

# How Homeowners Use Social Media for Projects

Homeowners often turn to social media for inspiration and information for their house projects, so if your business is active on Facebook, Pinterest and YouTube, you're marketing in the right place.

For the *Role of Social Media in Home Improvement* study, the Home Improvement Research Institute (HIRI) surveyed more than 750 homeowners who had completed a home improvement project in the six months prior to the research or planned to complete a project in the next six months.

HIRI's research shows Facebook, Pinterest and YouTube are the most popular platforms among homeowners using social media for their home improvement projects.

Study participants say the most useful purpose for social media is finding project ideas. In fact, 75 percent selected "Getting inspiration or design ideas" as the No. 1 way social media helps them complete their home renovation projects. About 30 percent rank how-to videos, photos and printed instructions found on social media as the top way these sites are helpful.

## Applied to Retail

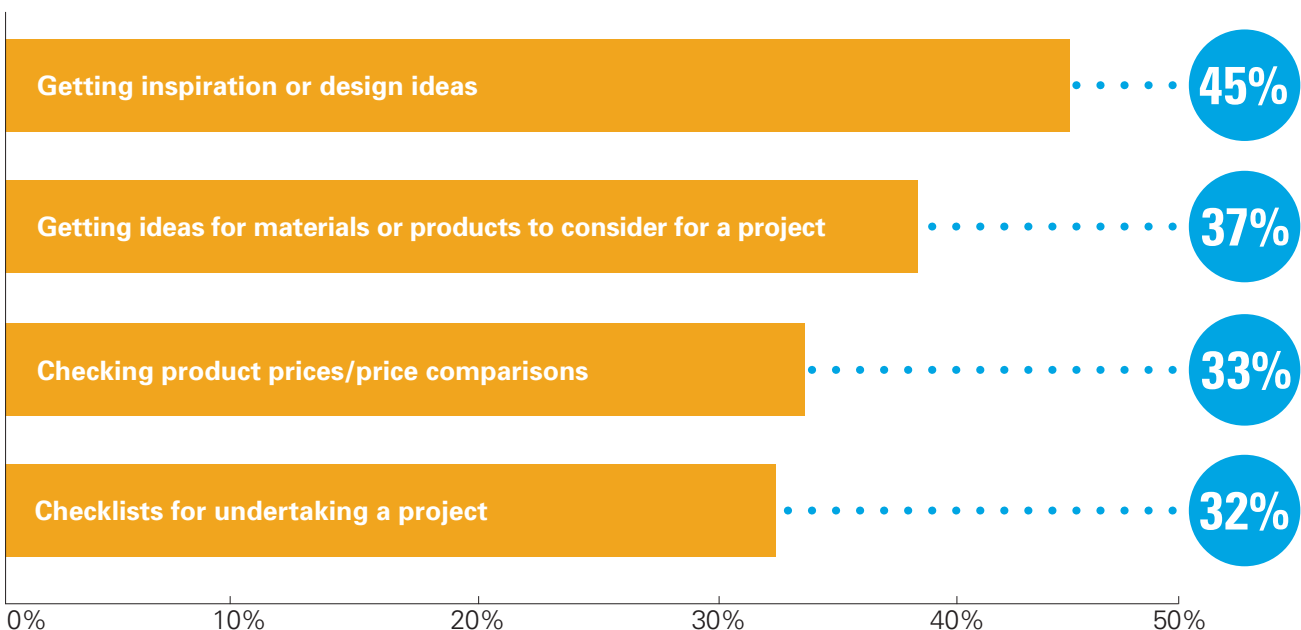
Consider the following homeowner preferences to use your operation's social media to promote products, interact with customers and market your business.

HIRI study participants listed the major areas they think social media could improve to better meet their needs, and the top four relate to price. Homeowners want companies to expand opportunities for them to use social media platforms to estimate project costs and find and compare prices.

If your business has an e-commerce presence, then customers likely already price shop your store's products online and do their own math on what projects will cost them. You can make the process even easier for them by posting pricing alongside photos or supply lists for project inspiration. In addition, post project ideas for customers on Pinterest or YouTube and consider including product prices when you do.

If you promote special sale prices on Facebook and other social media sites, then include a few project ideas with shopping lists that compare the products' slashed prices with the previous prices. —

## Top 4 Ways Homeowners Use Social Media for Project Planning



Source: Role of Social Media in Home Improvement, HIRI

## Interacting With Products on Social Media

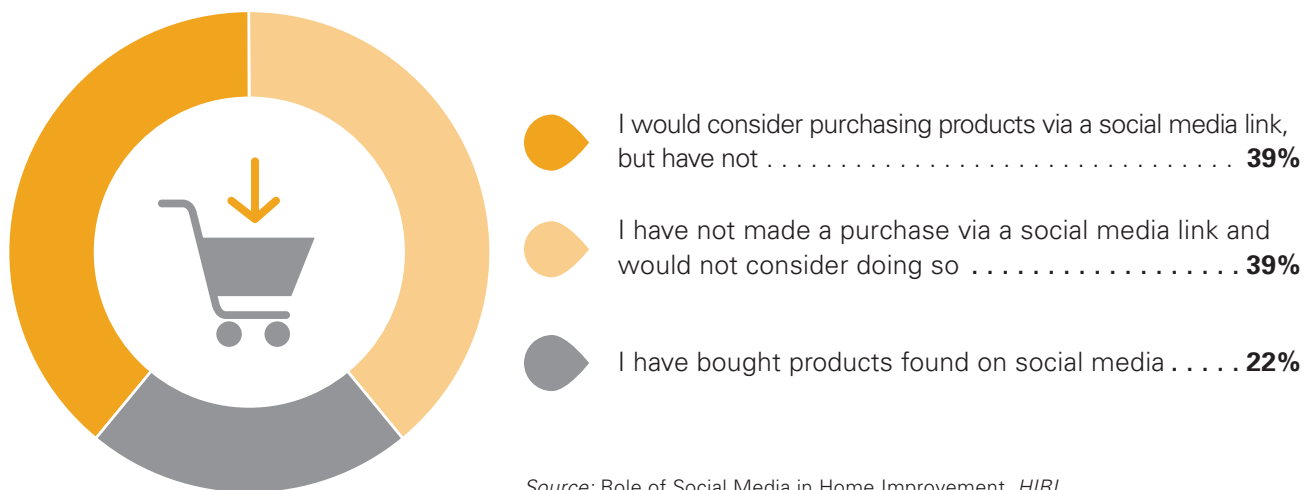
In the year prior to the study...



Source: Role of Social Media in Home Improvement, HIRI

## Experience Using Social Media to Buy Home Improvement Products

Just over 20 percent of homeowners have bought products by clicking a link to a seller's site on social media. Survey respondents' experiences are broken down as follows.



Source: Role of Social Media in Home Improvement, HIRI

HIRI is a member-driven nonprofit dedicated to conducting home improvement research exclusively for its members. Covering contractors and professionals, categories and channels, HIRI's efforts help leading manufacturers and retailers evaluate market conditions to inform their businesses. To learn more about HIRI and to become a member, visit [HIRI.org](http://HIRI.org).