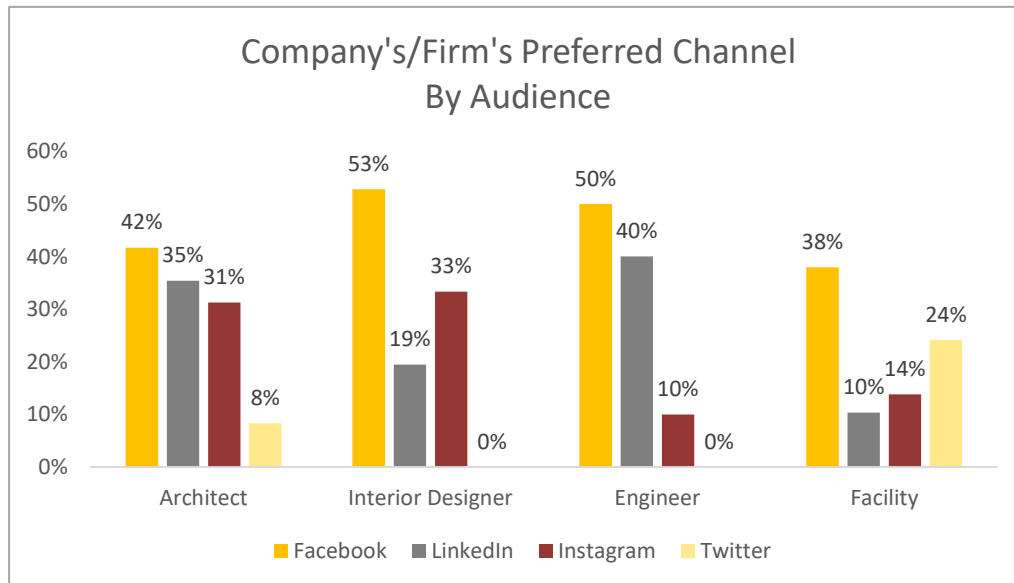
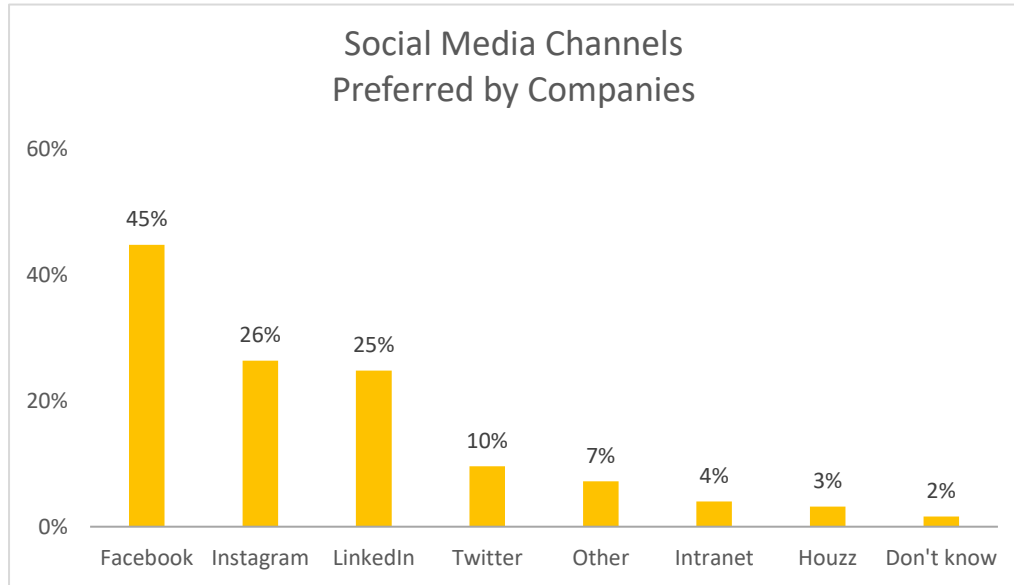


Facebook followed by Instagram and LinkedIn are the preferred social media channel for companies involved in the building construction industry.

What is your company's preferred social media channel?



TAKE AWAY: Companies in the building construction industry are using a variety of different social media channels. A company's preferred channel can vary based on the type of work they do. Product manufacturers should have some presence in all the different channels.



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Purpose:

To identify which social media channels are preferred by companies in the building construction industry.

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:

Most building professionals (82%) indicated their companies are involved with some type of social media. In fact, approximately 20% were actively involved with more than one social media channel. In an open-ended question, building professionals were asked what social media channel their company preferred. Facebook followed by Instagram and LinkedIn were the preferred social media channels. Depending on the person's involvement in the building construction industry, their company may be more apt to prefer one social media channel over others. For example, more facility professionals indicated their company "preferred" Twitter than other types of professionals. In addition, interior design professionals are more likely to use Facebook and Instagram verses other social media channels. In the open-ended comments, it was interesting that some people indicate their "intranet" or company internal site was the most preferred social media channel as well as general websites like, internet, Google or Zoom. Of course some professionals also indicated they did not know what social media channel their company preferred and also some who indicated there was not preference of one over others. Since building professionals are using a variety of social media channels, it is important for product manufacturers to be active and maintain a presence in all the main social media channels.