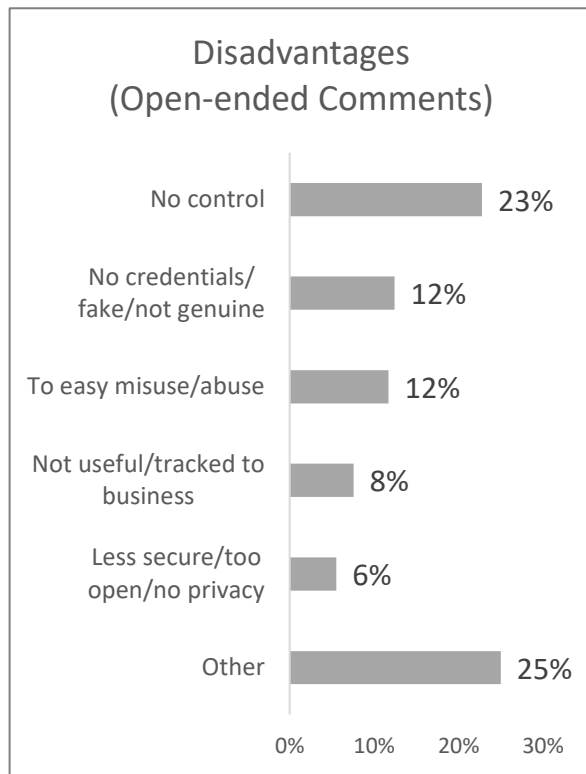
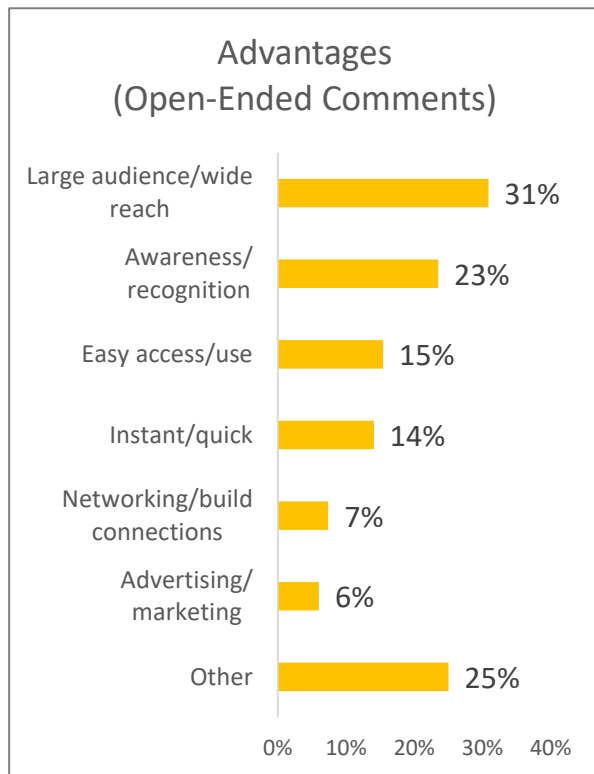


***Building professionals use social media for business because it is easy to use, can reach large audiences and provides a quick way to make others aware of their business.***

What do you feel are the key advantages and disadvantages of using social media for business?



### **Open-Ended Comments**

- Outreach to those in our network to see what exciting projects we are part of as well as gain interest from new talent.
- Social media provides more connections over a broader range.
- It is a cheap way to market to a broad community.
- We're able to reach a broader audience than our traditional emails or hard copy mailers.
- It's too easy for a customer to leave a bad review sometimes without merit.
- Takes extra time to manage.
- Takes time to make content and can easily cross privacy lines between work life and private life.
- Too much information, too anonymously communicated.

**TAKE AWAY:** There are several advantages to using social media for business, but caution should be taken in understanding the source of the information and monitoring the content and information provided.

## Purpose:

To find out more about the advantages and disadvantages of using social media 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 find social media an easy, quick and inexpensive way to market their business or to network with others in their industry. Not only can social media help companies reach a "large" audience fairly easily, but it gives them exposure to a variety of different professionals at one time. Social media is also used by professionals to showcase their work and look at what others are doing. While social media systems are open and offer instant exposure, with any free open channel it can often be misused or abused. Most social media postings do not offer any credentials and sometimes it is difficult to determine the actual source of information. It can also be difficult to manage and change any negative feedback once it is "out" in the social media environment. Some building professionals indicate that there is just too much information out there making it too time consuming and difficult to control or manage. In addition, many professionals say that while social media is a valuable tool, it should never replace the need for face to face or personal networking/contact. Since building professionals are actively using social media not only to promote their business but to stay "connected," product manufacturers should make sure they maintain at least some activity in the key social media channels. To make information more beneficial and useful to professionals, manufacturers should include background on the source of the content and/or additional documentation.