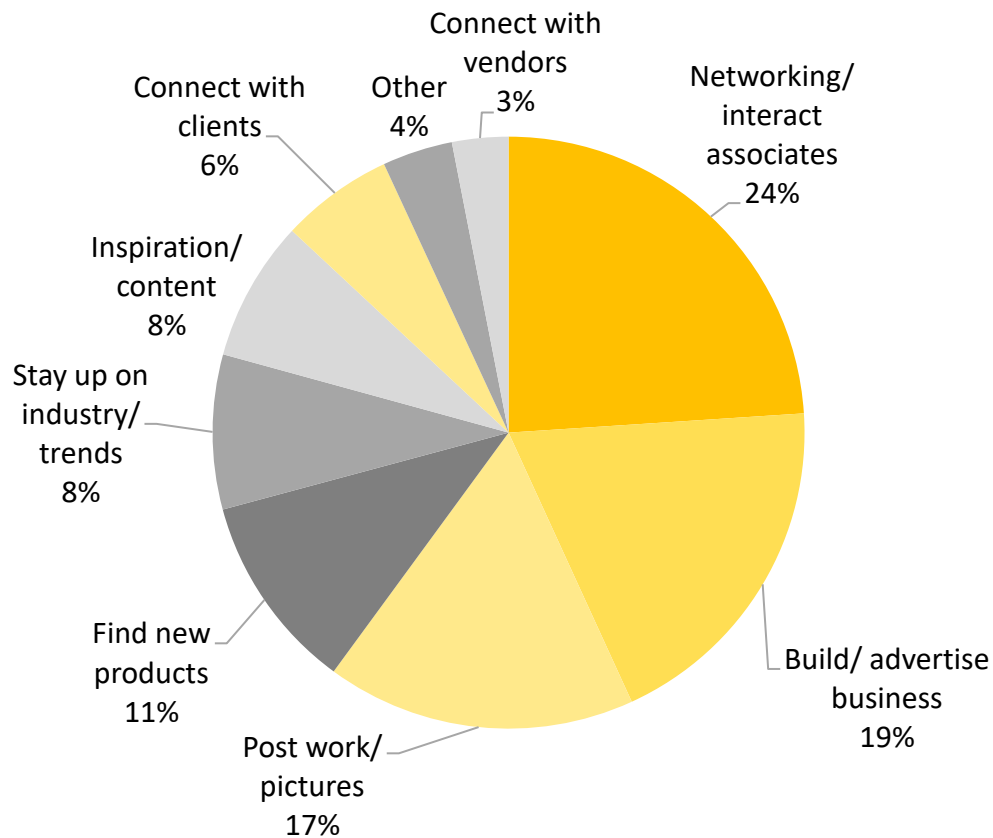


Building professionals use social media for a variety of reasons including; networking, building their businesses and finding new products or industry news.

Please tell us how you personally use social media or online network/digital channels for business or why you don't use these sites.

How Building Professionals Use Social Media For Job



TAKE AWAY: Building construction professionals use social media to stay connected with associates, peers, clients and even vendors. They also use these channels to look for new products, view others' projects and stay up on industry trends.

Purpose:

To find out how building professionals are using social media in their jobs.

Methodology:

AIM surveyed architects, interior designers, engineers and facility managers. The survey was conducted online 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 jobs. Open-ended comments from professionals indicate there are a number 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 business. Other professionals use social media to look for inspiration for the projects they are working on and stay up-to-date on new products. While the majority of professionals find social media beneficial to their jobs, 27% of those who don't use social media indicated their company uses it but they do not. In addition 19% of those who don't use it have tried it but don't find it useful or pertinent to their jobs. Others (19%) use it for personal use but not for their jobs. 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 jobs.

Sample Comments:

- *Don't use it myself. Marketing uses it to keep in touch with clients and for other public relations.*
- *I use it to connect with vendors and keep up with new products and find inspiring imagery.*
- *Information is available on the web. Social media is distracting and not allowed during work.*
- *I find the time spent to stay fully active on social media sites outweighs the benefits.*
- *To tell other what we are doing, we regularly post project information on our Facebook site as well as LinkedIn. These have led to marketing opportunities.*
- *For projects, idea boards, networking, follow others in the industry.*
- *Looking for ideas and inspiration.*
- *I occasionally use these sites to view content or search for people.*

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.