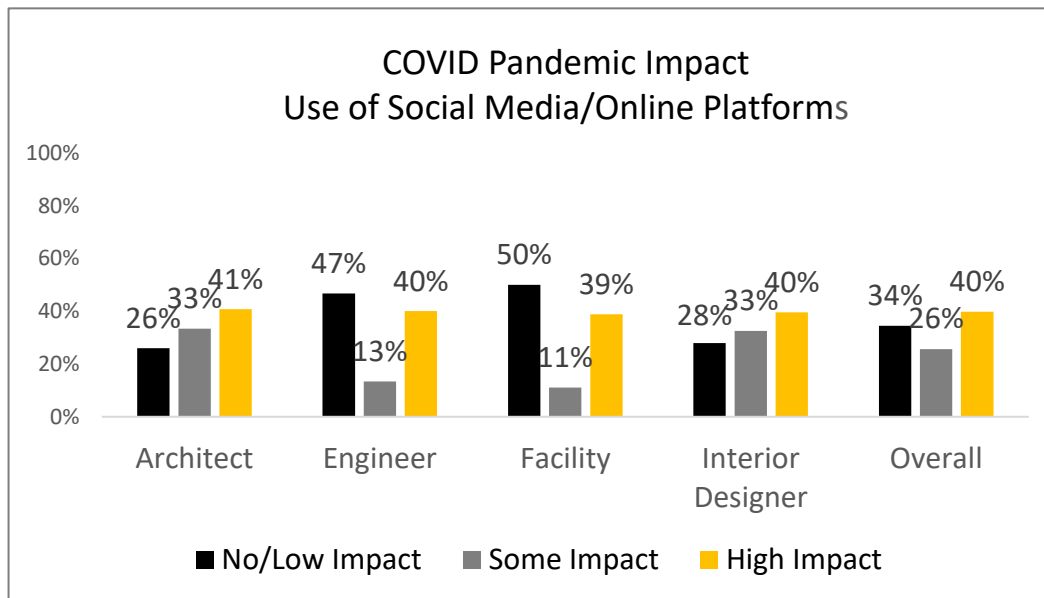


The majority of building professionals indicate the COVID pandemic has some impact on their use of social media and online platforms.

How much impact has the recent COVID pandemic had on your use of social media and/or online platforms?



Open-Ended Comments

- Has not had an impact because we are still posting and having Zoom events.
- I am sure more potential customers have been looking a lot more since they have more time to do research on a project.
- I didn't use social media before and I still don't.
- I still need to physically see projects in order to bid. In person contact cannot be replaced.
- It has had some impact. Time committed to social media through a business has gone down, but personal viewing of social media has gone up.
- Now that people cannot meet in person, the role of the social media and online platforms is very important, and the use increases.
- Our line of work is not reliant on social media marketing.
- Prior to COVID, everything in the industry was already moving to more digital platforms. So COVID has not necessarily affected our use of social media. I personally use more podcasts to stay connected with the industry than I did pre-COVID.
- We were already pretty active, our message shifted, but not our frequency.

TAKE AWAY: The COVID pandemic did have an impact on building professionals use of social media. Without the ability to meet in person, professionals used social media and other online platforms to communicate with clients, vendors or to find information digitally to meet work requirements.

Purpose:

To evaluate what impact, if any COVID had on professionals' use of social media.

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 or 66% of building professionals indicated the COVID pandemic had "some" impact on their use of social media—40% indicating it had a high impact. More architects and interior designers indicated COVID had an impact than facility managers or engineers. Looking closer at open-ended comments, many building professionals indicated the reason their use of social media/online platforms went up was because it wasn't safe to meet with client's or vendors personally, so they used online resources. Some professionals also indicated that they had more time to experiment and use social media—others were using it, so why not try it. Still others indicated that there was already a trend toward using social media or online resources and COVID may have increased the use slightly, but it was already increasing and COVID just sped up the process. Those that indicated the COVID pandemic did not impact their use said it was business as usual. Some indicated they didn't use it before COVID and still don't use it. Therefore, no impact. Since more and more building professionals are getting comfortable with using social media to stay connected and to find information they need for their job, product manufacturers need to maintain a presence in social media. Not only do they need to be involved with a variety of social media platforms, they need to make sure the information and communication they present is relevant and useful to their target audience.