

Which is the role of social media in promoting the Painting profession?

In the framework of the Erasmus+ project "PaintingSkillsAcademy", a survey has been conducted in order to analyse the role played by Social Media in the promotion of the Painting and Decorating profession, especially by gathering opinions on how to reach and inform new generations, attracting them to the profession.

The questionnaire has been designed and distributed in 7 different languages (English, German, French, Italian, Czech, Dutch and Slovenian) to reach a wider public.

In this brief factsheet we would like to share the interesting results achieved through the survey, which allowed us to analyse which are the most used social media in the Painting and Decorating sector according to the different age groups involved in the survey. At the same time, we collected opinions on which could be the best social media platform for promoting the profession at its best.

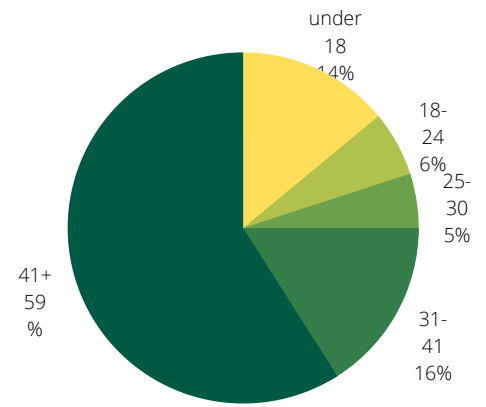
Let's see here the main findings!



CHARACTERISTICS OF THE SURVEY'S RESPONDENTS

The sample was composed by a total of 99 respondents, among which:

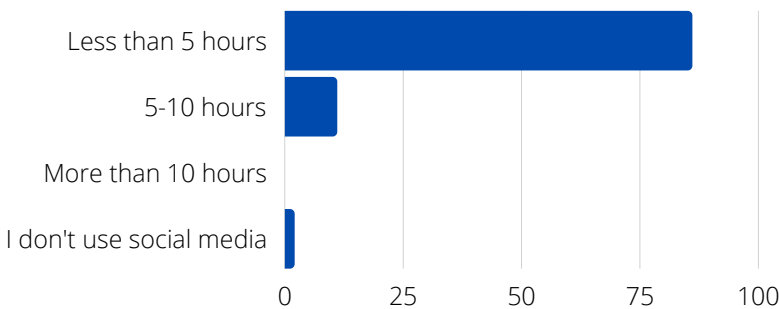
- 10 responded to the survey in ENGLISH
- 10 responded to the survey in FRENCH
- 29 responded to the survey in GERMAN
- 4 responded to the survey in ITALIAN
- 16 responded to the survey in CZECH
- 5 responded to the survey in DUTCH
- 25 responded to the survey in SLOVENIAN



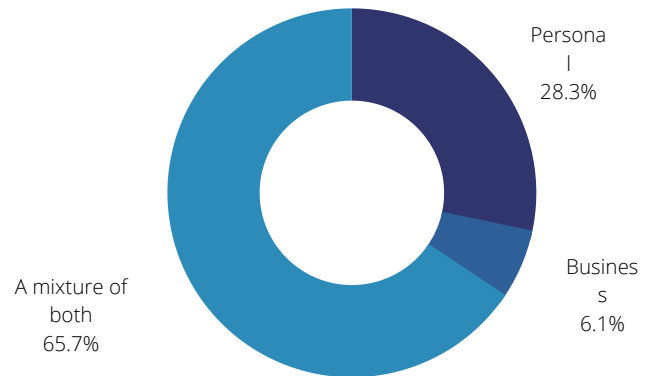
The graphs on the right shows that a substantial majority of respondents belongs to the age group of 41+. This is because unfortunately, as we know, the sector suffers from a lack of young people. However, the 14% of under 18 and the 6% of 18-24 gave significant contribution to the whole analysis.

SOME INFO ON THE GENERAL USAGE OF SOCIAL MEDIA OF THE RESPONDENTS

Time spent on average on social media per day:



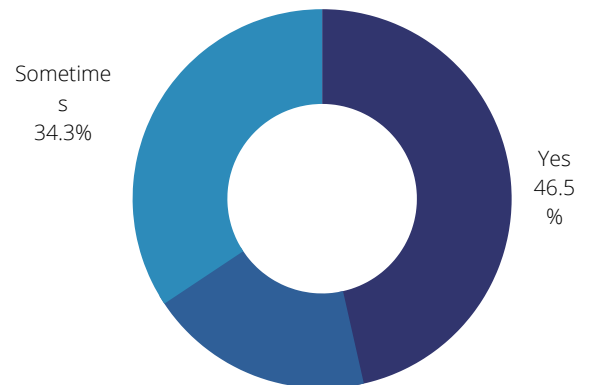
Purpose of the time spent on social media:



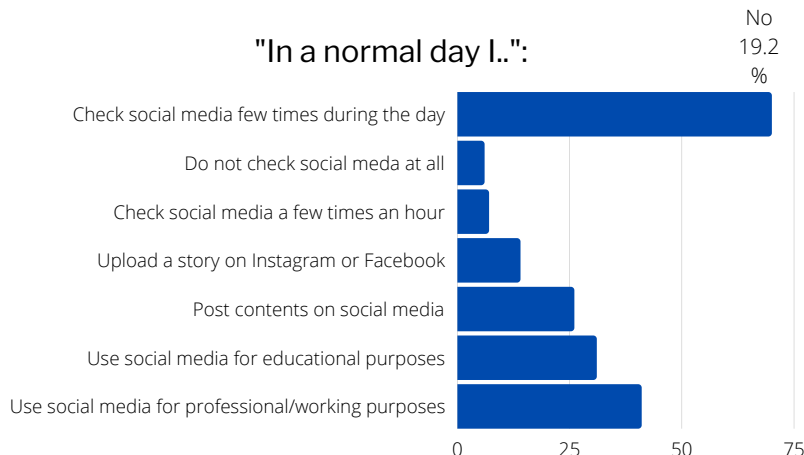
Reason why you use social media:



Do you use social media to talk about your profession?

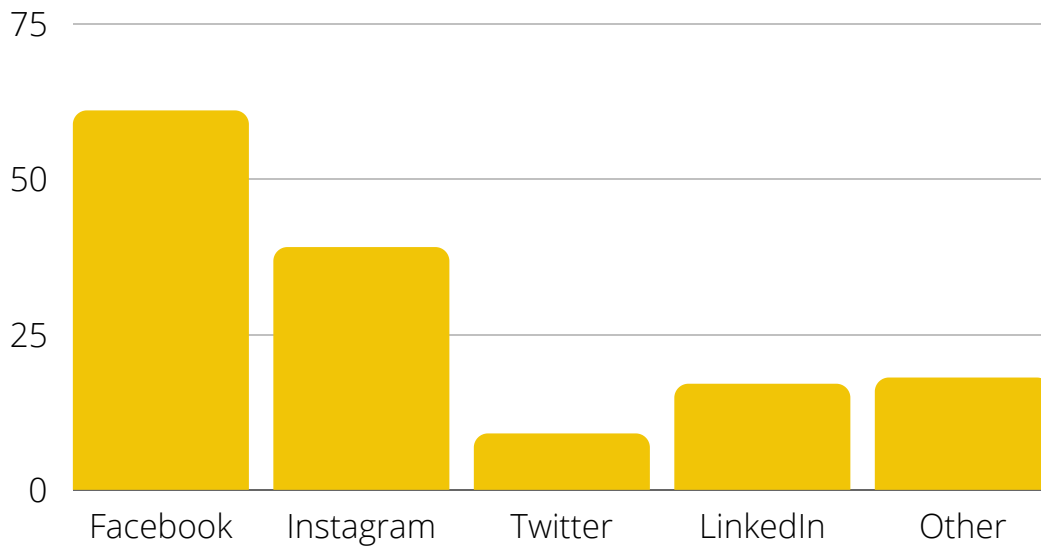


"In a normal day I..":



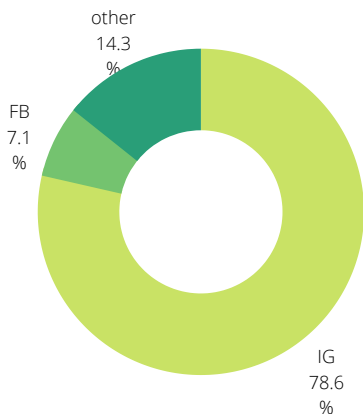
WHICH IS THE MOST USED SOCIAL MEDIA PLATFORM?

According to the achieved responses, as displayed in the graph below, it emerged that the most used social media for our sample is Facebook, immediately followed by Instagram. Respondents selecting the "other" option, pointed out a significant use of Social Media platforms such as YouTube, Pinterest, Microsoft Teams, WhatsApp, Snapchat, TikTok and Threema.

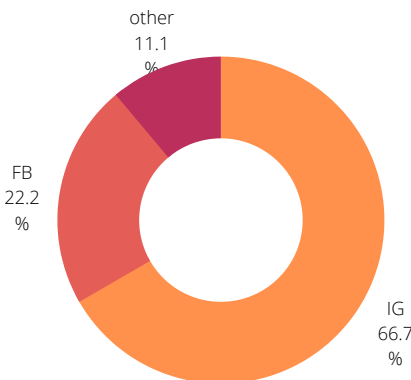


At the same time, it is interesting to analyse the results above by age group in order to compare the most used Social Media Platform among younger and older people.

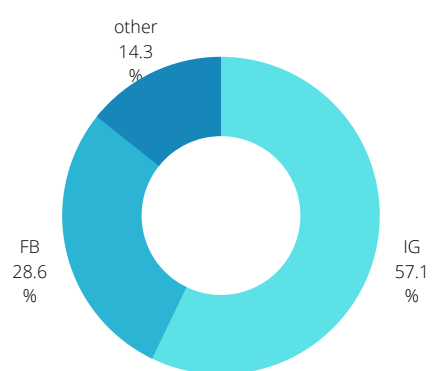
FOR UNDER 18



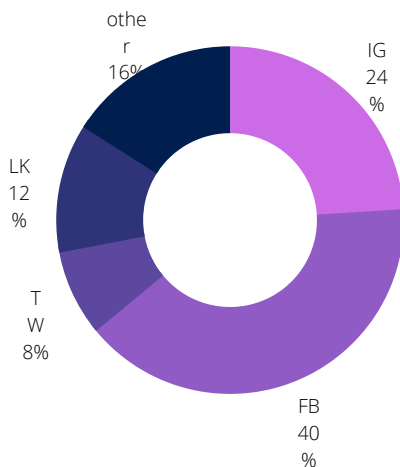
FOR 18-24



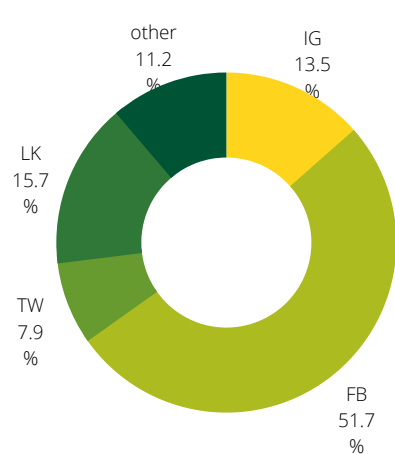
FOR 25-30



FOR 31-40



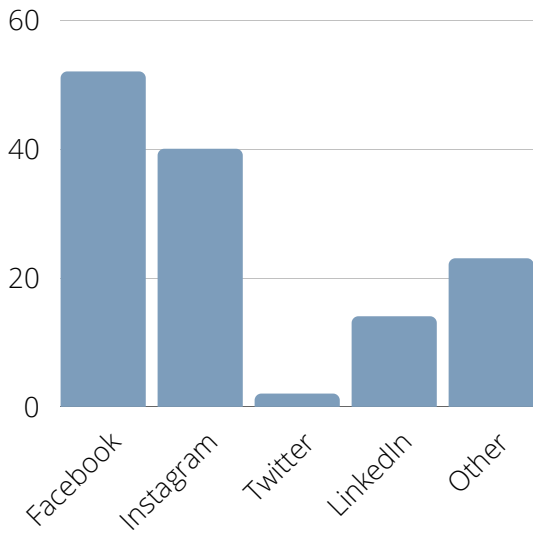
FOR OVER 40



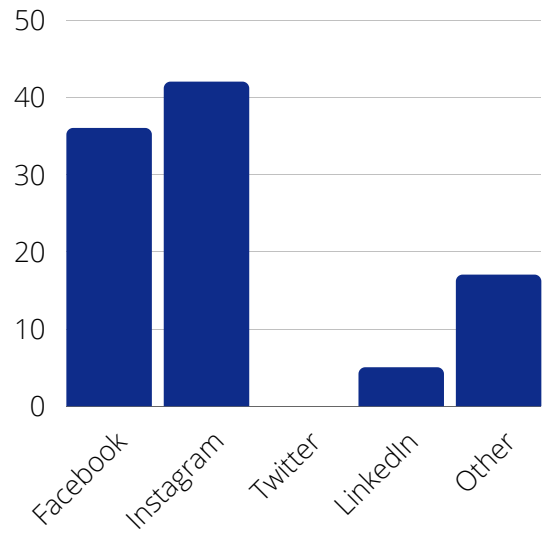
As clearly visible from these graphs, the younger groups (under 18, 18-24 and 25-30) prefer Instagram while the use of Facebook increases in the 2 older groups (31-40 and over 40). This is a significant hint which is telling us that, according to the survey, the best social media to use for reaching the attention of the youngest generations is at the moment Instagram.



IN WHICH SOCIAL MEDIA DO YOU FIND MORE INTERESTING CONTENTS RELATED TO THE PROFESSION?

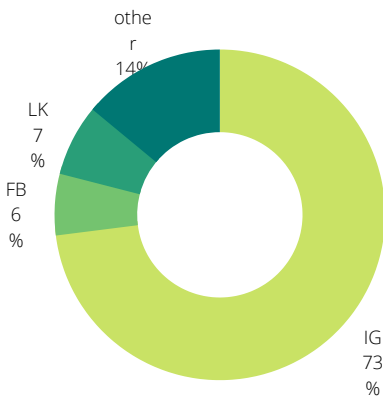


IN WHICH SOCIAL MEDIA DO YOU THINK THE PROFESSION WILL BE BETTER PROMOTED?

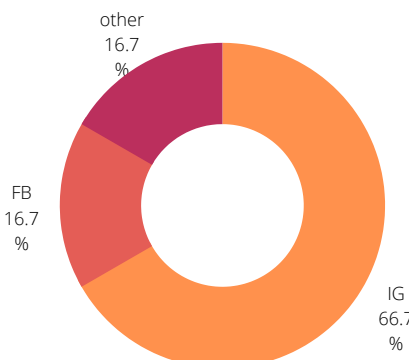


From the graph on the left emerged that the social media in which Painters and Decorators find more interesting contents related to the profession is Facebook, immediately followed by Instagram. However, it must be kept in mind that the majority of the interviewees belongs to the age group of "41+" who clearly expressed Facebook as main social media preference in the previous section. In addition, other social media such as Pinterest are known as particularly relevant for the painters. At the same time, it was asked in which social media they think the profession could be better promoted. The results of this second question are showed in the graph on the right and in this situation the majority identify Instagram as the social media with the best potential in the promotion of the sector. Even in this case, it is interesting to analyse the results above by age group in order to compare the most used Social Media Platform among younger and older people.

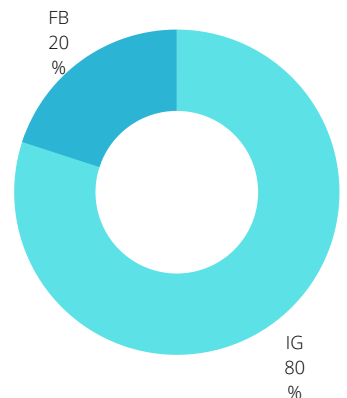
FOR UNDER 18



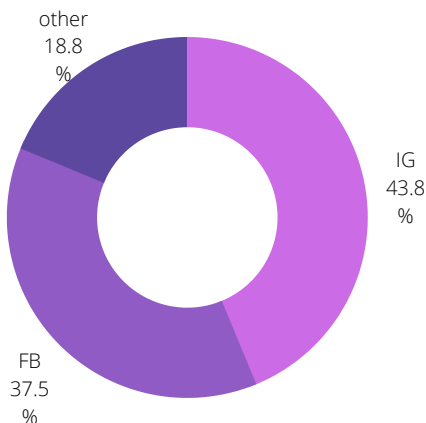
FOR 18-24



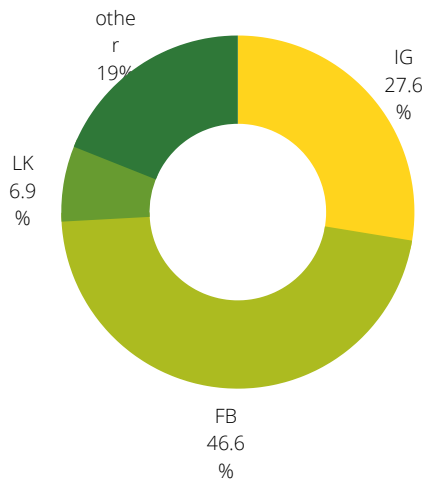
FOR 25-30



FOR 31-40



FOR OVER 40





**IN WHICH WAY DO YOU THINK THAT SOCIAL MEDIA CAN ATTRACT YOUNG PEOPLE TO THE PAINTING AND DECORATING PROFESSION?
SOME RESPONDENTS' IDEAS:**

- > Sharing videos of professionals at work
 - > Showing before-after videos
- > Showing the day-to-day activities and the progress of the projects
 - > Photos
 - > Videos on career opportunities
- > Showing why students chose to be a painter
 - > Question & Answers sessions
 - > Young Championships
- > Put in contact young people at school with the labour market possibilities
- > The profession has to be shown in a realistic but attractive way, the social media through video or surveys give useful information catching the attention of young people