

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/>