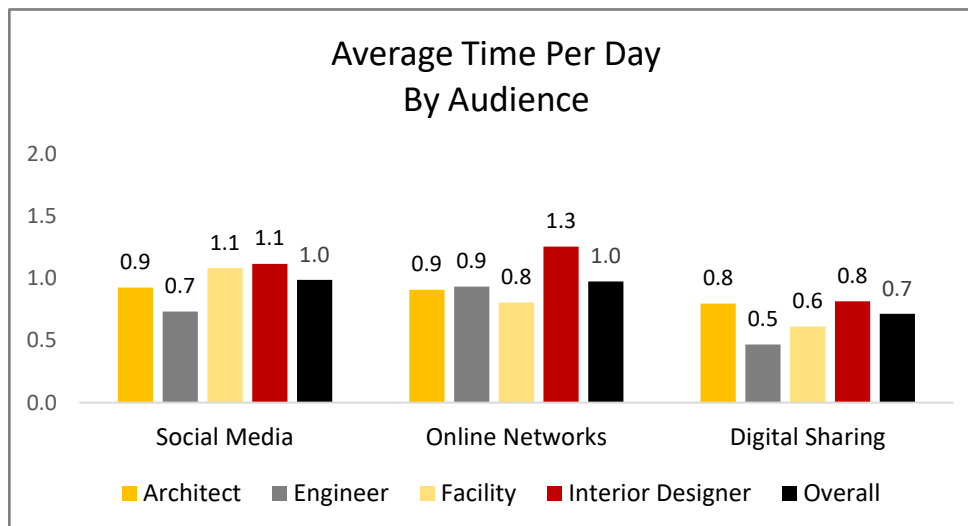
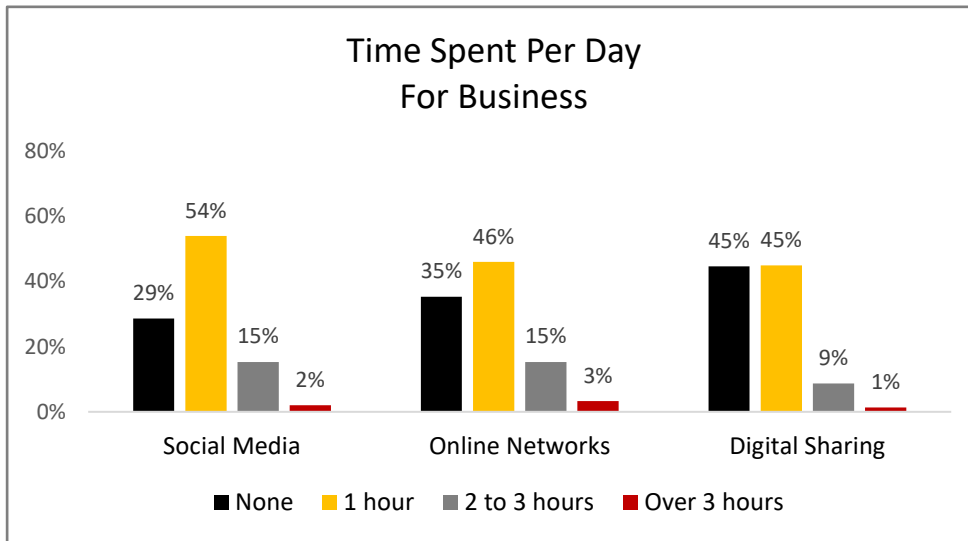


The majority of building professionals spend approximately an hour a day on social media, online networks and digital sharing sites.

For business, how much time do you spend per day on social media or online networking/digital sharing sites?



TAKE AWAY: While building professionals spend about one hour a day (on average) on different digital channels, there are still many who do not spend any time for business on these platforms.

Purpose:

To find out more about how much time building professionals are on different social media platforms for business purposes.

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:

Overall the majority of building professionals spend one hour or more using various social channels or online platforms for work. The AIM research indicates that building professionals use social media and networking sites slightly more than digital sharing platforms. Building professionals indicate they can spend an average of 2 to 3 hours a day online between online networks, social media and digital sharing sites. Interior designers and facility professionals seem to be using social media slightly more than architects and engineers. During COVID, professionals working at home found more time to access social media sites and used the networking platforms to communicate with associates and clients. In open-ended comments, building professionals indicated social media and online sources make it easy and quick to find information and to stay up on the market and industry. Professionals also indicated these "social" and online networking platforms provide their companies with a relatively inexpensive marketing channel with the ability to reach large audiences quickly. While social media can be easy to use and offers a variety of benefits, building professionals found that it can also so be time consuming to manage, hard to control and open to overuse or misuse. Professionals often indicated that with an "open" platform, it is extremely difficult to manage and correct any negative feedback posted. Despite the drawbacks, since building professionals continue to use social media and other online platforms, product manufactures need to make sure they have a presence in social media channels.