

INVESTIGATING THE USAGE OF SOCIAL MEDIA THAT HELP TO THE SMOOTH RUNNING AND THE DEVELOPMENT OF THE CONSTRUCTION INDUSTRY IN SRI LANKA

UGRL UDAWATTA¹ and AR RUPASINGHE²

¹Undergraduate, ²Senior Lecturer

**Department of Quantity Surveying, Faculty of Built Environment and Spatial Sciences
General Sir John Kotelawala Defence University, Sri Lanka**

ABSTRACT

Like many other sectors, the building industry is not commonly assumed to be as innovative and collaborative. Using various short and long-term policies, the global construction industry is working hard to change this notion. In recent years, social media has transformed the landscape of our personal interactions, with an exceptional rate of acceptance that surpasses previous innovations. Social media tools are instinctive to use and allow consumers to share information, collaborate, discuss general interests and to build up relationships. This research focuses on the present and future use of social media in Sri Lanka's construction industry. To explain, it explores the social media platforms as of now being utilized among the construction companies, analyzes the potential rewards and risks, observes the invention they offer specifically to make communication and association more effective. To accomplish these targets, quantitative and qualitative data were gathered from people and organizations within the construction industry. A social media log was created to follow the activities on Facebook®, Youtube, and instergram platforms for ten construction organizations with online media presence. Further, a survey questionnaire was conveyed to construction industry experts. Then, open-end interviews were led with people from 3 construction organizations aware with social media as a company resource. Consequences of data analysis shows that many construction organizations are beginning to have social media benefits, however, the construction industry take a behind position with other industries in terms of social media utilization. The construction companies are utilizing social media for the following applications: (1) Job recruitment; (2) Spread the company's and/or projects' news through the society and industry; (3) Client networking; (4) Company branding; and (5) Company communication. It is found that most organizations have not found the optimum social media potential and have only used it as an irregular one-way communication method. In order to get the best results, construction companies must have enough time and resources to support day-to-day activities, maintenance, and protection on social media channels.

Key words- Social Media, Construction Industry