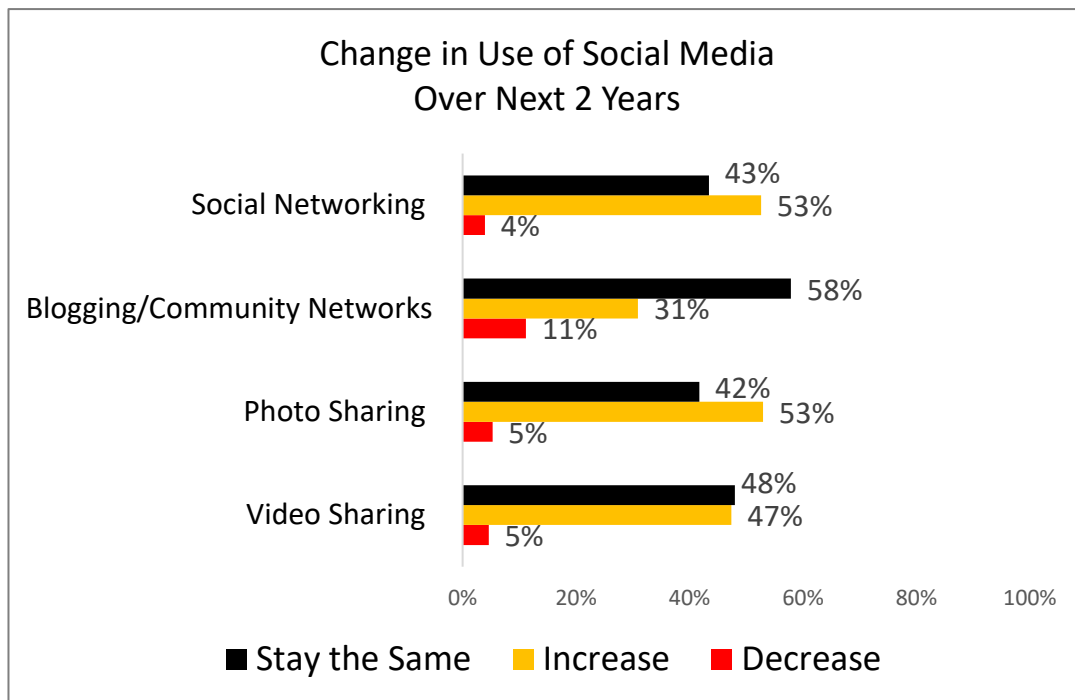


Most building professionals indicate they will use social media and other types of online channels the same or more over the next few years.

Over the next 2 years, do you anticipate your use of the following types of social media for business will increase, decrease or stay the same?



Open-Ended Comments

- *I find that my time is better spent with direct contact with clients.*
- *Our company needs to further address the use of this medium.*
- *My use would increase. Would use Instagram to get more people driven to my site.*
- *All of these social media sites will increase in use along with new sites arriving as well. The younger generations have grown up using these sites and it will merge into business as they become the dominant group in the workforce.*
- *These will be important to marketing more than my personal business use.*
- *We use Instagram to show pictures of projects. We can display a project visually but also limit comments in Instagram. We also have a Linked In profile.*
- *More and more companies seem to be jumping into social media. A lot of products we specify are on these platforms.*

TAKE AWAY: Most building professionals plan to increase their use of social media and online networking channels over the next 2 years especially for networking and sharing project information.



No. 2021.45
Released: 9/2021

Purpose:

To learn if building professionals will continue to use social media and online channels for their job over the next two years.

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, more than 50% of building professionals will increase their use of social media and photo sharing sites over the next few years. While almost half will use video sharing sites more, only about a third indicated they will use blogging more. In most of the social media and online channels studied, more architects and interior designers indicated they would increase their use than engineers and facility managers. For video sharing sites like YouTube, over 50% of engineers indicated they would increase their use over the next 2 years. Based on open-ended feedback, some companies are not quite sure how their use of these various social and online platforms will change in the near future. While the majority of professionals would likely see their use of these channels for business increase, some are still uncertain what role these channels will play and how often they will use them. For certain, the use of online platforms and social media networking will continue over the next years and more than likely increase as new and different channels emerge. To maximize their market exposure and penetration, product manufacturers need to continue to monitor and evaluate these social media networks and channels to reach and communicate with their target audience. Since the social networks and online channels are constantly changing, it is important for manufacturers to stay current with the information and channels they use.

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. © September, 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. Website: www.a-i-m.com. Thank you.