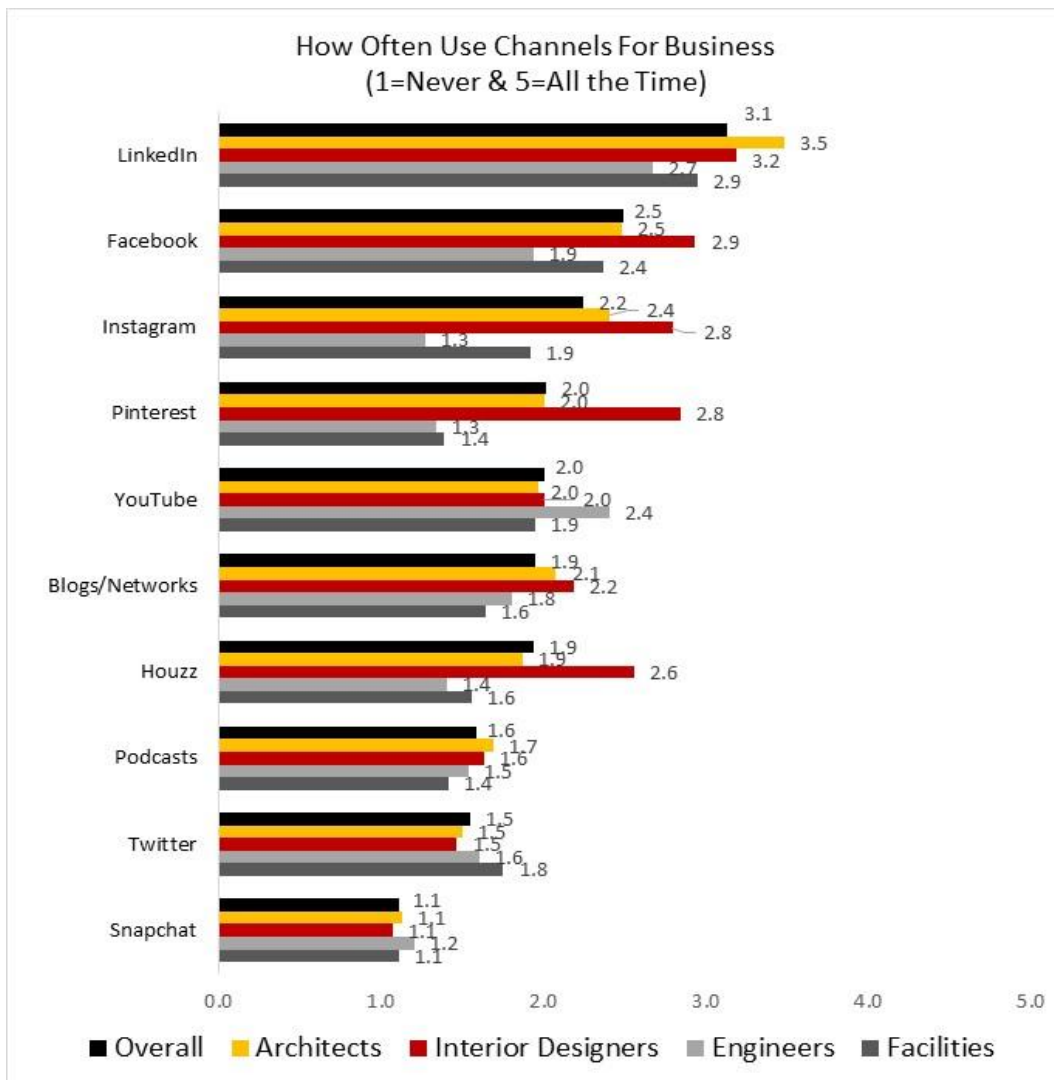


**Overall building professionals use LinkedIn and Facebook the most for their business, but the frequency of use differs type of professional.**

How often do you currently use the following social media, online networking or image sharing sites for business purposes.



**TAKE AWAY:** The frequency of social media use differs by the type of professional. Overall interior designers are more active than other professionals in many of the social media platforms studied.

# aim SNAPSHOTS

**No. 2021.40**  
**Released: 7/2021**

## Purpose:

To understand how often building professionals are using different types of social media or online social platforms.

## 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 building professionals use LinkedIn and Facebook more often than other social media and online platforms tested. Depending on the type of professional, the frequency of use can differ. For example, LinkedIn and Facebook are used more often than other social media platforms tested; except for engineers. While engineers also use LinkedIn often, they are more likely than other professionals to be using YouTube. Since engineers are more technically focused, they may be using YouTube for instructions or more detailed information. In addition, engineers use Snapchat slightly more than other professionals. Also, the research indicates, facilities tend to use Twitter more often than other professionals. Overall interior designers are using most of the social media channels more often than other professionals. The research indicates interior designers are heavy users of Pinterest, Houzz and Instagram. The AIM research also indicates most building professionals don't use Snapchat very often for business. Manufacturers trying to reach building professionals with their products or services, need to be sure they are active in the social media/communications platforms their audience uses most often. By actively participating and targeting information and messaging within the various social media channels, manufacturers are more likely to increase their audiences' awareness and also be more likely to be in the right place when the audience is ready to purchase.

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