

MEMORANDUM

To: BOMA International Executive Committee and BOMA Local Association BAEs
From: BOMA International Communications
Date:
Re: Media Coverage Highlights: Summer 2017

MEDIA COVERAGE HIGHLIGHTS: SUMMER 2017

BOMA International has continued to receive strong, positive media attention over the past few months, including coverage of 2017 *BOMA International Conference & Expo*, federal advocacy and codes work and the release of the 2017 Office EER and Industrial EER.

BOMA International's advocacy team was in the spotlight several times over the past few months. This spring, BOMA International's study on the costs and benefits of modernizing and extending the 179D tax deduction received significant press attention. *BUILDINGS Magazine* also featured a comprehensive look at how BOMA's work in building codes has resulted in savings for the industry through a bylined article contributed by former BOMA International Director of Codes & Standards Steve Orłowski.

BOMA International's Vice President of Advocacy, Codes and Standards John Bryant was featured in the New York real estate publication *The Real Deal*, discussing how tax reform might affect the commercial real estate industry. BOMA International's work to preserve the ENERGY STAR® program also received attention in multiple publications, including in *BUILDINGS Magazine's* article about the effect of the current political climate on commercial real estate's priorities. Recently, BOMA International Director of Federal Affairs Emily Naden's comments on the need to renew and strengthen the National Flood Insurance Program were featured in multiple national publications through the Reuters newswire.

BOMA International Immediate Past Chair Brian Harnetiaux was quoted throughout "How to Climb the FM Career Ladder," a feature article in the August edition of *BUILDINGS Magazine*. Other BOMA International programs and products garnered press coverage, including the release of the 2017 Office EER and Industrial EER, which was featured in the *Facility Executive*.

The 2017 *BOMA International Conference & Expo* also was covered in the media. *Real Estate Weekly*, *CoStar* and a number of local business journals published articles about the 2017 International TOBY® Award winners. Once again this year, we partnered with Bisnow to create and distribute the official conference dailies directly from Nashville, Tennessee. Content from them was repurposed for various stories on Bisnow's website, allowing us to reach a broader audience online. BOMA's spring *Medical Office Buildings & Healthcare Real Estate Conference* also received notable media attention, including multiple in-depth analyses.

Below please find the complete list of the latest media coverage highlights, a listing of the conference dailies produced in partnership with Bisnow, BOMA's most recent press releases and the latest analytics from BOMA's social media and online presence.

NOTABLE MEDIA COVERAGE

8/30 [As Texans' Claims Pour In, Congress Mulls Flood Insurance Program's Future](#) – *U.S. News & World Report*

8/11 [BOMA International Elects 2017-2019 Executive Committee Members](#) - *FacilitiesNet*

8/11 [BOMA Elects 2017-19 Executive Committee](#) – *Facility Executive*

8/1 [How to Climb the FM Career Ladder](#) – *BUILDINGS Magazine*
8/1 [Energy Star Program Included in House Appropriations Bill](#) - *FacilitiesNet*
7/29 [BOMA International Releases 2017 Office & Industrial Benchmark Reports](#)- *The McMorrow Reports*
7/28 [BOMA Shares 2017 Office, Industrial Property Benchmarking Reports](#) – *Facility Executive*
7/27 [Franchise Real Estate Tips and Strategies](#) – *Entrepreneur*
7/11 [Downtown Houston Office Towers Win International Competition](#) – *The Houston Chronicle*
7/11 [15 Commercial Properties Win The Outstanding Building of the Year Award](#) – *The McMorrow Reports*
7/7 [Centennial Lakes Office Complex Is TOBY winner](#) – *Finance & Commerce*
7/7 [BOMA Announces New Officers](#) – *Commercial Property Executive*
6/30 [Robert M. Brierley of Colliers Boston Elected Chair of BOMA International](#) – *Boston Real Estate Times*
6/28 [Canadian Among BOMA International Top Officers](#) – *The REMI Network*
6/23 [What's Ahead for ENERGY STAR?](#) – *Commercial Property Executive*
6/21 [Benefits of Extending 179D Energy Efficiency Tax Deductions](#) - *BUILDINGS Magazine*
6/18 [Study: Energy Efficiency Tax Incentives Spur Economic Growth, New Jobs](#) - *The McMorrow Reports*
6/8 [New Report Supports Extending 179D Tax Deduction](#) – *Facility Executive*
5/30 [How Will Current Politics Affect Facility Management?](#) – *BUILDINGS Magazine*
5/30 [Quantifying the Savings from Building Code Victories](#) – *BUILDINGS Magazine*
5/30 [5 Tips to Promote Sustainable Practices](#) – *BUILDINGS Magazine*
5/23 [Why We're in the 'Sweet Spot' for Medical Office Investments](#) – *Medical Office News*
5/11 [Inside Catholic Health Initiatives' \\$725 Million Deal With Physicians Realty Trust](#) – *Medical Office News*
5/9 [BOMA 360 Performance Program Welcomes Largest First Quarter Class](#) – *FacilitiesNet*
5/5 [BOMA International Announces 2017 Class of Fellows](#) - *FacilitiesNet*
5/1 [The Lobbyist Hit List](#) – *The Real Deal*

CONFERENCE SHOW DAILIES

6/26 [YeeHaw: BOMA 2017 Day One in Nashville](#)
6/26 [Day 1 on the BOMA 2017 Expo Floor](#)
6/26 [Astronauts Mark and Scott Kelly Tell BOMA 2017 Attendees to Set Goals Sky High](#)
6/26 [Meet BOMA 360's Newest Designees](#)
6/26 [ENERGY STAR Top City 2017 Rankings Revealed](#)
6/26 [Inside BOMA 2017's Welcome Party](#)
6/27 [BOMA 2017 Keynote: National Office Vacancy Is Up, But No Reason for Alarm](#)
6/27 [BOMA Looks To Introduce New Building Measurement Standards In 2017](#)
6/27 [Day 2 on the BOMA 2017 Expo Floor](#)
6/27 [Southern Social: Country Stars, More Tennessee Treats and a Dance-Off!](#)
6/28 [Author Stops By BOMA to Tell Women to Negotiate Away the CRE Glass Ceiling](#)
6/28 [Day 3 on the BOMA 2017 Expo Floor](#)
6/28 [Texas and Canada Sweep the 2017 TOBY Awards](#)
6/28 [Meet BOMA's 2017 Regional Members of the Year](#)
6/28 [BOMA International Elects First Chair From Boston](#)

PRESS RELEASES

8/10 [BOMA International Elects 2017-2019 Executive Committee Members](#)

8/9 [BOMA International Honors Four Regional Members](#)

7/27 [BOMA International's 2017 Office and Industrial Benchmarking Reports Released](#)

6/28 [Fifteen Commercial Properties Win The Outstanding Building of the Year® Awards](#)

6/25 [BOMA International Elects 2017-2018 Officers](#)

6/22 [BOMA 360 Performance Program Welcomes Second Quarter Designees](#)

6/14 [BOMA's Annual Conference Offers Unparalleled Opportunities for Professional Development](#)

6/8 [Study: Energy Efficiency Tax Incentives Spur Economic Growth and New Jobs](#)

5/25 [Top Trends in Sustainability and Technology Spotlights at BOMA International's Annual Conference](#)

5/5 [BOMA 360 Performance Program Welcomes Largest First Quarter Class of Designees](#)

SOCIAL MEDIA & WEB ANALYTICS OVERVIEW

BOMA Twitter

Since our last report, @BOMAIntl has earned 44,000 total impressions and nearly 6,700 profile visits. Our current audience size is 4,081; we gain about 60 new followers per month. On average, we have 60-80 mentions per month. Our most popular tweets were our Throwback Thursdays, followed by tweets mentioning the annual conference and BOMA 360. BOMA's annual conference Twitter handle, @BOMAConference, was very busy leading up to and during #BOMA2017. The conference Twitter account grew to 1,849 followers and had 50,000 impressions—a whopping 30,100 in June alone.

BOMA LinkedIn

BOMA's LinkedIn group has grown to an impressive 78,001 members, an increase of more than 2,000 new members since our last report. We average approximately 30 comments and 20 promotions per week. We have recently expanded our marketing efforts to include promotional messaging to the LinkedIn group. We continue to see a substantial uptick in purchases for the featured publication and other resources when we post about them in LinkedIn.

BOMATV

Since May, BOMATV has attracted more than 1,600 visitors and 2,507 page views. The average duration of visitors per page is 1:36 minutes. The BOMA/Nashville welcome video for the annual conference had the highest page views during this time period with 441 views. Videos were used in e-mail promotions and social media posts, and also were highlighted on the BOMA International homepage. Our members continue to be engaged by video, not only on the BOMATV platform, but also through e-mail. Our e-mails that contain videos continue to be some of our most successful, and BOMA local associations consistently share and link to them.

BOMA YouTube

Since our last report, our YouTube channel had a total of 2,185 views, with an estimated 5,523 minutes watched. We have four new subscribers, seven likes and 19 video shares. Our top traffic sources for our YouTube channel during this period were the YouTube search at 36 percent and suggested videos at 27 percent. Twenty-one percent of traffic also comes from external sources, such as e-mail or links on BOMA.org. Our top viewed videos were our vlogs, the BOMA 2017 annual conference teaser trailer and

various EER testimonials. The average view duration is 2:31 minutes.

BOMA Facebook

Currently, our BOMA International Facebook page has a total of 4,714 likes, a jump of about 75 likes since our last report. On average, our posts reach about 2,000 people. Our most successful posts during this time were updates about BOMA International's annual conference, *BOMA Magazine* articles and Throwback Thursdays. The majority of our visitors are coming from either Facebook, BOMA.org or Google.

BOMA.org Analytics

The website averaged more than 164,000 total visits from May through August 2017 and an average of 383,865 page views. The average user visited 2.20 pages and spent an average of 2.22 minutes on the site. The most frequently searched terms are: lease form, EER, directory, TOBY and membership. The BOMA homepage continues to be one of the most popular pages on the site and has 17 percent of our page views at 68,866. The floor measurement standards pages were the second most popular with 23,362 page views. Sixty percent of our search traffic is organic, while 32 percent is direct. The rest of the site traffic is a combination of referral, social, Google ads and e-mail. Referral sites include webinar.boma.org, videos.boma.org, toby.boma.org, bomaconvention.org and store.boma.org.

BOMA e-Mail Analytics

Since our last report, our average e-mail open for all campaigns was 27.4 percent. The average click-through rate for total e-mails was 5.6 percent; we also have an 8.1 percent unique forward rate. Targeted e-mails continue to have the highest open and click-through rates. Our biweekly newsletter, e-News, has an overall open rate 24.1 percent and a click-through rate of 6.5 percent. BOMA annual conference marketing was particularly successful this year with a 22.1 percent open rate and 4.4 percent click-through rates.