

MEMORANDUM

To: BOMA International Executive Committee and BOMA Local Association BAEs
From: BOMA International Communications
Date:
Re: Media Coverage Highlights: Fall/Winter 2016-2017

MEDIA COVERAGE HIGHLIGHTS: FALL/WINTER 2016-2017

Since our last report, BOMA International has continued to enjoy strong media coverage. Late last year, our annual list of most and least expensive markets in the United States (as calculated using 2016 Office EER data) gained press for weeks after its release.

The BOMA 360 Performance Program also earned significant attention from various new outlets. The growing success of the program was highlighted in *Facility Executive Magazine* and *Buildings Magazine*. *Arizona Commercial Real Estate Magazine's* article, "How the BOMA 360 Program Enhances Properties," offered a particularly in-depth look at the many benefits of the designation.

BOMA International is continually partnering with other organizations for the good of the industry, and these collaborations have not gone overlooked by the media. The efforts of BOMA leadership in creating the *National BIM Guide for Owners* was cited in numerous publications, such as *Buildings Magazine*. The recently released Mandarin translation of the guide, by BOMA China, also received attention.

Once again, leading industry publications consistently looked to BOMA International leadership and staff for knowledge and expertise, which is reflected in BOMA's press coverage. BOMA International Chair Brian Harnetiaux was a featured guest on *The Commercial Real Estate Show*, and President Henry Chamberlain was interviewed by *Commercial Property Executive* for an update on legislative priorities for the industry. John Bryant, BOMA International's vice president of Advocacy, Codes & Standards, was extensively quoted in several publications, including *Commercial Property Executive*, *Urban Land Magazine* and *Building Operating Management*, as he offered insight into sustainability efforts and the industry's top priorities post-election. Energy and Environment Committee Chair Eric Duchon and Vice Chair Sara Neff were both quoted in *Commercial Property Executive* as experts on sustainability trends. BOMA International's overall sustainability efforts also made news, particularly our 10th ENERGY STAR® award win and our press release offering property managers tips to promote sustainability literacy for Earth Day.

In the coming months, we anticipate widespread coverage of the 2017 *BOMA International Conference & Expo* and the upcoming release of the 2017 Office Standard.

Below please find the complete list of the latest media coverage highlights, BOMA's most recent press releases and the latest analytics from BOMA's social media and online presence.

NOTABLE MEDIA COVERAGE

- 4/24 [5 Ways to Get the Sustainability Conversation Started in Your Facility](#) – *Buildings Magazine*
- 4/21 [Earth Day 2017: Five Ways to Spread Environmental And Climate Literacy](#) – *Facility Executive*
- 4/10 [BOMA International Wins 2017 ENERGY STAR® Partner of the Year Sustained Excellence Award](#) – *Buildings Magazine*
- 3/9 [Profit- and Market-Driven Solutions for Sustainable Real Estate](#) – *Urban Land Magazine*

3/1 [States and Local Jurisdictions Will Continue To Lead on Energy Efficiency](#) – *Building Operating Management*

3/1 [ArchitectChats Ep. 11: Dissecting the Code](#) – ARCHITECT Magazine Online

3/1 [Forecasting Energy Policy in 2017: Energy Efficiency Still a Major Opportunity for FMs](#) – *Building Operating Management*

2/24 [NYU Schack Special Report: The Business Case for Sustainability](#) – *Commercial Property Executive*

2/21 [BOMA China to Translate Institute's National BIM Guide for Owners](#) – National Institute of Building Sciences

2/14 [How the BOMA 360 Program Enhances Properties](#) – *Arizona Commercial Real Estate Magazine*

2/16 [BOMA 360 Performance Program Welcomes Fourth Quarter Designees](#) – FacilitiesNet

2/9 [Trump Presidency Brings Uncertainty for U.S. Real Estate](#) – ReverseMortgageDaily

1/18 [Institute Unveils National BIM Guide for Owners](#) – FacilitiesNet

1/17 [Legislative Landscape: Seeking Reform](#) – *Commercial Property Executive*

1/16 [BOMA Releases 2016 Operating Data Report](#) – AL.com

1/11 [NIBS Releases BIM Guide for Facility Owners and Managers](#)- *Buildings Magazine*

1/10 [FM Alert: NIBS Releases National BIM Guide For Building Owners](#) – *Facility Executive*

12/28 [BOMA: CRE Associations](#) – *The Commercial Real Estate Show*

11/8 [BOMA 360 Performance Program Continues International Expansion](#) – *Buildings Magazine*

10/20 [Powering Bottom Line Performance](#) – *Commercial Property Executive*

10/19 [NYC Most, Huntsville Least Expensive U.S. Office Markets](#) – *Business Facilities*

10/18 [The Most and Least Expensive Office Markets in the U.S.](#) – *Buildings Magazine*

9/30 [National Institute of Building Sciences Develops National BIM Guide for Owners](#) – *Retrofit Magazine*

9/23 [Legislation Nation](#) – *Commercial Property Executive*

9/5 [John Bryant named BOMA International's Vice President of Advocacy, Codes & Standards](#) – *The McMorrow Reports*

PRESS RELEASES

4/20 [BOMA International Offers Five Ways to Engage Tenants in Sustainability Efforts for Earth Day](#)

4/20 [BOMA International Announces 2017 Class of Fellows](#)

4/6 [BOMA International Recognized with 2017 ENERGY STAR® Partner of the Year Sustained Excellence Award](#)

4/6 [Inaugural Recipients of the J. Michael Coleman Scholarship Announced](#)

4/4 [BOMA International Adds Ambassador Partner Level](#)

3/2 [Citrix Named Supporting Partner of BOMA International](#)

2/7 [BOMA 360 Performance Program Welcomes Fourth Quarter Designees](#)

11/1 [BOMA 360 Performance Program Continues Global Expansion](#)

10/18 [New Data Identifies Most, Least Expensive Office Markets in the U.S.](#)

9/29 [Oracle Construction and Engineering Named Leadership Circle Partner of BOMA International](#)

9/2 [John Bryant Named BOMA International's Vice President of Advocacy, Codes & Standards](#)

SOCIAL MEDIA & WEB ANALYTICS OVERVIEW

BOMA Twitter

Since our last report, @BOMAIntl earned 50,000 total impressions and almost 6,200 profile visits. Our current audience size is 4,081; we gain about 50 new followers per month. On average, we have 30-40 mentions per month. Our most popular tweets were our Throwback Thursdays, followed by tweets that covered BOMA members on Capitol Hill for our first-ever advocacy fly-in, BOMA International's annual conference and BOMA 360.

BOMA LinkedIn

BOMA's LinkedIn group has grown to a whopping 76,633 members, an increase of more than 4,000 new members since our last report. We average approximately 30 comments per week and 40 promotions. We have recently expanded our marketing efforts to include promotional messaging to the LinkedIn group. As a result, we saw a substantial uptick in purchases for the featured publication, *Proactive Maintenance Guidebook for Industrial Properties*, during March.

BOMATV

Since our last report, BOMATV has seen more than 6,233 visitors and 7,061 page views. The BOMATV homepage, where the most recent video is always posted, has the highest page views with 777 during this time period. Videos continue to be used in email promotions and social media posts and are highlighted on the BOMA International homepage. Our members remain engaged by video, not only on the BOMATV platform, but also through email. Our emails 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 4,605 views with an estimated 11,721 minutes watched. We have 34 new subscribers, 20 likes and 56 video shares. Our top traffic sources for BOMA YouTube during this period were the YouTube search at 35 percent and suggested videos at 28 percent. Twenty-two percent of traffic also comes from external sources, such as email or links on BOMA.org. Our most viewed videos were our vlog, BOMA's Year in Review video, the BOMA 2017 annual conference teaser trailer and EER testimonials. The average view duration is 2:31 minutes, up by 13 seconds from the last report.

BOMA Facebook

Currently, our BOMA International Facebook page has 4,619 likes, a jump of about 200 likes since our last report. On average, our posts reach between 100 and 2,500 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 312,473 total visits since our last report and an average of 736,666 page views. The average user visited 2.36 pages and spent an average of 2.22 minutes on the site. The most frequently searched terms are: EER, lease form, TOBY, directory, operating expenses and Home Depot. The BOMA International homepage continues to be one of the most popular pages and has 19 percent of our page views at 141,093. The floor measurement standards pages were the second highest

with 38,804 page views. Sixty-two percent of our search traffic is organic, while 28 percent is direct. The rest of the site traffic is a combination of referral, social, Google ads and email. Referral sites include webinar.boma.org, videos.boma.org, toby.boma.org, bomaconvention.org and store.boma.org.

BOMA Email Analytics

Since our last report, our average email open for all campaigns was 30.6 percent. The average click-through rate for total emails was 4.5 percent; we also have a 6.6 percent unique forward rate. Targeted emails continue to have the highest open and click-through rates for our emails. Our publication marketing emails continue to perform well with an average of 28.5 percent opens and 3.9 percent clicks and 6,844 forwards. Our biweekly newsletter, e-News, has an overall open rate of 25 percent and a click-through rate of 6.7 percent, an increase of nearly 2 percent since our last report. Annual conference marketing has been very successful this year with a 34.3 percent average open rate and a 4.8 percent click-through rate.