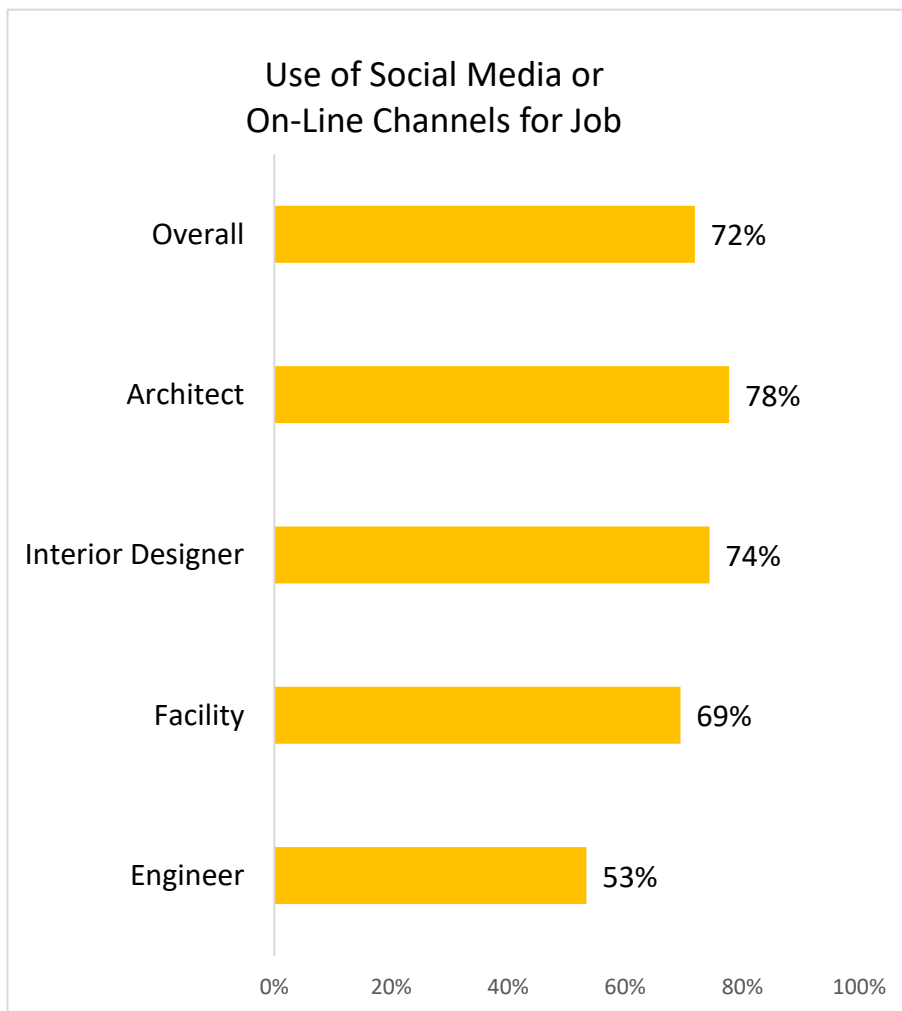

The majority of building professionals use some type of social media or on-line channels for their job.

Do you personally use any social media or on-line network/digital sharing websites or channels for your job?



TAKE AWAY: While all building professionals use some type of social media or online channel in their jobs, architects and interior designers are more likely to use these platforms than facility or engineering professionals.



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Purpose:

To learn if building professionals are using social media in their jobs.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted on-line in January, 2021. Overall response was 153 completed surveys.

Conclusion:

This AIM research indicates that the majority (72%) of building professionals are using some type of social media or online platform for their job. The research indicated that more architects and interior designers use social/online media than facilities or engineers. There are a variety of reasons that building professionals use social media and online channels for their jobs. Many indicated they use social media to stay connected with existing clients and associates or to promote or advertise their businesses. Other professionals use social media to look for inspiration for the projects they are working on and stay up-to-date on new products. When the COVID pandemic hit, many building professionals found social media and online media channels a great way to stay "connected" to the market. While the majority of professionals find social media beneficial to their jobs, some professionals don't use social media at work because they feel it is too time consuming or distracts them from their core job activities. Others may not feel comfortable using social media or their companies limit their use of social media at work. Some building professionals indicated they have tried various social media sites, but the benefits don't necessarily outweigh the time invested. While the use of social media/online media channels may not be for everyone, this research indicates most are in fact using it for their job.

Note: Data is based on research conducted by Accountability Information Management, Inc. (AIM). Total response=153. AIM is a business-to-business marketing communications company, ©June,2021. For additional information including a more in-depth analysis, contact AIM or visit our website. Phone 847-358-8558, Email inquiries@a-i-m.com. Website: www.a-i-m.com. Thank you.