

# Broadening the Perspective of Technology in Architectural Practice

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Stanford University Center for Integrated Facility Engineering

## Social Media in Architecture

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**Broadening the Perspective of Technology in Architectural Practice** is registered with AIA CES.

Online + Components: **TAP101912W**

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## Learning Objectives

- Define how social media is transforming how architects communicate.
- Differentiate social media from its common misconception as a broadcasting channel.
- Provide examples of social media technologies.
- Illustrate how architects are successfully implementing social media initiatives.

## What is Social Media?

- Includes web-based and mobile technologies to **turn communication into interactive dialogue.**
- A group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the **creation and exchange of user-generated content.** - Andreas Kaplan and Michael Haenlein
- Media for social interaction as a super-set beyond social communication. Enabled by **ubiquitously accessible and scalable communication techniques**, social media has substantially changed the way organizations, communities, and individuals communicate.

# Social Media is a Dialogue

- Old communication model was a monologue
  - Only 14% of people trust advertisements
  - 78% of people trust recommendations of other consumers
- Messages are not conversations
- Social > Media

# Common Social Media Myths

- Social media is:
  - Solely a broadcast channel
  - Can replace your website
  - Will replace real-life networking
  - Won't directly lead to new projects

You don't have to be on every social network...



## Classifications of Social Media

- Blogs
- Microblogs
  - **Twitter**, Tumblr and Plurk
- Social Networking
  - **facebook**, **LinkedIn**, Google+ and **foursquare**
- Social Bookmarking
  - Digg, Stumbleupon and delicious
- Video & Photo Sharing
  - Flickr, **Pinterest** and YouTube



## Goals & Topics for Social Media

- Marketing + Networking
- Firm + Individual Branding/Expertise
- Ideas + Inspiration
- Thought Leadership
- Firm Culture + Community
- Corporate Memory
- Internal Communications
  - Research + Knowledge
  - Continuing Education
  - Problem Solving



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# Knowledge Architecture – Beyond Marketing

- What is the relationship between Marketing + Knowledge?
- How do architects and engineers create, market, and scale knowledge for competitive advantage?
- Knowledge (Practice)
  - Research + Development
  - Thought Leadership
  - Knowledge Management

The screenshot displays the Knowledge Architecture Blog interface. At the top left, the logo reads 'THE KNOWLEDGE ARCHITECTURE BLOG'. To the right, an 'ABOUT' section states: 'THIS BLOG IS A SOUNDING BOARD FOR OUR THOUGHTS, A REFERENCE POINT FOR INDUSTRY NEWS, AND A GUIDE TO THE LATEST DEVELOPMENTS IN KNOWLEDGE MANAGEMENT, BUSINESS INTELLIGENCE, AND PROCESS TRANSFORMATION FOR THE AEC INDUSTRY.' Below the logo, the author is identified as 'Author: Christopher Parsons'. The main article title is 'How are leading architecture firms using social media tools?'. A featured article titled 'The Future of Digital Marketing' is highlighted, with subtext: 'Architecture and Engineering Social Media Survey 2011-2012 Preliminary Findings October, 2011'. The author's name 'CHRISTOPHER PARSONS' and title 'Founder, Knowledge Architecture' are listed at the bottom of the featured article. On the right sidebar, there is a search bar, 'CATEGORIES' (General, Guests, Most Popular, Quotable), 'TAGS' (Blogs, Books, Conferences, Videos), 'CONNECT' (Subscribe, Follow, Contribute, Contact), and 'RECENT POSTS' (What do you dream of?, The All-of-the-Above Approach to Knowledge Management, Social Media Webinar This Week, KA Labs Webinar :: Vision-Constant Contact Connector, Does work make you happy or does being happy make you work?, Preliminary Findings: Research-Based Practice).



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Walking the Walk

Businesses are increasingly prioritizing transparency and a unified business culture, and C-suite design is evolving to reflect these changes.

Cities



What Will it Take to Make Navy Pier a Real Place?

Gensler's Centennial Vision design plan for Navy Pier is attempting to answer this very question, as Elva Rubio explains in her inaugural GenslerOn post.

Lifestyle



A New Paradigm for Sports Venues: Community Connections

There's a lot of support for the transition to a new urban paradigm for sports venues as Tim Pittman explains in the final post of this five-part GenslerOn series.



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28 March 2012 | Posted in [Blog News & Updates](#), [Cool Stuff](#), [People](#), [Pictures](#) | Posted by [James](#)

## buildingSMART in Norway

I think this post's title has quite a few meanings. It says that two members of the HOK buildingSMART team visited Oslo, Norway recently. It also says that there was a buildingSMART convention happening there that same week. And it also indicates the general state of the construction industry in the region – they are definitely building SMART in Norway!

Greg Schleusner and I were invited to visit Oslo by our new strategic software partners – dRofus. Back in December 2011, it was announced that HOK and dRofus entered a 3-year enterprise license agreement to use their client-server database solution for integrated program management on a majority of HOK's building projects. While members of the dRofus team have ...

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26 March 2012 | Posted in [Blog News & Updates](#) | Posted by [Mara](#)

## @Greenbuild – San Francisco 2012



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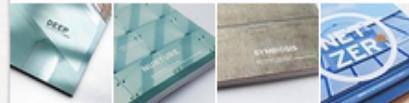
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- Join an online conversation and share your views on how design connects us...
  - <http://www.aia.org/about/AIAB093327>
  - The official hashtag for the week is #archweek12.
  - @AIANational
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# AIA Pittsburgh

- Be relevant, responsive and transparent
  - Promote community engagement
  - Supply architectural news of the day
  - Curate and store information

This screenshot shows the LinkedIn group page for "AIA Pittsburgh - Collaborate". The page includes a header with navigation options like Home, Profile, Contacts, Groups, Jobs, and More. Below the header, there are sections for "Discussions", "Members", "Promotions", "Jobs", "Search", and "More". A "Start Discussion" button is visible, along with a "Manager's Choice" section. The main content area features several posts, including one titled "What to do with an Inside LT? Consider a magnificent conservatory..." and another titled "CAD or Hand Drafting Competition for High School students! Cash prizes!". There is also a "Most Popular Discussions" section and a "Find Out How We'll Make You" banner at the bottom.

This screenshot shows the Facebook page for "AIA Pittsburgh". The page features a cover photo with the text "TEC TURE. EXPE ARCH TURE." and "DESIGN PITTSBURGH 2012". The page has 499 likes and 11 pages. There is a "Post" section with a text input field and a "Photo / Video" section. Below the post section, there are several posts from other users, including one from "Diane Stabile" and another from "Mary C St Mary". There is also a "Recent Posts by Others on AIA Pittsburgh" section.

This screenshot shows the Twitter profile page for "AIA Pittsburgh" (@AIApgh). The profile includes a header with the name "AIA Pittsburgh", the handle "@AIApgh", and the location "Pittsburgh, PA". There are 1,221 tweets, 80 followers, and 310 following. The main content area features a "Tweet to AIA Pittsburgh" section, a "Tweets" section with several tweets, and a "Similar to AIA Pittsburgh" section. The tweets include one from "Stephan Bontrager" and another from "AIA Pittsburgh" about a "Gold Medal Reception".

# Architecture Centric Social Media

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Photo courtesy of José Hevia

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Andrew Unfollow

#### Using Revit for a medical center campus

I'm looking for whitepapers, blogs or even a dialog about strategies for setting up Revit models for a multiple building medical center campus (or college campus). I'm sure it will be easy to start down the wrong path so hopefully someone is willing to share their experiences or know of references I can check out. My biggest concern is making the models granular enough so our middle of the road workstations don't choke.

4 months ago

Like

Comment

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Adam Munoz, Henrik Olsén and 1 other like this

41 comments • Jump to most recent comments



Laura Unfollow

Laura Handler • Hi Andrew, We are working on a similar project (a significant multi-building life science campus) and devised a plan early on for exactly this. I'm happy to discuss this with you and share our model organization strategy, as well as what worked and what didn't work so well.

3 months ago • Like

1



Andrew Unfollow

Andrew Houghton • Hi Laura, I'm really looking forward to discussing strategies, successes, and pitfalls with you. Thank you for the response. I haven't found a lot of resources as it seems most of the BIM focus is directed toward planning, design, and construction. I will definitely be back in touch soon after the holidays.

3 months ago • Like • Reply privately • Flag as inappropriate

#### Latest Updates



Kevin Shumann, AIA, LEED AP, Steve Rusling and Roberto Rojas Guzmán have joined the group.

4 hours ago



10 people have joined the group, including Lee Rudd, Rocky Koch and Kirill Mentuykov

2 days ago



Ryan Ghre started a discussion: BIMobject - European leader in facade cladding Ivarsson publishes BIM objects on... - Mynewsdesk

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Microsoft

## Microsoft Office 365

Start collaborating in the cloud for \$8/user/month.

# Individual Branding + Expertise

The image shows a screenshot of a Twitter profile for Brian Skripac. The profile header includes a profile picture of a man with glasses, the name "Brian Skripac" with the handle "@BrianSkripac", and a bio: "Director of Digital Practice at #Astorino. Merging Technology, #Sustainability and Practice by Design. #Architecture #SoMe #BIM Pittsburgh, PA". To the right of the bio are statistics: "4,631 TWEETS", "348 FOLLOWING", and "634 FOLLOWERS", along with an "Edit your profile" button.

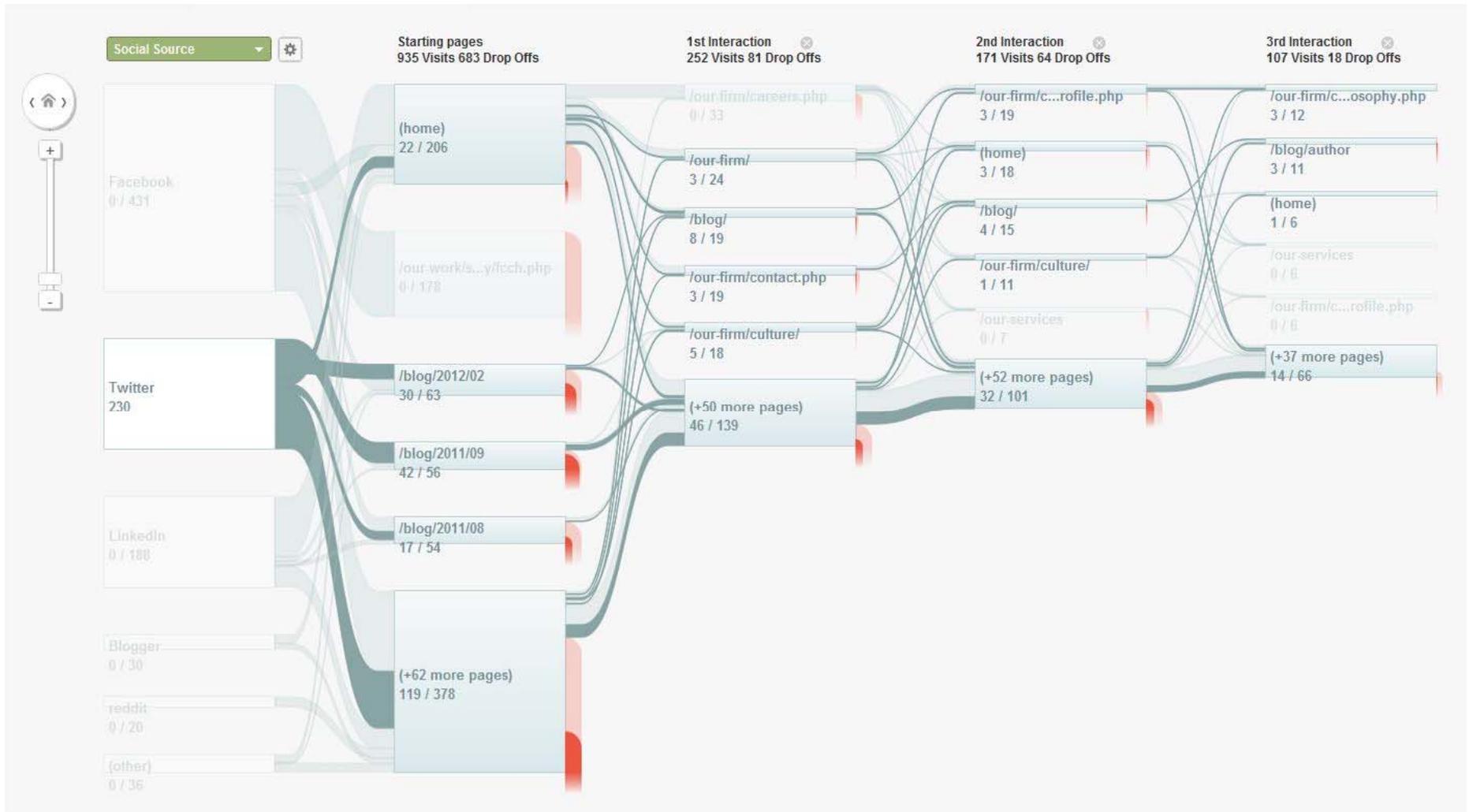
Below the header is a navigation menu with options: "Tweets", "Following", "Followers", "Favorites", "Lists", and "Recent images". Under "Recent images" are three small images: a computer monitor, a landscape, and a building with "BIM" on it.

Below the navigation menu is a "Similar to you" section with three user recommendations: Paul F. Aubin (@paulfaubin), Allan Brown (@Allan\_BIM), and Graham H Stewart (@StewartGH1...).

At the bottom of the left sidebar is a footer with copyright information: "© 2012 Twitter About Help Terms Privacy Blog Status Apps Resources Jobs Advertisers Businesses Media Developers".

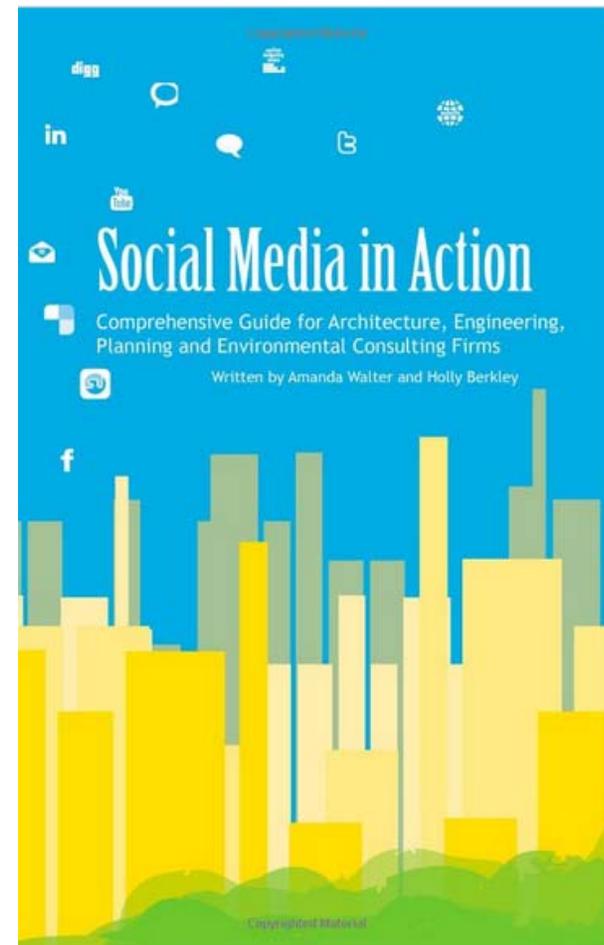
The main content area is titled "Tweets" and displays a list of tweets. The first tweet is from James Vandezande (@jvandezande) retweeted by Brian Skripac, discussing "DETAIL" = Input and "DEVELOPMENT" = Reliability. The second tweet is from AIA Pittsburgh (@AIApgh) about a gala event. The third tweet is from Brian Skripac (@BrianSkripac) about a bus shelter challenge. The fourth tweet is from Brian Skripac (@BrianSkripac) about a viral video of an Ohio State marching band. The fifth tweet is from Brian Skripac (@BrianSkripac) about Hestia software. The sixth tweet is from AIA TAP (@aia\_tap) about BIM Forum updates. The seventh tweet is from Big Bad BIM (@BigBadBIM) about LOD 500 requirements. The eighth tweet is from Brian Skripac (@BrianSkripac) about augmented reality at Astorino.

# Who is Listening + Communicating



# Social Media in Action

- Comprehensive Guide for Architecture, Engineering, Planning and Environmental Consulting Firms
  - <http://social-media-marketing-books.com/>
  - @waltercomms
  - @holly\_berkley



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