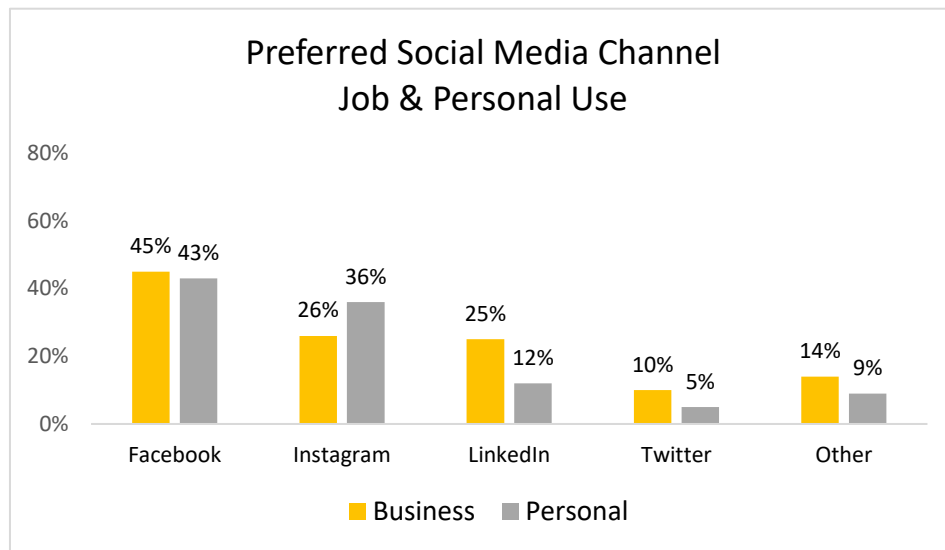


While building professionals "prefer" a variety of different social media/communication sites, they use Facebook the most for both personal and business purposes.

What is your preferred social media channel?



Other Social Media/Communication Channels Mentioned

Other Channel:	Business	Personal
Intranet	6	0
Houzz	4	0
Google	2	2
Pinterest	1	1
Zoom	1	1
All	0	3
Parler	0	1
Snapchat	0	1
TikTok	0	1
Whatsapp	0	1

Note: Number of mentions for channels used.

TAKE AWAY: Building professionals use slightly different social media sites for business versus personal use. While Facebook is used for both business and personal use, Instagram is used more for personal purposes.

Purpose:

To learn if building professionals are using social media for their personal needs as well as for business.

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:

In open-ended comments, Facebook is the preferred "social" site by building professionals for personal and business use. While professionals prefer a variety of different sites, they tend to prefer Instagram for personal use and sites like LinkedIn and Twitter for business. This AIM research indicates that there are a number of different social media and online channels building professionals use and prefer. In addition to the "key" channels respondents mentioned, there are a number of "other" sites mentioned for both personal and business use; Houzz, company intranet sites and Pinterest to name a few. With COVID, many professionals began using "communication" sites like Zoom, WhatsApp and Parlor to interact and communicate with peers, clients, manufacturers and vendors. Manufacturers who want to stay in touch with the building professional audience need to be aware of the different social media and online communication sites professionals are using. Since technology and the "social" media channels can change rapidly, manufacturers need to evaluate these social media channels regularly. What might be hot today could change tomorrow. In addition, depending on the product or service manufacturers are offering, the channel the audience uses to get information could be different.