

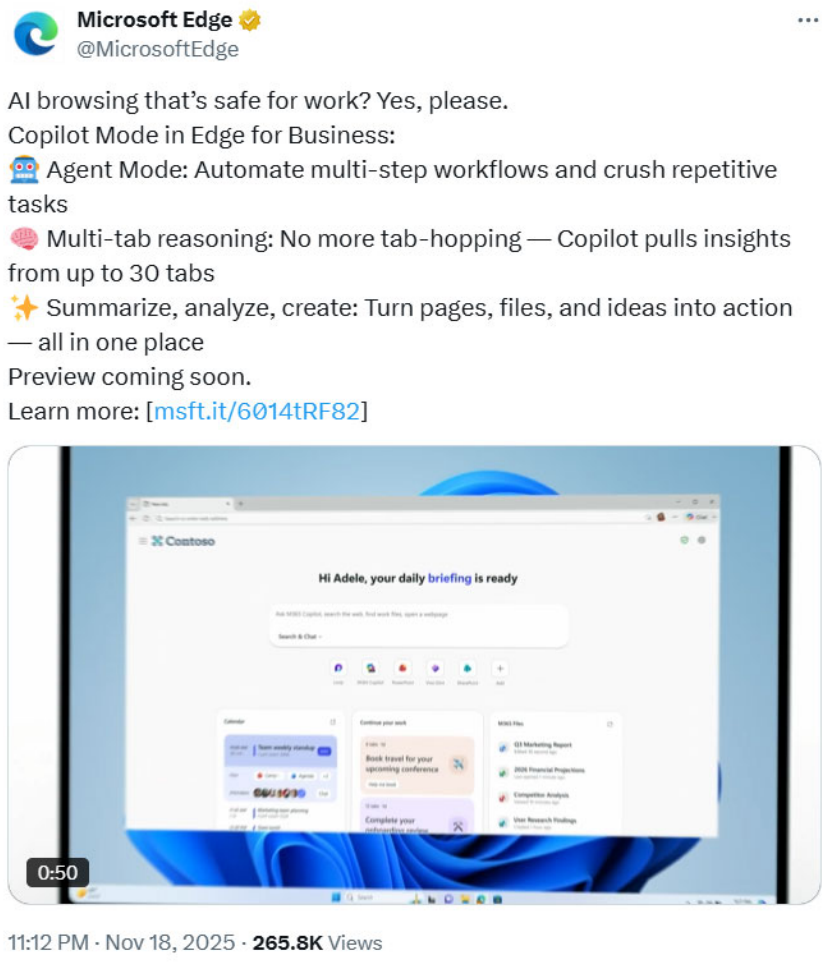
# Microsoft continues to be criticized for trying to promote Copilot on social networks

Microsoft has been criticized by users every time it promotes Copilot, from Edge to Windows. The negative reaction shows that the company needs a new AI strategy to match market expectations.

Microsoft is putting a lot of resources into making **Copilot** more widely available, with the goal of making the AI assistant a part of its ecosystem. It has integrated Copilot into Windows and Edge, and is even preparing to bring it to Chrome via an extension.

However, the market seems to be less enthusiastic about AI penetrating every corner of digital life, making Microsoft's efforts much more difficult than expected.

And every time the company tries to promote Copilot on social media, the response has been... disastrous. The latest example comes from the Microsoft Edge Dev account (@MSEdgeDev) on X, where the company shared a post introducing Copilot Mode for Edge for Business.



As expected, the majority of the responses were negative. The post attracted nearly 1,000 comments, most of which were critical of Microsoft. Here are some of the most notable:

1. 'Are those ideas really coming to us?'
2. 'No, you're wrong. Nobody really wants this AI. Everyone just wants to know how to turn it off.'
3. 'READ EVERYONE'S COMMENTS AND STOP DOING THIS.' (with 'Everyone disliked that' meme from Fallout)
4. 'I love Edge and have been using it since day one, but please stop stuffing AI into everything.'
5. 'No. No one asked for this... read the comments.'

It's... a bit of a pain for the Redmond-based tech giant, but it's nothing new. Just last week, Microsoft's Windows chief was met with backlash from the community when he suggested that Windows would soon become an 'aggressive' operating system. The backlash forced the chief executive to admit that Microsoft still has a lot of work to do to fix Windows.

The company was also criticized for a (since deleted) X post that described Copilot as being almost... useless in advertising.

Clearly, Microsoft needs a new strategy if it wants to convince users to accept Copilot. It is inevitable that AI will become an inevitable part of life, but Microsoft is still struggling to listen to market sentiment and handle

user reactions.

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