

CHANGES TO CIOB SOCIAL MEDIA #1

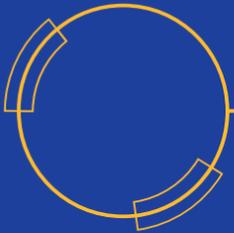
Research results

METHODOLOGY

The agency established these recommendations by



Analysing CIOB social media data gathered over many years



Reviewing social media presence of RICS, ICE, RIBA and other professional bodies



Qualitative phone interviews with 26 members and 11 staff

MEMBERS SAID...

Professional

"LinkedIn is strictly professional. My go-to platform for CIOB and construction industry"

"Business people are on LinkedIn. CIOB does not use LinkedIn enough for local hubs"

"Twitter is a quick overview. Used for linking to news stories. Don't have friends. Don't interact"

Personal

"Facebook is for connecting with friends and family. Don't want to connect with CIOB on Facebook"

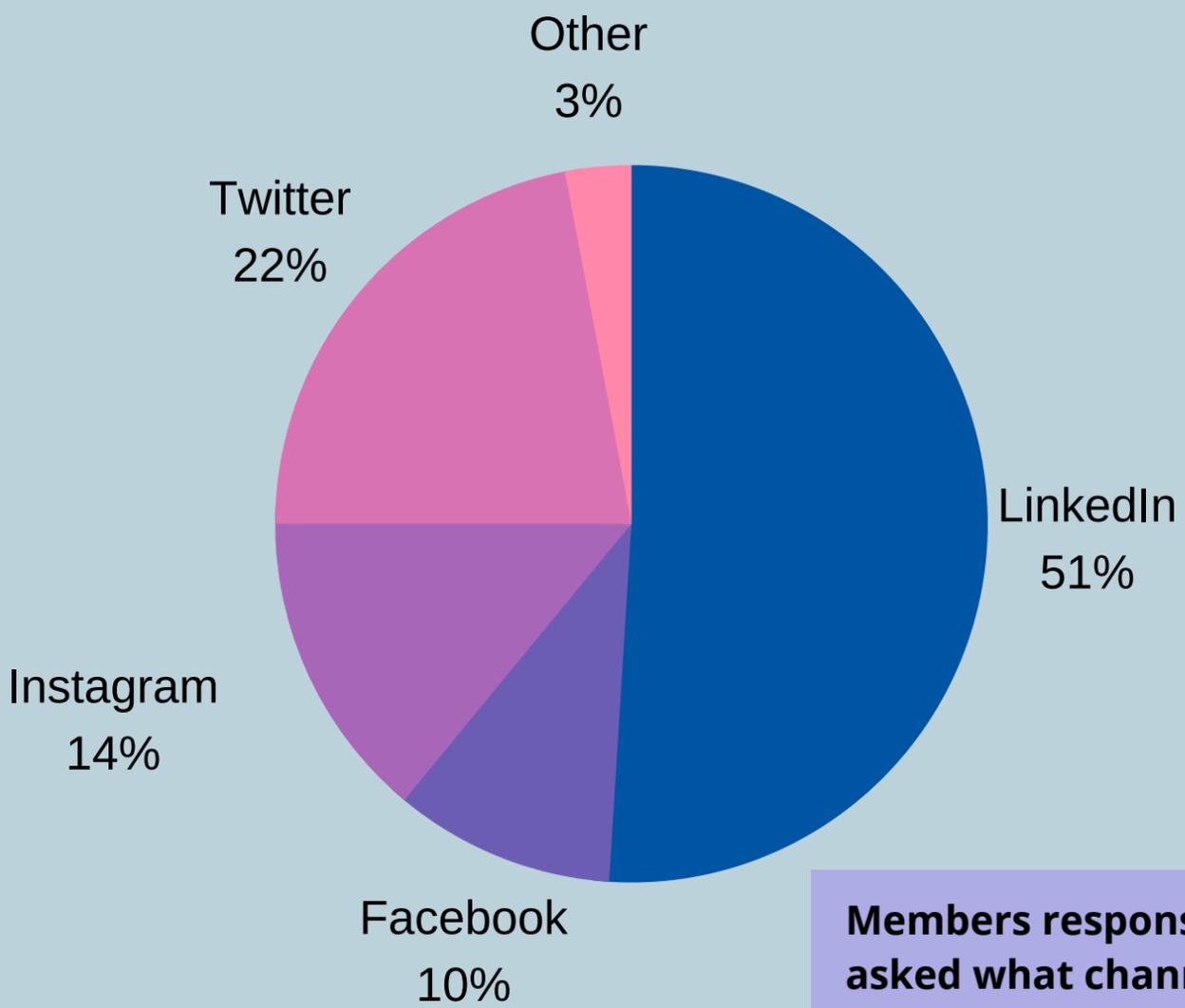
"Facebook is dying a death. Don't think Facebook is appropriate for CIOB"

"Instagram is for personal use. Personal visual blog of what I like"

CHANGES TO CIOB SOCIAL MEDIA #2

Research results

MEMBERS WANT LINKEDIN TO BE MAIN SOCIAL CHANNEL. 4 OUT OF 5 USE IT DAILY.



Members response when asked what channel CIOB should focus upon

WHAT WE KNOW



LinkedIn has 10x higher engagements per post than Twitter and 5x higher than Facebook



LinkedIn is annually our fastest growing network. In 9 months it grew by 41% compared to Twitter at 5%



Local Twitter accounts have very low levels of engagement and low levels of growth



Local Facebook accounts have declining growth and low levels of engagement



Instagram thrives on very high quality imagery. Our Art of Building content has grown the CIOB Art of Building Instagram account in 1 year to as many followers as CIOB Facebook has over many years.

CHANGES TO CIOB SOCIAL MEDIA #3

What next...



CIOB will continue to run its main accounts in Twitter, Facebook, Instagram and LinkedIn



CIOB will set up local presence on LinkedIn. Local Twitter and Facebook accounts will be closed following the transition



Greater guidance and training for staff and members to make the most of our channels and individual networks



Develop our existing presence in Instagram to reach young professionals and the next generation

Produce a programme of core social media content for local colleagues to ensure consistency and relevance



Utilize new technology to further measure, analyse and publish CIOB content at relevant times for our audiences