

## **How can social media help architects?**

As long as we can remember, architecture, coupled with engineering, have been the fundamental pillars to create a physical space that is suitable for human life. In a few words, they are those humanistic sciences that are in charge of providing our environment with a place for a life that is comfortable and fulfilling from a physical perspective.

Suffice it to say that as time goes by, design, engineering and the whole world have been renewed. For those who do not know, an architect is the one who is in charge behind techniques and art, the role as a creative designer and build a community, linked to engineering distinguishing the impact of new materials and in the invention of the land, thus replacing the natural environment through metropolis and cities.

As you can imagine, the role of the architect, much like it happens in a wide variety of professions, has been changing throughout the years, and that of course includes the way that they promote their work. After all, what good does your job do if people are not familiar with it? In that regard, social media platforms arrived to the scene many years ago and they offer a very interesting question:

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Nowadays, most people use the internet, search engines and social media platforms as a whole for both for fame and recognition, the advantages of these platforms being that they can give visibility and more connection with the rest of society. It is one of the most common and correct perceptions of social media platforms.

There is a wide variety of social media platforms out there as it can help you to have a lot of different approaches to promote your work as an architect. For example, there are some platforms that are more visual while there are others that are more inclined to offering written content. Regardless, here you have some of the main platforms that can be beneficial for your work as an architect.

### **Best social media platforms to promote your work as an architect:**

- **Pinterest:** based on an eye-catching visual approach through "pins and ideas" based on your search algorithm in the app, Pinterest can be quite useful for an architect in terms of having a platform to promote your work. Think of this platform as a way of to showcase what you have in store and what you have done as a professional in the field.

- **YouTube:** It is known as most already know, as an online video platform where you can find all kinds of globalized content that may have value even to this very day. Creating content trending in architecture and design in that environment or wherever it is specialized could significantly help to increase the volume of impressions, interactions and actions if you place your contact information for potential customers at the right time, attracting attention and generating more views every day. You don't need money to create content on YouTube since it is free and you just need to know how to use the app. (There is a page called Google Skillshop there are totally free courses on content creation on YouTube).

- **Instagram:** In conjunction with Pinterest, Instagram is responsible for managing content with some visual appeal, going as far as having the possibility of owning more than four profiles at the same time (a personal one, a professional one, a cat one and maybe one you created for your grandma but she forgot her password). With different uses, the mass movement within itself is great, so now people are focusing on short and precise visual appeal.

If what you upload on that platform is nourishing, eye-catching and interesting and short, probably on your page apart from receiving followers and contact from any interested party, you will promote yourself through marketing methods (but yes, you can pay for spam advertising to the app and it will go to people with a search algorithm similar to the service you offer).

- **Twitter:** One of the defining aspects of Twitter as a whole is the fact that you can publish a lot of content through limited characters, thus forcing you to be straightforward and to the point. It is simple without restrictions of expression, mostly filled with prospective architects who publish their content and provide tips for people that are starting out in the business. In terms of what you can do on Twitter, you can base your work around offering insights about the world of architecture and different fun facts about the medium.

- **Tiktok:** commonly used by younger people these days, the app is practically a platform of short time video clips and reels with great utility, where you can take advantage of for

architectural influence and knowledge, artistic works, structures, etc. Like some others mentioned you get followers and views which will always make you quite known online. As soon as you learn to create videos it would be very useful for an artistic creator.

- **Facebook:** It is that platform that gives you more stability and links to your demographic area when selling your skills, either in a group, community or create even your own page in addition to a main profile with which allows you to share externalizing projects, innovations and ideas. Just like it happens with Instagram, you can create and manage advanced advertising tools to reach related audiences with personalized interest.

- **Tumblr:** Since its environment is close to the artistic due to how it relies on visual means, this app fits along with the design and artistic creation of architects, influencing people to check content of a topic continuously. Tumblr would also be a great platform for the architect to contribute in and generate contact as much as in other platforms.

- **LinkedIn:** It is a social media platform focused on promoting job searches, such as publishing services on any area of work and having the possibility of getting a job, regardless of whether it's online or in person. It is of great value to know that LinkedIn could be the best source of direct clients, with the vast majority of people publishing there being freelancers.

It is worth pointing out that LinkedIn could be used as a way to promote your work, to build connections with other people and in general terms make your presence as a professional a lot more known to a wide variety of people. This is one of those key factors that has to be taken into account when analyzing these platforms.

As you can imagine, you are going to find people of all social classes, races, sexes and types in these social media platforms and they tend to use them for consumption and learning purposes, as well as others who are those who are dedicated and excel at creating entertaining content of their topic so to speak. This is part of the new reality we live in as professionals.

In terms of being an architect, there are a lot of different ways to promote your work and reach out to people to grow as a professional. It all begins with you.