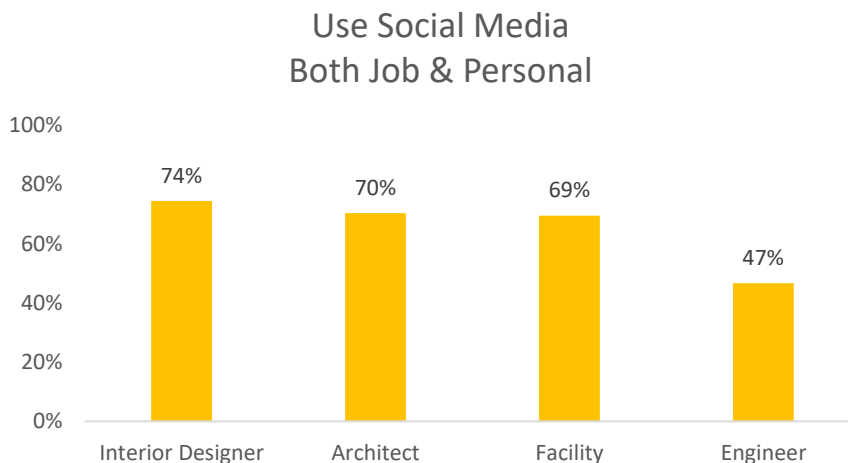
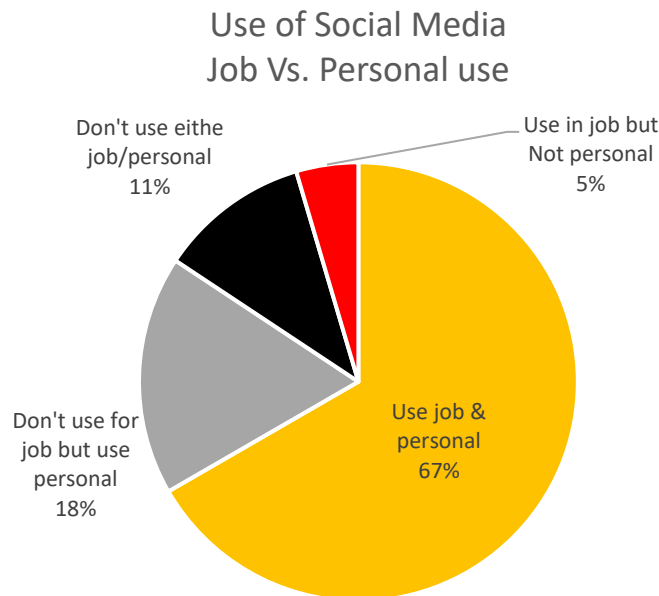


The majority of building professionals use social media in both their jobs and for personal purposes.

Do you personally use social media?



TAKE AWAY: While all building professionals use some type of social media for both their jobs and personal use, interior designers and architects are more likely to use social media than engineer professionals.



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Purpose:

To learn if building professionals are using social media in their jobs and for personal use.

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 (67%) of building professionals are using some type of social media or online platform for both their job and for personal use. The research indicated that more architects and interior designers use social/online media than facilities or engineers for both their job and on personal time. As professionals become more comfortable using social media in their personal lives, they begin to find it helpful for their jobs. Building professionals and their companies are using a variety of social media channels for a number of different reasons. They use social media to promote their own businesses and highlight their projects. They also use it to stay connected to their peers and to look for new products, inspiration and information they need for the projects they work on. While not all building professionals are using social media for their jobs, they may be using it for personal business. During times like COVID when more professionals found themselves working from home, using social media to "network" became even more important. Building product manufacturers need to be involved in a variety of social media channels on some level to stay connected to their audience and keep their brand and product in front of building professionals.

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, © July,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.