND PRODUCTS TO BUY	12.9%
SHARE & DISCUSS OPINIONS	12.1%
POST ABOUT YOUR LIFE	10.6%

Avots: <https://datareportal.com/reports/digital-2025-sub-section-state-of-social>

KURU PLATFORMU IZVĒLĒTIES ?



Facebook

**Stāsti ar fotogrāfijām,
Video,
Draugi, radi,
Kopienas,
Pasākumi**

Instagram

**Reels, galerijas, stories,
vizuāli skaists saturs,
Izklaidejošs saturs,
Jaunāki ceļotāji,
ceļojumu iedvesmas
meklētāji**

TikTok

**Īsi video ar humoru vai
interesantu faktu,
Jaunāka auditorija,
spontāns un dabisks
saturs**

**Ieteikums: Izvēlies vienu platformu kā galveno un attīsti to.
Vēlāk saturu var pielāgot citām platformām.**

KĀDU SATURU VEIDOT?

Bet ko darīt, ja:
Nav ideju
Trūkst laika
Negribas rakstīt pašam



MĀKSLĪGAIS INTELEKTS

Mākslīgais intelekts (MI) ir tehnoloģiju kopums, kas ļauj datoriem un mašīnām veikt uzdevumus, kas parasti prasa cilvēka intelektu, piemēram, problēmu risināšanu, mācīšanos, runas atpazīšanu, attēlu analizēšanu vai valodas saprašanu.

CHATGPT

openai.com



KAS IR PROMPTS?

Prompts ir kā ievadteksts vai uzdevums, kas tiek nodots mākslīgā intelekta programmai, lai iegūtu atbildi. Tie var būt daži vārdi, teikumi un pat garas rindkopas.

PROMPTU IZVEIDE

KONTEKSTS

Informē AI par savu nozari, tēmu, zīmolu. Labi informēts AI var radīt atbilstošāku un precīzāku saturu. Prasi, lai AI uzdod jautājumus.

DETALIZĒTA INFORMĀCIJA

skaidras norādes noved pie labākiem rezultātiem. Precīzē vēlamo toni, emocijas un konkrētus piemērus, kurus vēlies, lai AI iekļauj saturā.

APMĀCĪBAS

AI mācās no sarunas. Sniedz atsauksmes, lai uzlabotu tā izpratni par vēlmēm un vajadzībām.



SORA

sora.com

1.aprīlis



1.aprīlis



A top-down view of a dark grey desk with various creative tools. In the top left, a smartphone with a black screen and a blue pen are visible. In the bottom left, a tablet displays a color calibration chart. In the bottom center, a black notebook with a white page and a black pen is open. In the top right, a green plant and a color palette are partially visible. In the bottom right, two black pens are lying on the desk.

CANVA

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SUNO

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ej.uz/GiduKursiBildes

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