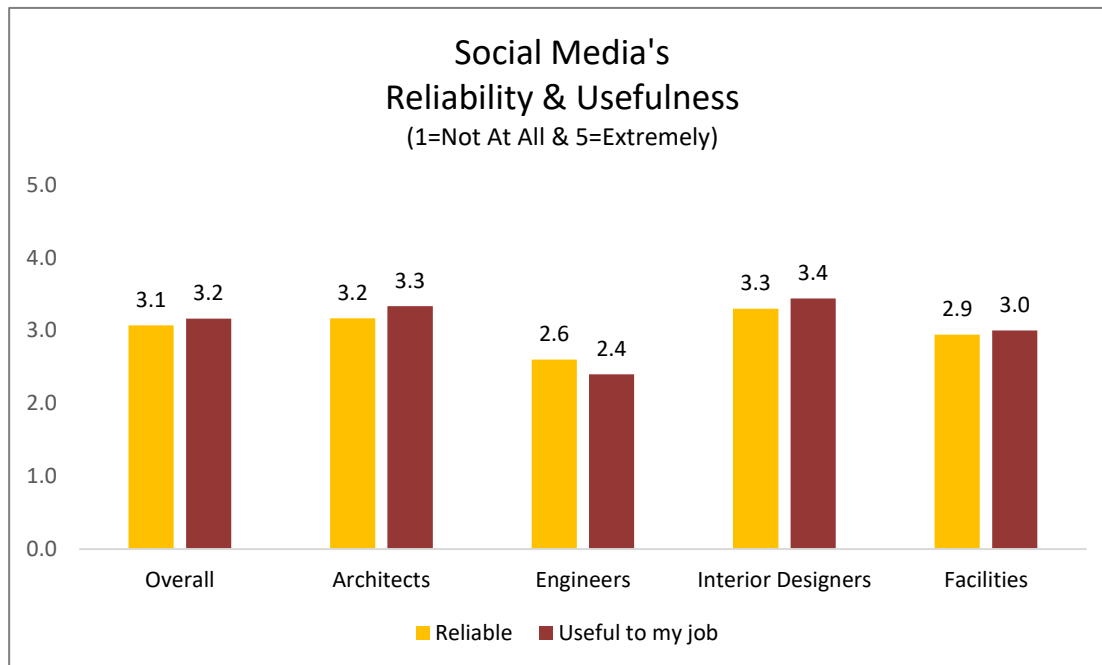


The majority of building professionals find the information on social media to be fairly reliable and useful to their job.

Overall, how reliable and useful is the information you find on social media to your job?



Open-Ended Comments

- *I try to stick with well known resources.*
- *You must learn to discriminate what you need.*
- *You have to know the provider to have trust in what you are using/viewing.*
- *Very helpful for ideas and inspiration.*
- *It has been growing. Digital access and sharing has been helpful this year.*
- *Too time consuming to justify.*
- *Always fact check info and content.*
- *I try to find the best resources I can find.*

TAKE AWAY: Building professionals use social media as a resource for their job, but are aware not all information can be considered reliable. Product manufacturers should make sure their social media channels provide reliable and useful information.

Purpose:

To evaluate the reliability and usefulness of social media information to a building professionals' job.

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:

Most building professionals find the information on social media to be both reliable and useful to their job. However, interior designers and architects are more likely than engineers and facility professionals to find the information valuable to their job. Open-ended comments indicate that professionals understand that they need to be cautious of information found on social media. It is also important to either fact check information or be familiar and trust the source of the data. As more and more information is available through social media channels, it may become even more difficult for professionals to sift through the volume to find what they need. Product manufacturers should make sure they don't just throw a bunch of information out on social media, but provide targeted messaging to help professionals in their job. In addition, where ever possible they should provide documentation and source data/links to make it easier and more valuable for professionals to get the information they need quickly and efficiently. Since building professionals use social media to look for inspiration and ideas, product manufacturers should make their social media postings interesting as well.