Social Media in Architecture

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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
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
Published by Gensler, the global design firm, GenslerOn offers insights by experts on how design innovation makes cities more livable, work smarter, and leisure more enjoyable.

**Work**

**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.
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 Schlesinger 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 5-year enterprise license agreement to use their clients' 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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• Join an online conversation and share your views on how design connects us…
  • [http://www.aia.org/about/AIAB093327](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
Architecture Centric Social Media

![Architecture Centric Social Media Example](image_url)
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

Adam Munoz, Henrik Olsén and 1 other like this

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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

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

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