How has social media impacted the construction industry?

The industry might not be readily associated with the use of social media, but many companies are taking advantage of the multitude of such sites to improve visibility and build relationships.

TAGS: construction, facebook, online, social media, twitter

The Inc. 5000 is an annual list of the fastest-growing private companies in America.

The top five construction companies on the latest edition of this list are Edge Homes, Innovative Construction, Dream Finders Homes, C-DM Network, and Patriot Contractors.

With the exception of Patriot Contractors, each company has experienced three-year growth of over 3,000 percent. And at 2,626 percent, Patriot Contractors barely missed that mark.

Since that level of growth shows just how well each company is doing, here’s a look at how each company is utilising social media:

**Edge Homes**: If you go to their website and scroll down to the bottom, you’ll find prominent links to their Twitter, Facebook, Pinterest, and Google+ pages.

**Innovative Construction**: With nearly 5,000 likes and multiple page updates each day, this company proves that Facebook can still be successfully utilised by companies in a “boring” industry like construction.
Dream Finders Homes: Since they only have a Facebook page, DFH is the least socially active of the five companies.

C-DM Network: In addition to having Twitter and Facebook profiles, C-DM has also taken the time to create a presence on LinkedIn.

Patriot Contractors: This company uses small buttons to make it easy for their website visitors to also get to its LinkedIn, Facebook or Twitter profiles.

3 social media tips for construction companies

Now that you’ve seen some examples of construction companies successfully using social media, you may be wondering how you can utilise networks like Facebook, Google+, Pinterest and Twitter for your own company. While there are plenty of approaches you can take, if you’re looking for some simple but effective tips to dive right in, you can’t go wrong with the following:

Be Consistent: Building momentum takes time. Don’t make the mistake of going all-out for a week, then neglecting to make a single update for days at a time. Instead, start slow, and gradually build as you get a feel for what kind of frequency works best.

Always Observe: One of the nice things about social media is that it’s easy to follow other construction companies that you feel are making the most of these platforms. By keeping an eye on what they’re doing, you may discover new tactics to try out.

Start Blogging: Once you get a feel for using a few social media sites, you can take your efforts to the next level by creating content that you can promote through your networks. Just keep in mind that while content marketing is a smart strategy, it should only account for a small percentage of your overall social media activity.

Whether you’re a B2B or B2C company, if you want to build relationships that will help your company grow, social media is a great option for accomplishing that goal.

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