Forbes: OpenAI’s Social Network Could Clone Elon Musk’s X — But Likely Can’t Compete

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Ashley Nelson, senior professor of practice in management communication, was interviewed by Forbes about OpenAI’s plans to create a social media platform similar to X.

> "I've seen platforms come and go. Every time a new one pops up promising to be the next X, it usually misses the mark. What made X work, was not just its features; it was the timing, the people, and how it became part of their culture," said Ashley Nelson, senior professor of practice at Tulane University's Freeman School of Business, who has been teaching trends in social media for well over a decade.

To read the story in its entirety, visit https://www.forbes.com/:

https://www.forbes.com/sites/petersuciu/2025/04/17/will-openais-social-network-become-just-the-latest-twitter-clone/