

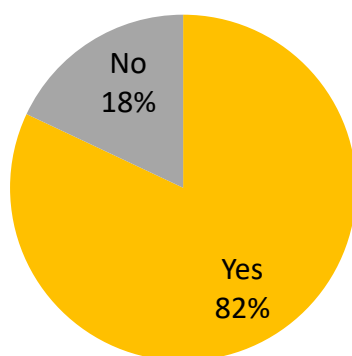
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***Most firms/companies in the building construction market are using social media.***

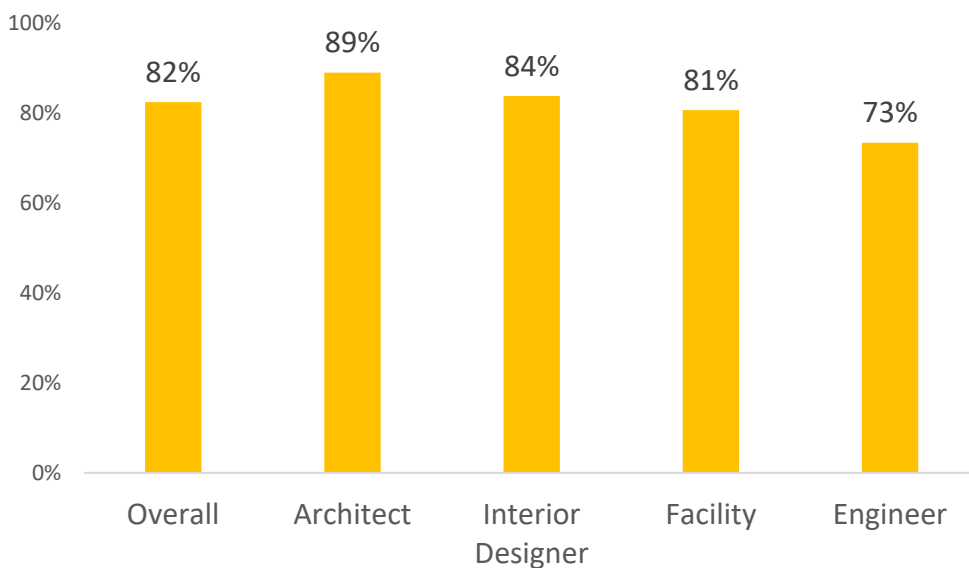
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Does your firm or company use social media?

Firm/Company  
Use of Social Media



Firm/Company Use of Social Media  
(% Yes Respondents)



**TAKE AWAY:** While the majority of companies/firms in the building construction industry are using social media, more architects and interior designers' firms use social media than facilities and engineer firms.



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## Purpose:

To explore if companies involved in building construction are using social media.

## 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 (82%) of companies involved in the commercial or residential building construction market are actively using social media to promote, showcase or support their company or firm. Over the past year, with several companies requiring employees to work from home or on staggered work schedules, social media has become even more important to a company's success. Not only do companies use social media or other online platforms for promoting their company or showcasing their work, they use it to network with clients, vendors, associates and peers. In addition, social media can be useful for prospecting for new clients or to target and recruit new employees. During a period when it is not easy for building professionals to physically interact with others or to be "social", the use of these social media channels becomes even more critical. While 28% of building professionals indicated they don't use channels for their jobs, most indicated that their company actively used social media. This AIM research went on to ask building construction professionals to indicate what their "preferred" social media sites were. Stay tuned for the next AIM SnapShot titled: *Social Media Channels Companies Prefer*.

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](mailto:inquiries@a-i-m.com). Website: [www.a-i-m.com](http://www.a-i-m.com). Thank you.