

# 2021 TOP 50 BUILDERS ON SOCIAL MEDIA



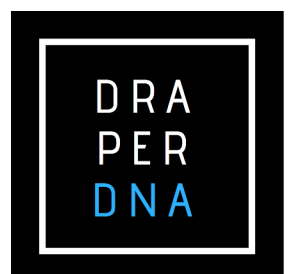
# INTRODUCTION

Welcome to the 2021 Top 50 Builders on Social Media report, our fourth edition of this research study.

Social media is basically made for the home and building market: it's visual, it encourages engagement, and it gives builders a way to truly interact with homeowners.

We wanted to find out which builders are killing it when it comes to social - but not just in terms of audience size. In fact, we found that often, companies with the biggest follower base had lower engagement rates.

That's why this report delves deeply into what the most engaging builders are doing across Facebook, Instagram, Twitter, and YouTube to give you some great ideas and hopefully inspire your next post.



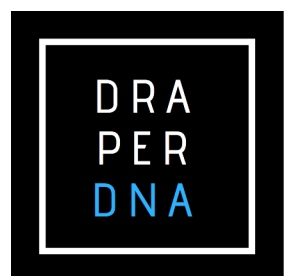
# METHODOLOGY

We used Rival IQ to analyze social media posts across all social channels for 50 builders. We analyzed post data across a six-month period beginning on July 1, 2020 through January 6, 2021 and compared it to the 2020 reporting period of December 23, 2019 to June 30, 2020.























































We gathered data using Rival IQ's cross-channel ranking capability, as well as channel-specific rankings for Facebook, Twitter, Instagram, and YouTube. We are reporting the Top 50 results for total engagement, ratings of engagement per post, applause (reaction), conversation (interaction) and amplification (sharing).

Engagement is defined as measurable interaction on social media posts, including likes, comments, favorites, retweets, shares and reactions. Engagement rate is calculated based on all these interactions divided by total follower count.

We've also provided rankings for total audience and total activity. This year's report has been adjusted based on updates Rival IQ made. It does not include Pinterest and some of the data reporting has changed.



# BUILDERS

				
 D.R. Horton Homes	✓	✓	✓	✓
 Ashton Woods	✓	✓	✓	✓
 Beazer Homes	✓	✓	✓	✓
 Betenbough	✓	✓	✓	✓
 Bloomfield Homes	●	✓	✓	●
 Brookfield Residential	✓	●	✓	●
 c-rock.com	●	●	✓	●
 CBH Homes	✓	✓	✓	✓
 Century Communities	✓	✓	✓	●
 Clayton Homes	✓	✓	✓	✓
 David Weekley Homes	✓	✓	✓	✓
 Drees Homes	✓	✓	✓	✓
 Edge Homes	✓	✓	✓	✓
 Epcon Communities	✓	✓	✓	●
 First Texas Homes	●	✓	✓	●
 Fischer Homes	✓	✓	✓	✓
 Gehan Homes	✓	✓	✓	●
 GL Homes	✓	✓	✓	✓
 Green Brick Partners	✓	●	✓	●
 Habitat	✓	✓	✓	✓
 Highland Homes	✓	✓	✓	✓
 HistoryMaker	✓	✓	●	✓
 ivoryhomes.com	✓	✓	✓	●
 K. Hovanian Homes	✓	✓	✓	✓
 KB Home	✓	✓	✓	✓
 Lennar	✓	✓	✓	✓
 LGI Homes	✓	✓	✓	✓
 Long Lake Homes	●	●	●	●
 M/I Homes	✓	✓	✓	✓
 Mattamy Homes	✓	✓	✓	✓
 Meritage Homes	✓	✓	✓	✓
 mhinc.com	●	●	●	●
 MileStone	✓	●	✓	✓
 Minto	✓	✓	✓	●
 Neal Communities	✓	✓	✓	✓
 NVR, Inc	✓	✓	✓	✓
 nwhm.com	✓	✓	●	●
 Park Square Homes	✓	●	✓	●
 Perry Homes	✓	✓	✓	✓
 Pulte Homes	✓	✓	✓	✓
 Shea Homes	✓	✓	✓	✓
 Smith Douglas	●	●	✓	✓
 stanley_martin	●	●	✓	●
 Taylor Morrison	✓	✓	✓	✓
 The Villages	●	●	●	●
 Toll Brothers	✓	✓	✓	✓
 Tri Pointe Homes	✓	✓	✓	●
 truehomesusa.com	✓	✓	✓	✓
 Woodside Homes	✓	✓	✓	●
 yourviewhome.com	✓	✓	●	●



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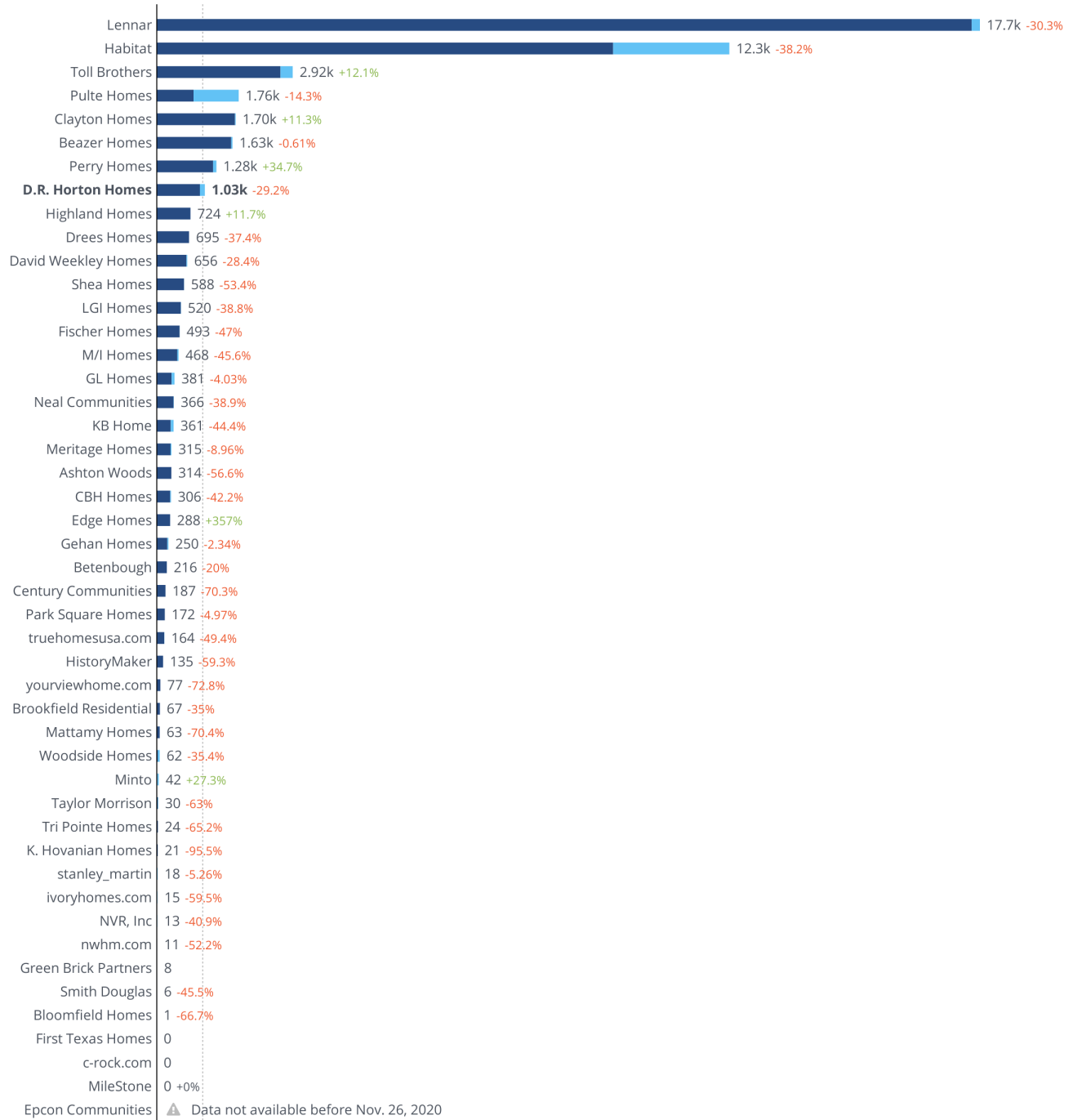
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**CROSS-CHANNEL**

# Cross-Channel Amplification

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

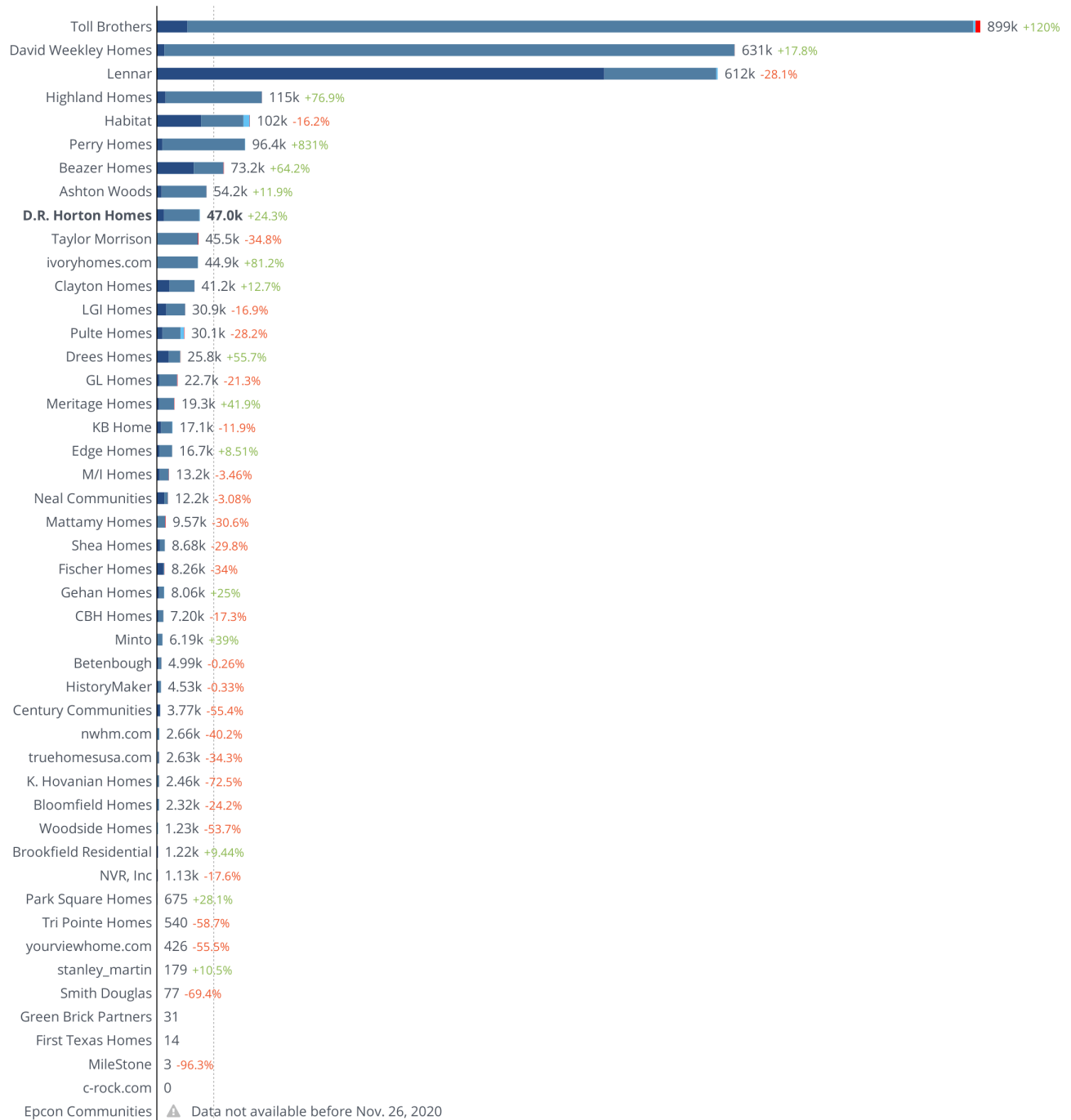


Competitor Average: 986

Facebook Twitter

## Cross-Channel Applause

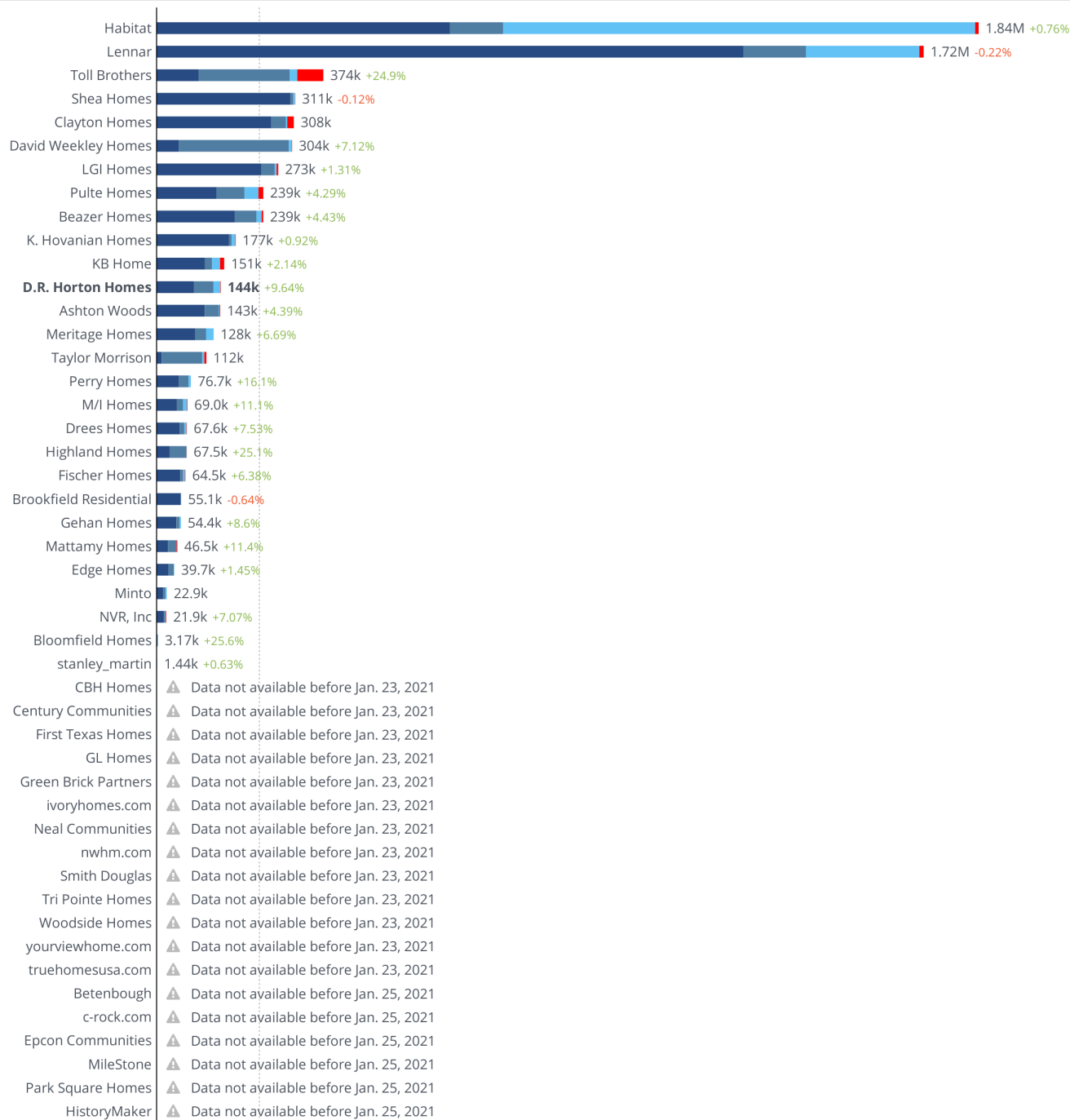
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Facebook Instagram Twitter YouTube

## Cross-Channel Audience

As of Jan. 6, 2021 vs. Jun. 30, 2020 EDT



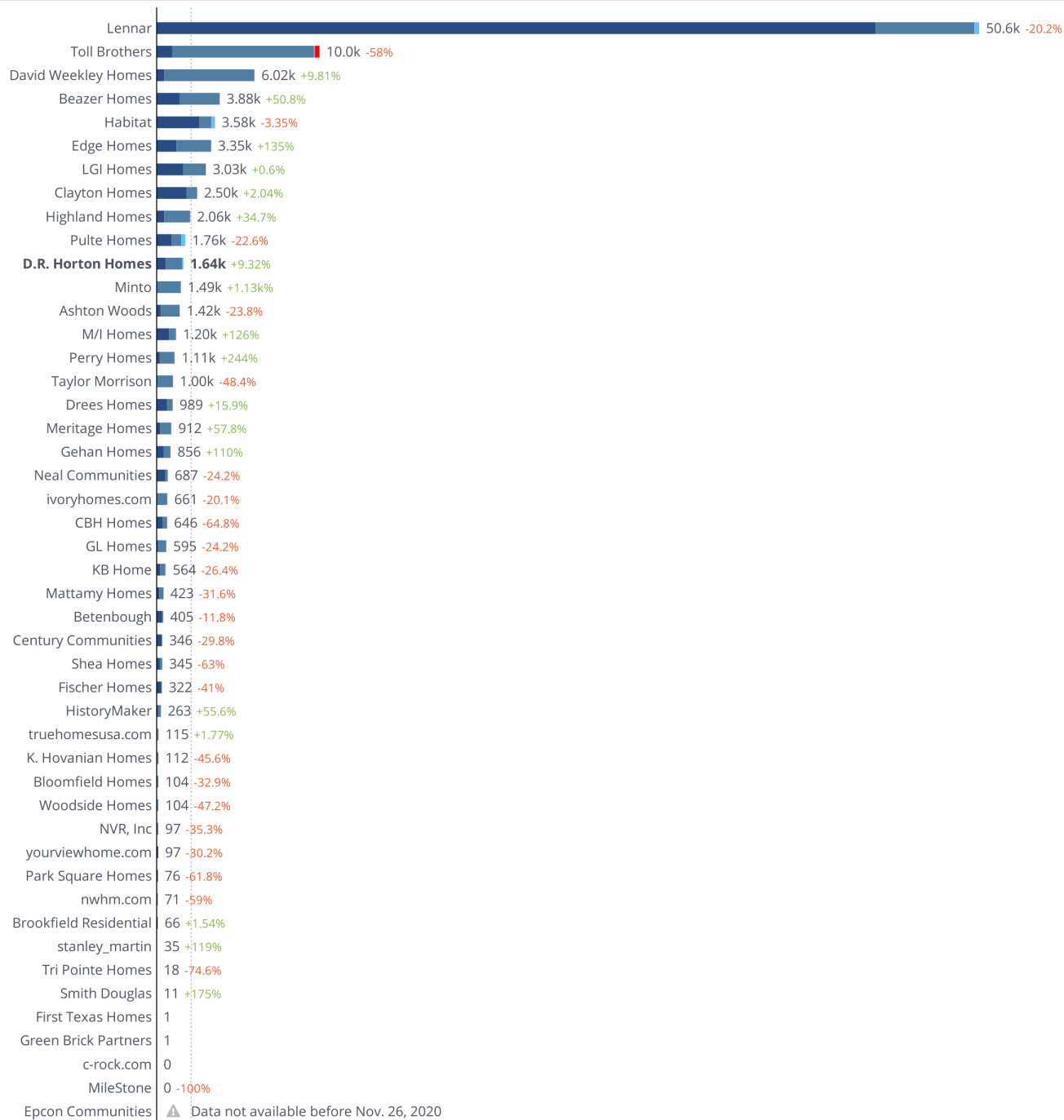
Competitor Average: 230k

Facebook Instagram Twitter YouTube



## Cross-Channel Conversation

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

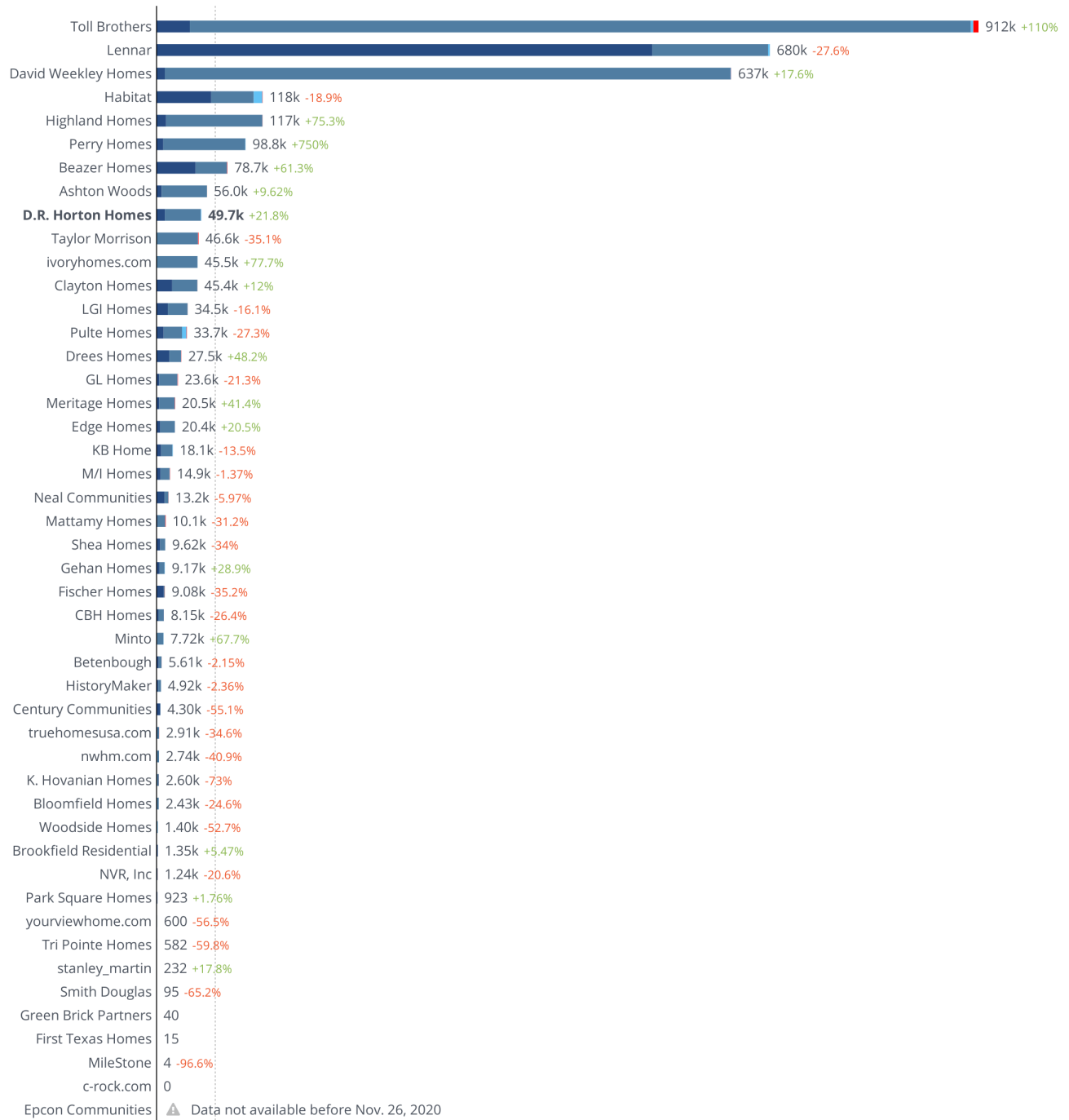


Competitor Average: 2.12k

Facebook Instagram Twitter YouTube

## Cross-Channel Engagement Total

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

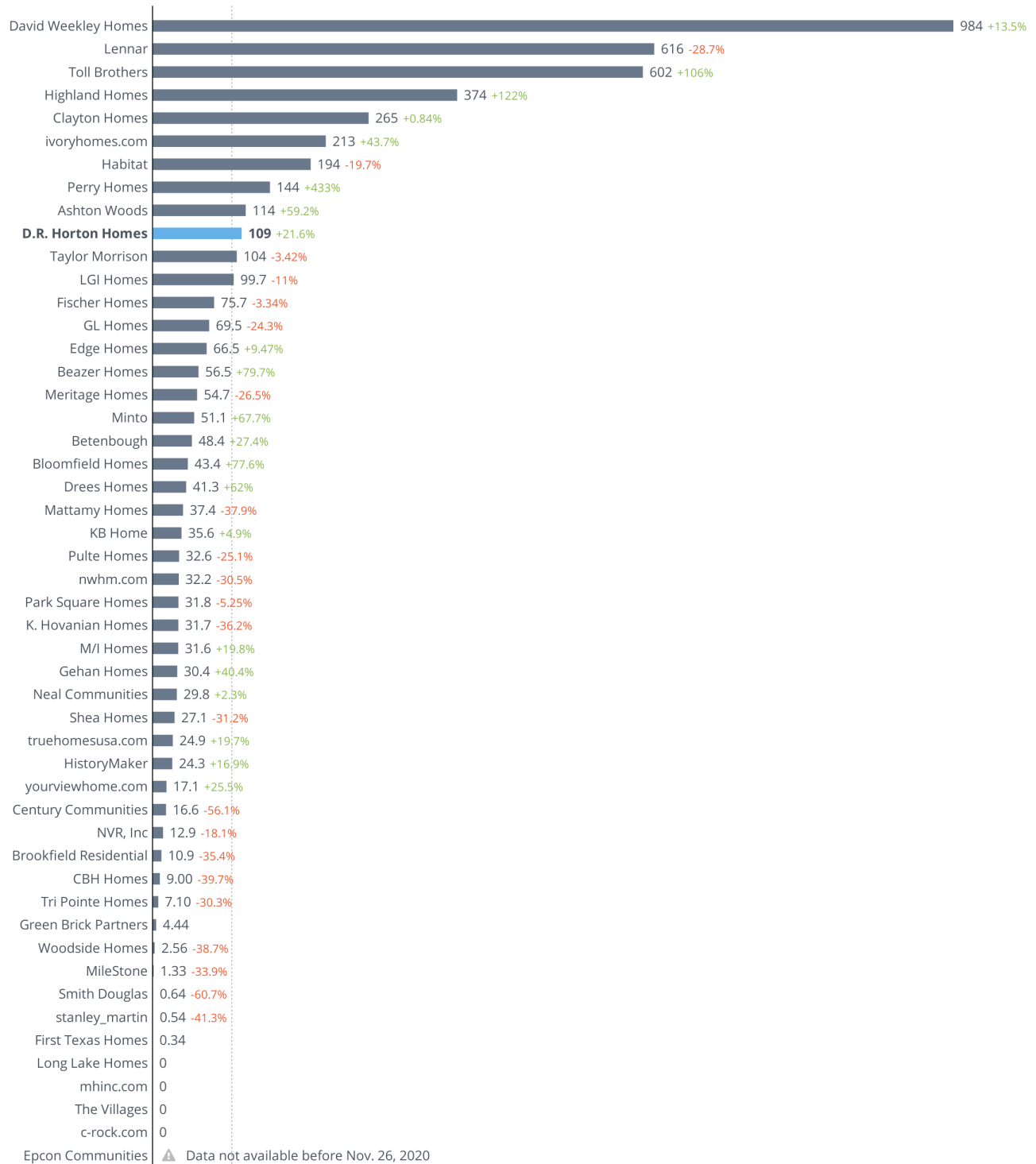


Competitor Average: 65.2k

Facebook Instagram Twitter YouTube

# Cross-Channel Engagement Total / Post

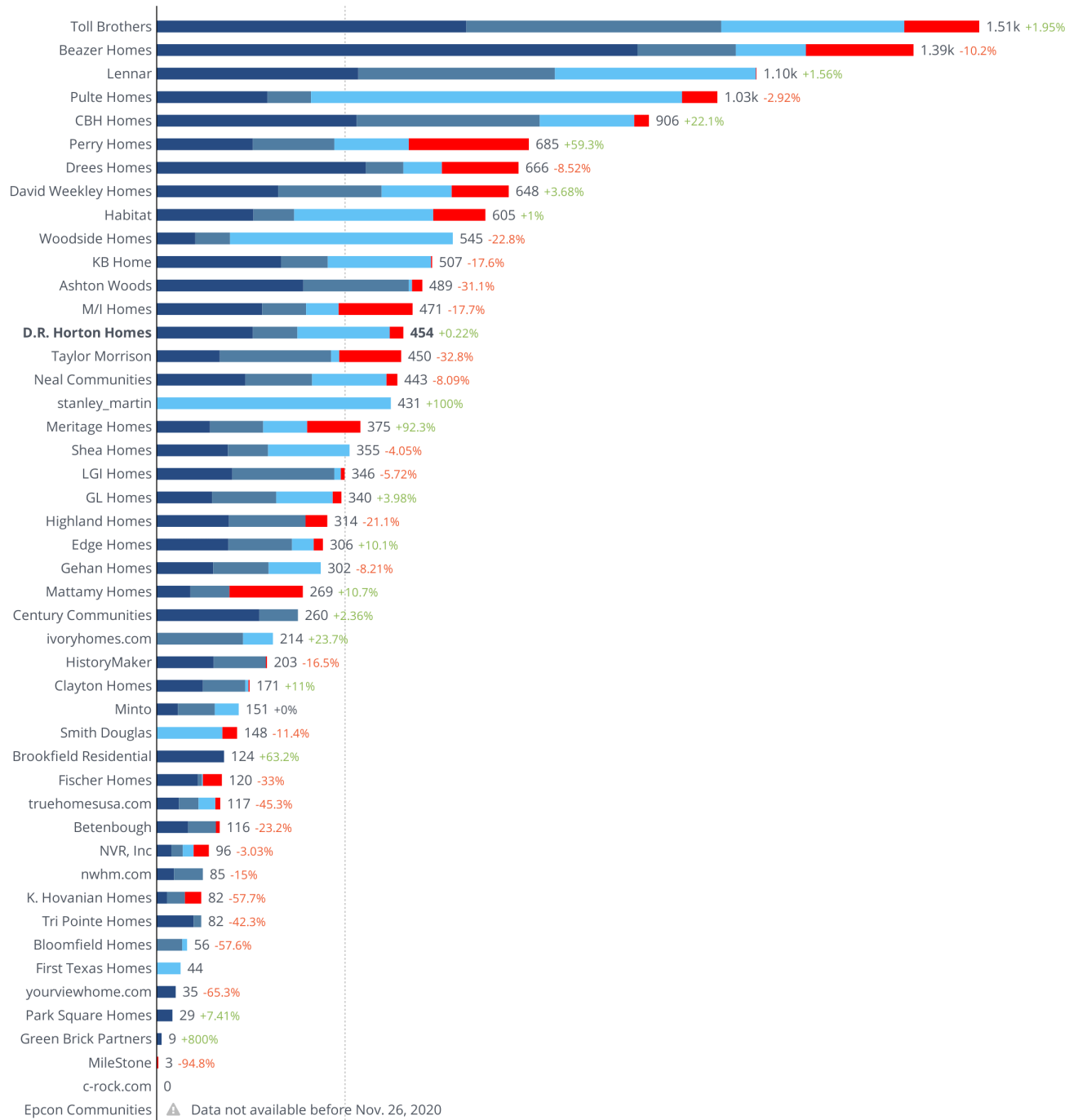
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 97.3

## Cross-Channel Posts

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



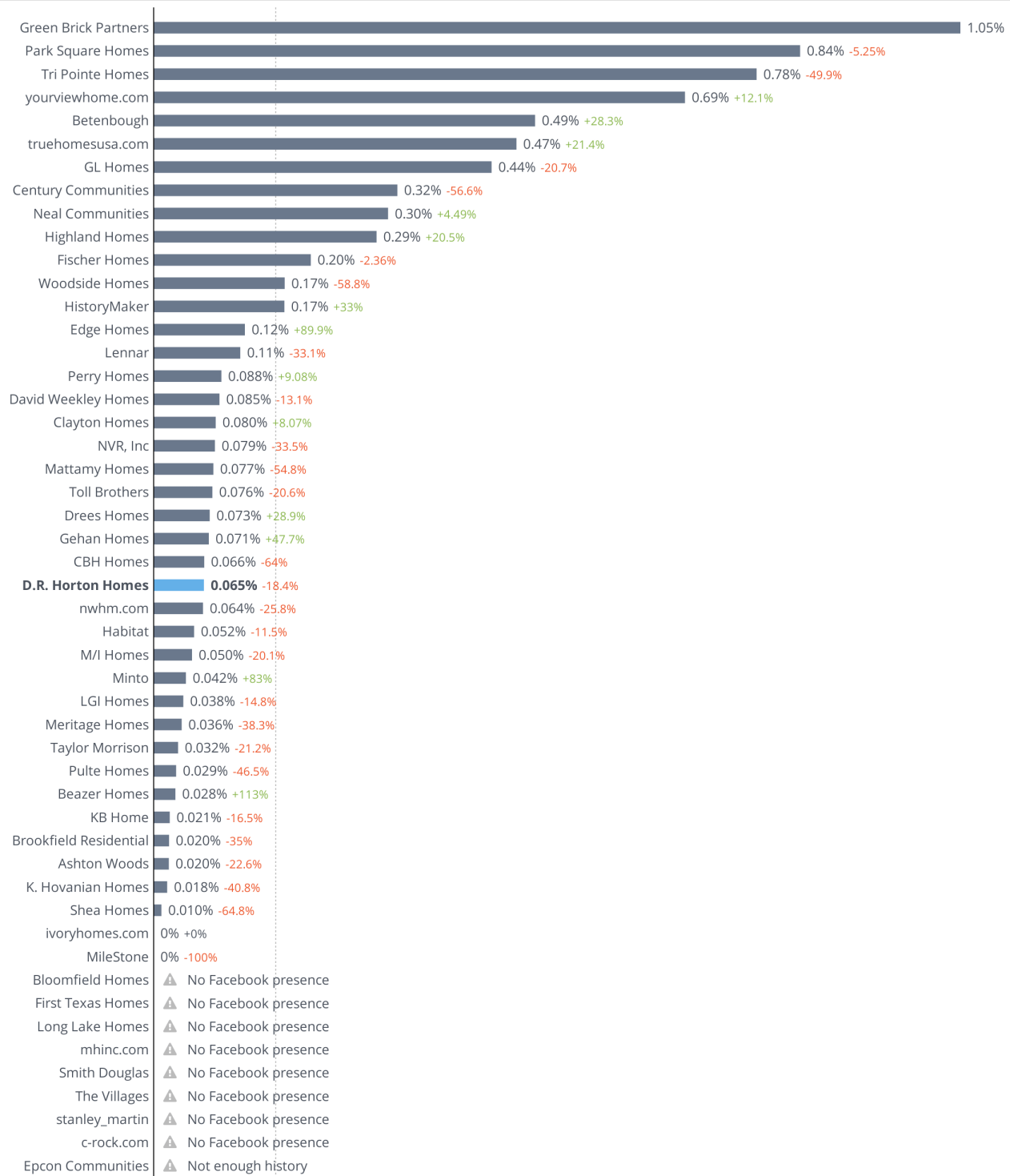
Facebook Instagram Twitter YouTube

**FACEBOOK**



## Facebook Engagement Rate by Follower

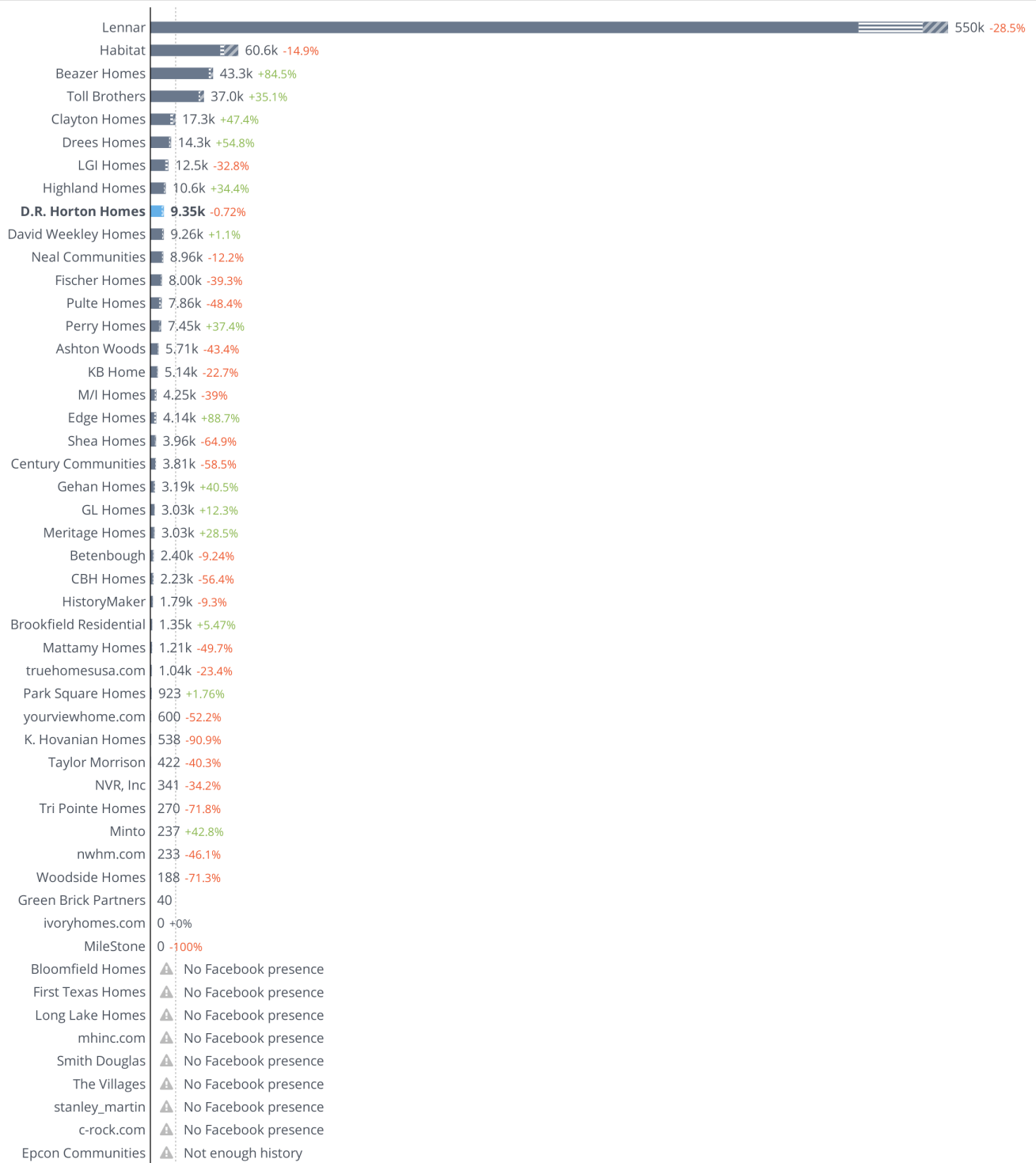
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 0.16%

## Facebook Engagement Total

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

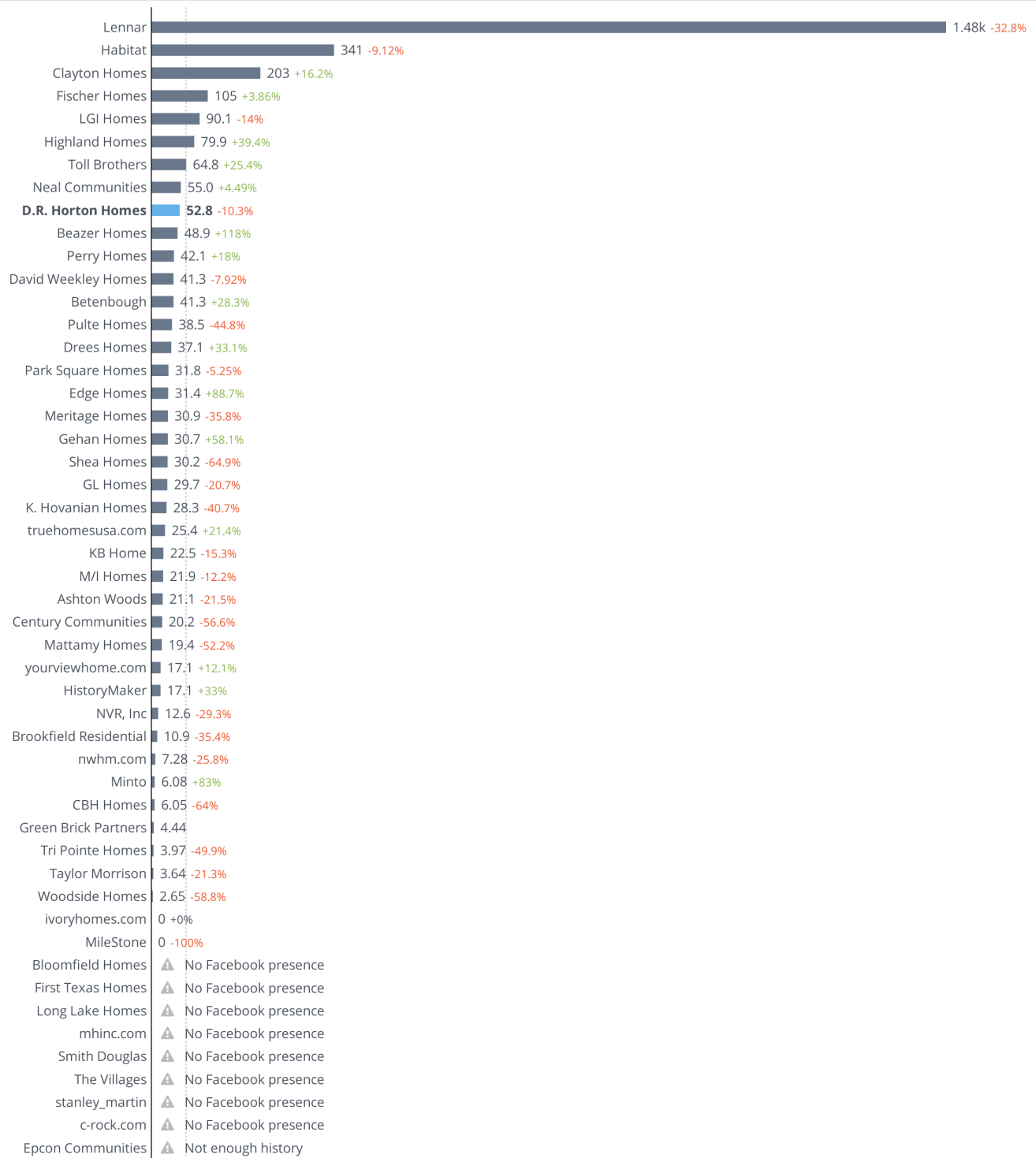


Competitor Average: 17.4k

Reactions
 Shares
 Comments

## Facebook Engagement Total / Post

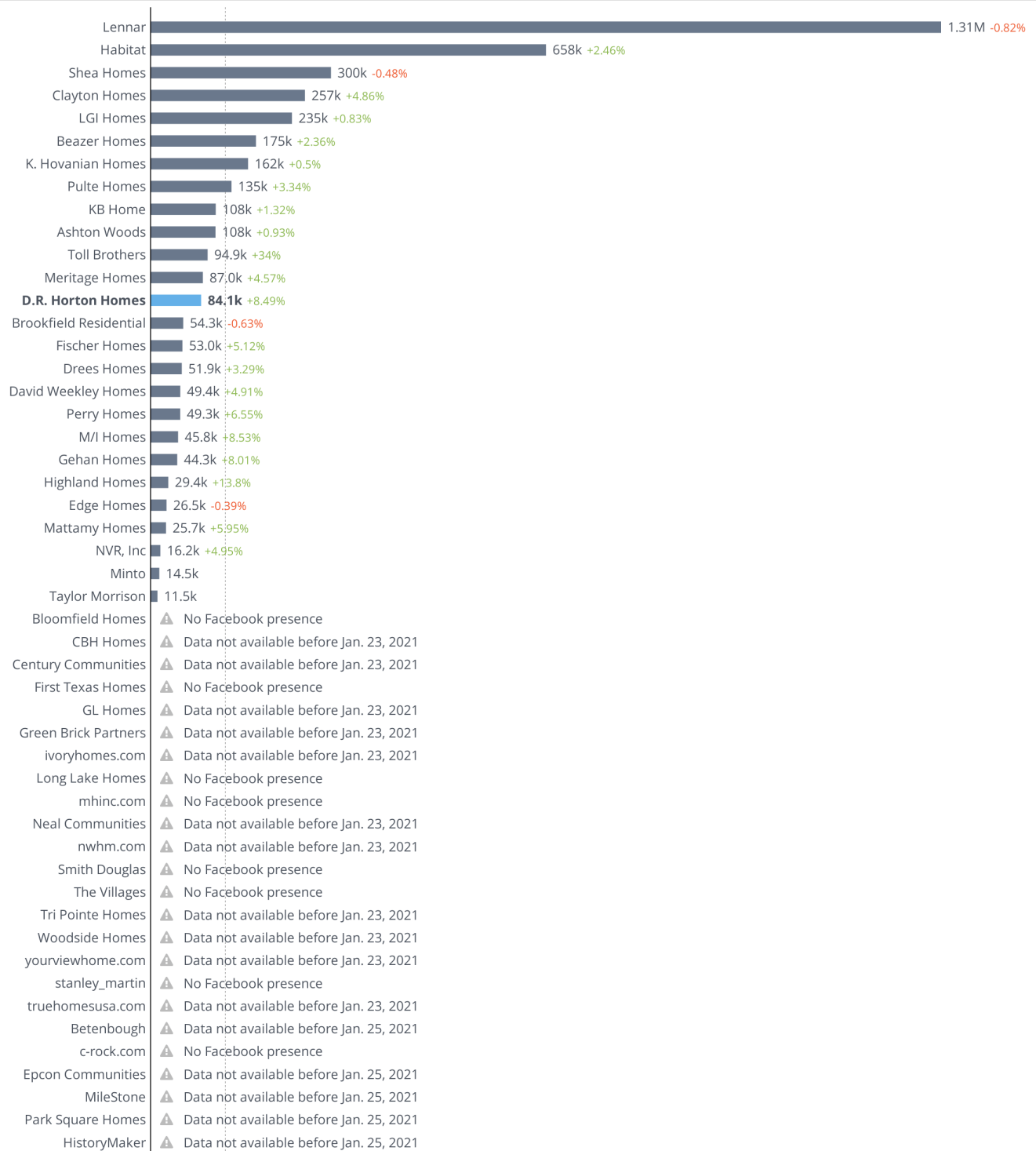
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 64.7

## Facebook Page Fans

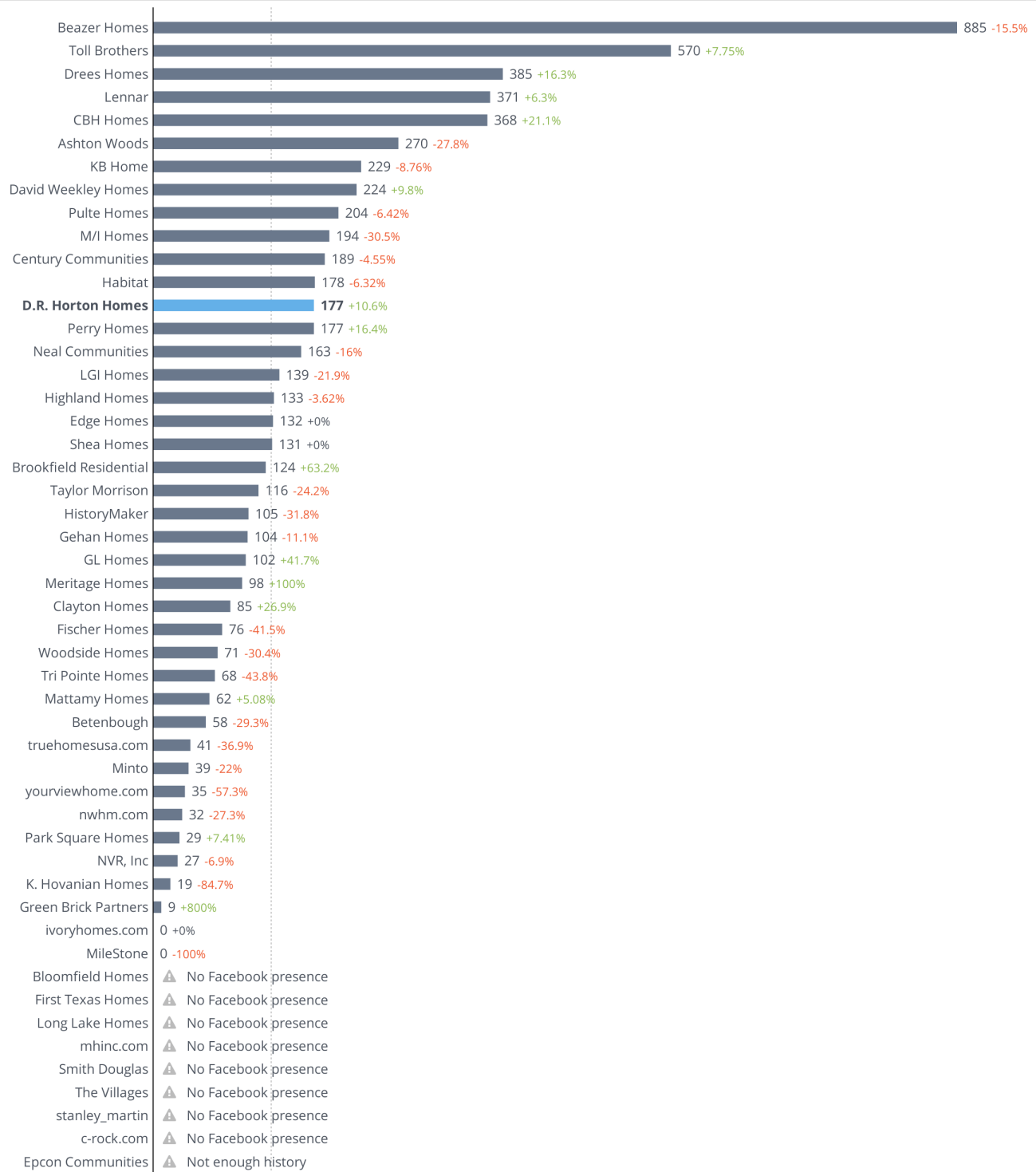
As of Jan. 6, 2021 vs. Jun. 30, 2020 EDT



Competitor Average: 124k

## Facebook Posts

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



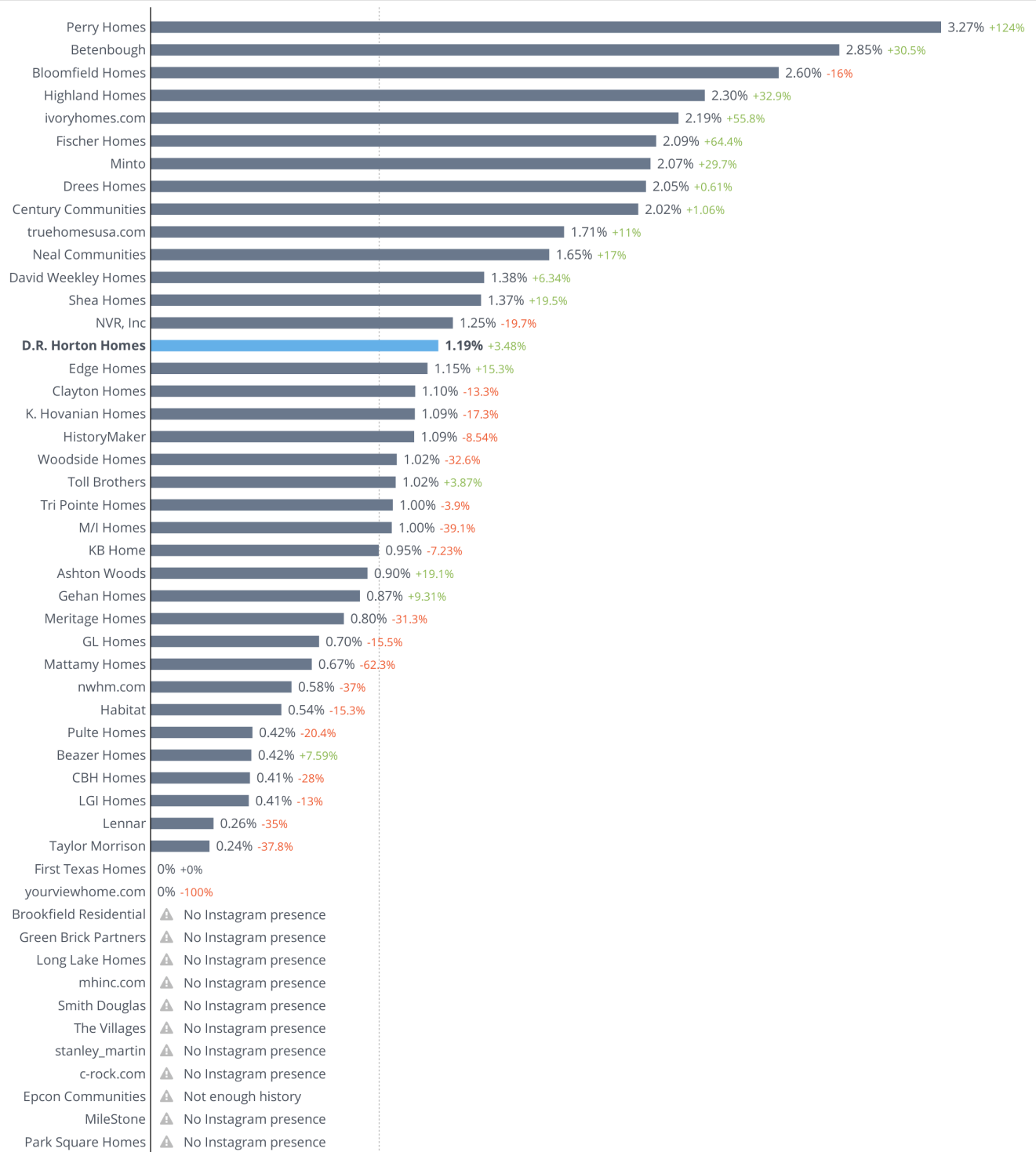
Competitor Average: 130



**INSTAGRAM**

## Instagram Engagement Rate by Follower

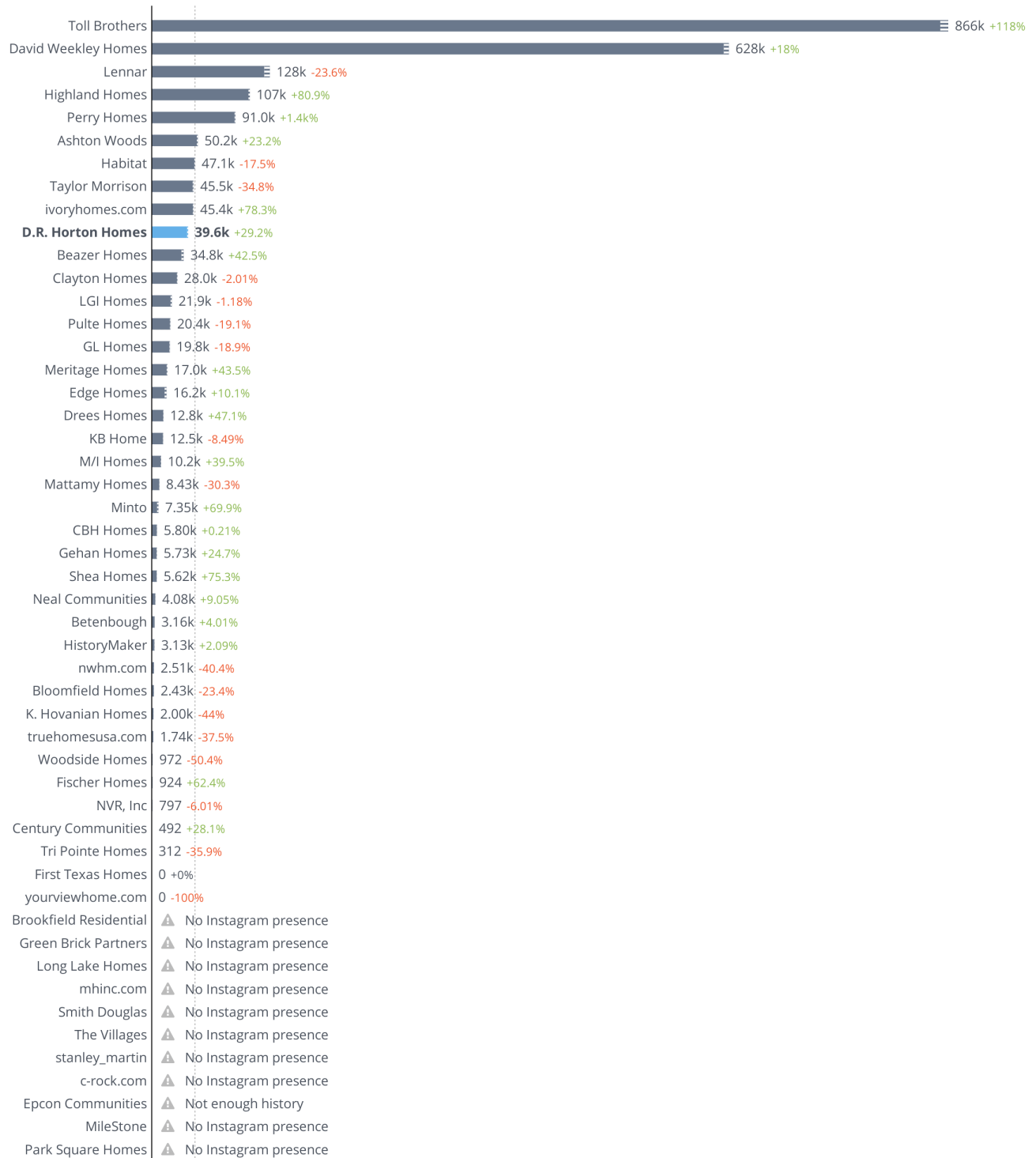
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 0.95%

## Instagram Engagement Total

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

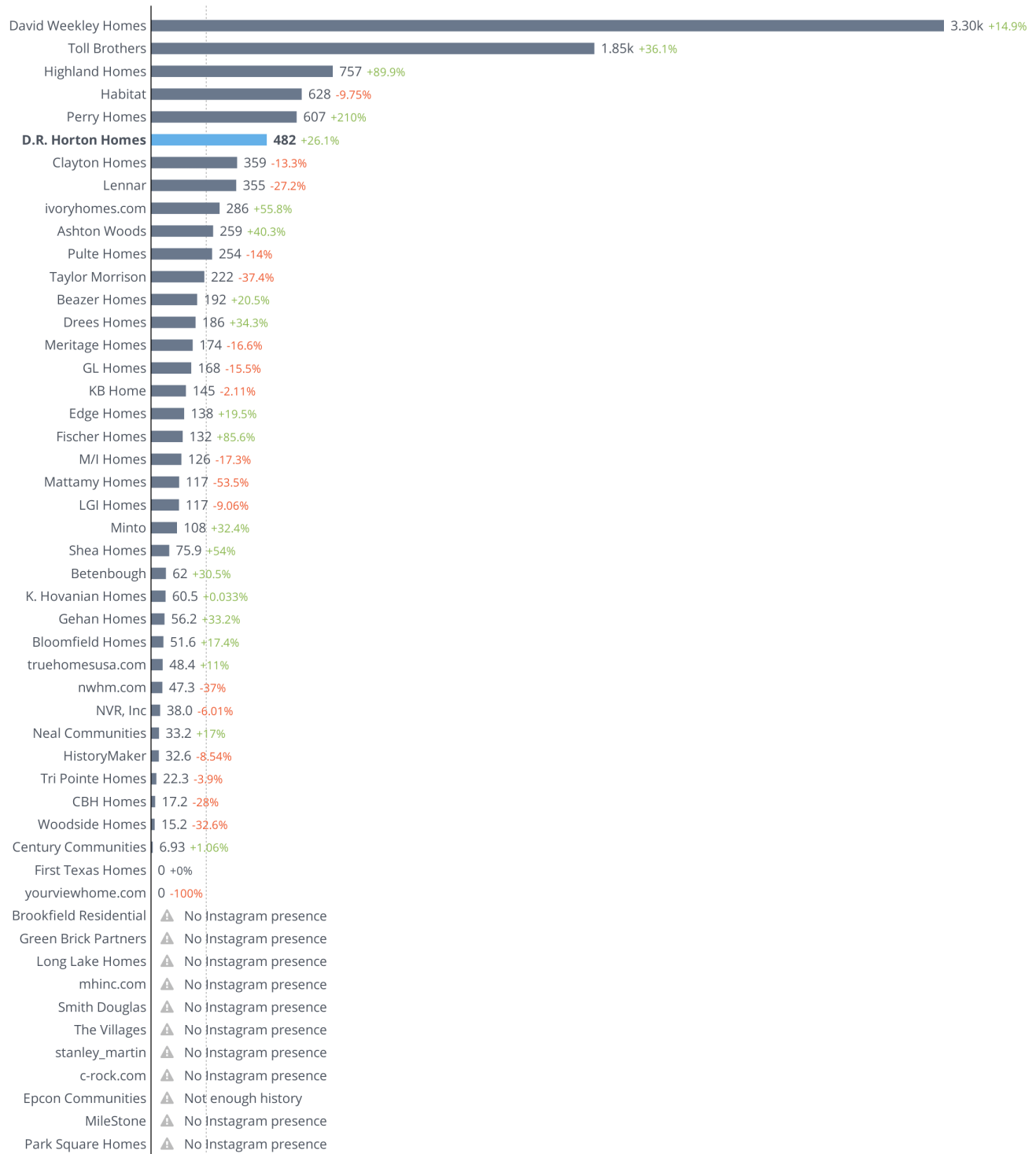


Competitor Average: 47k

👍 Likes    💬 Comments

# Instagram Engagement Total / Post

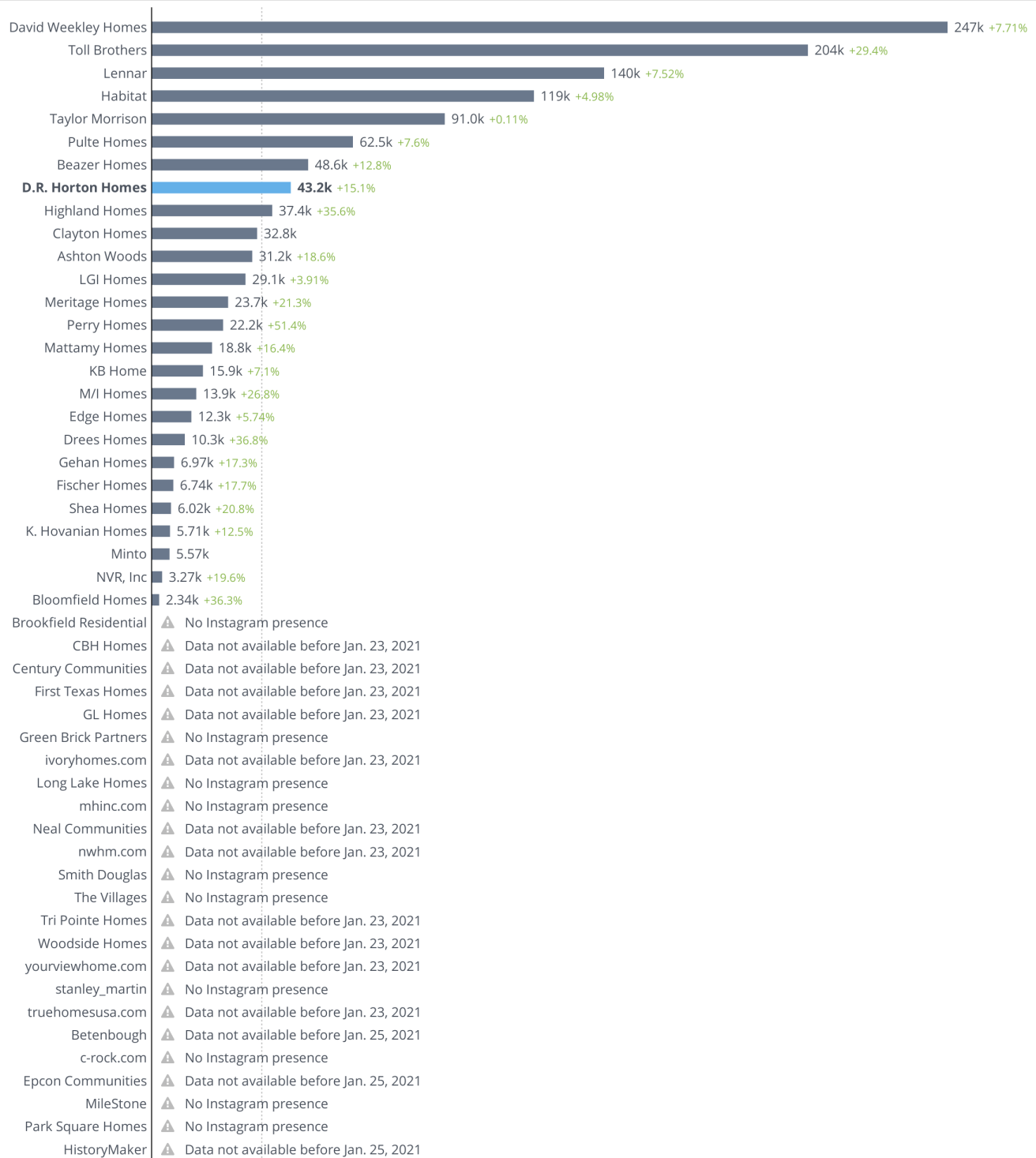
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 230

## Instagram Followers

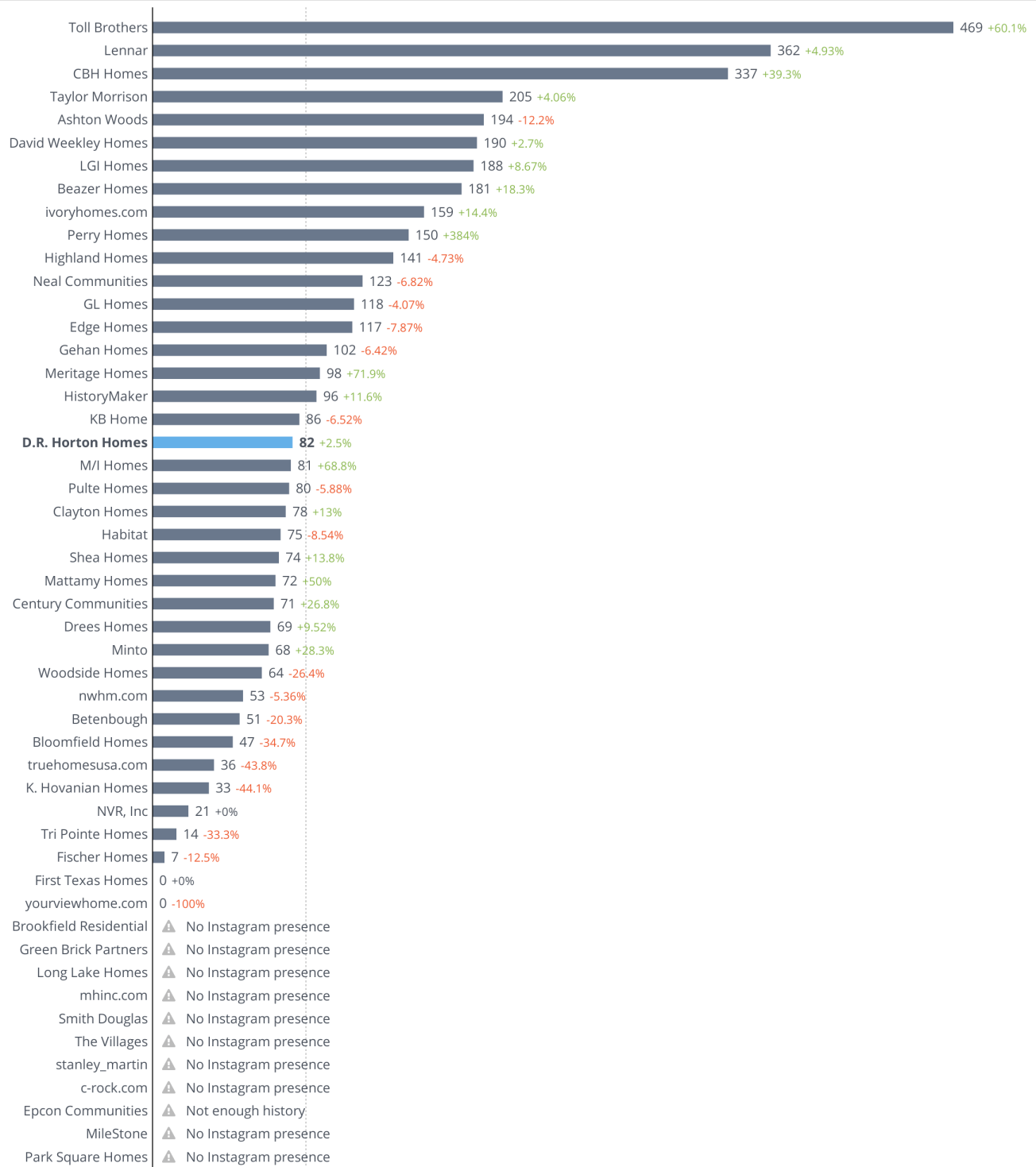
As of Jan. 6, 2021 vs. Jun. 30, 2020 EDT



Competitor Average: 34.2k

## Instagram Posts

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

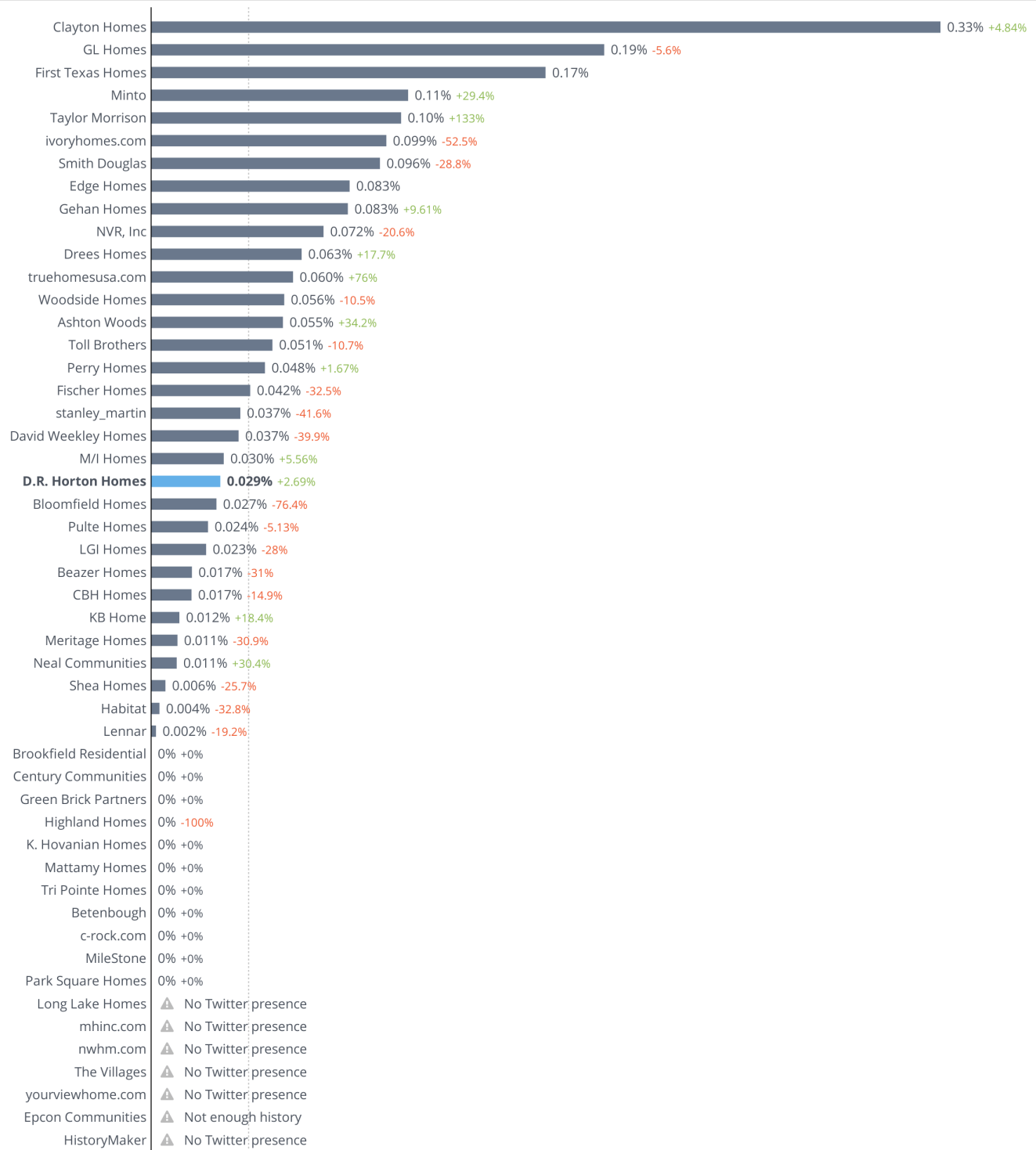


Competitor Average: 89.79

**TWITTER**

## Twitter Engagement Rate by Follower

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

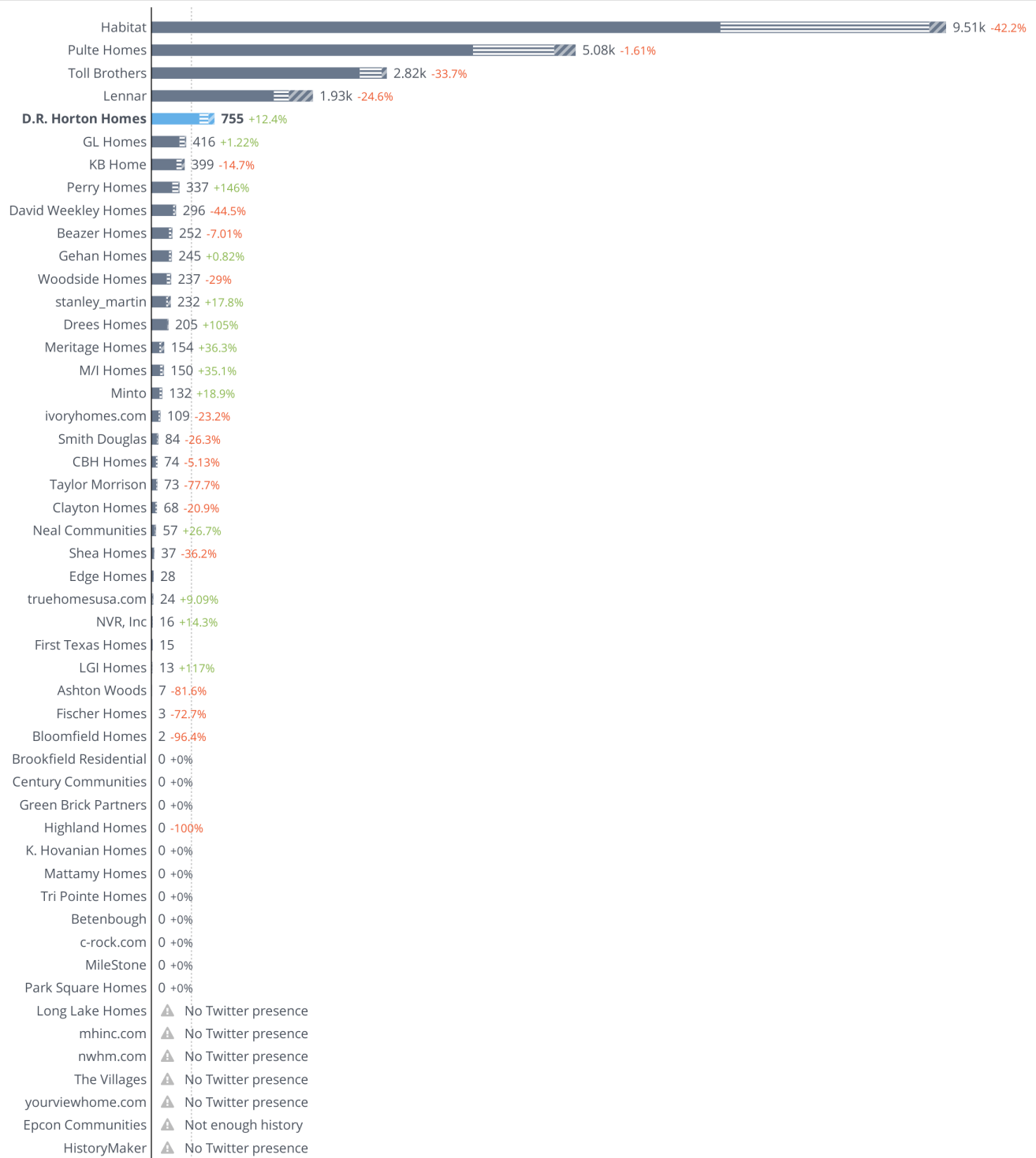


Competitor Average: 0.041%



## Twitter Engagement Total

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

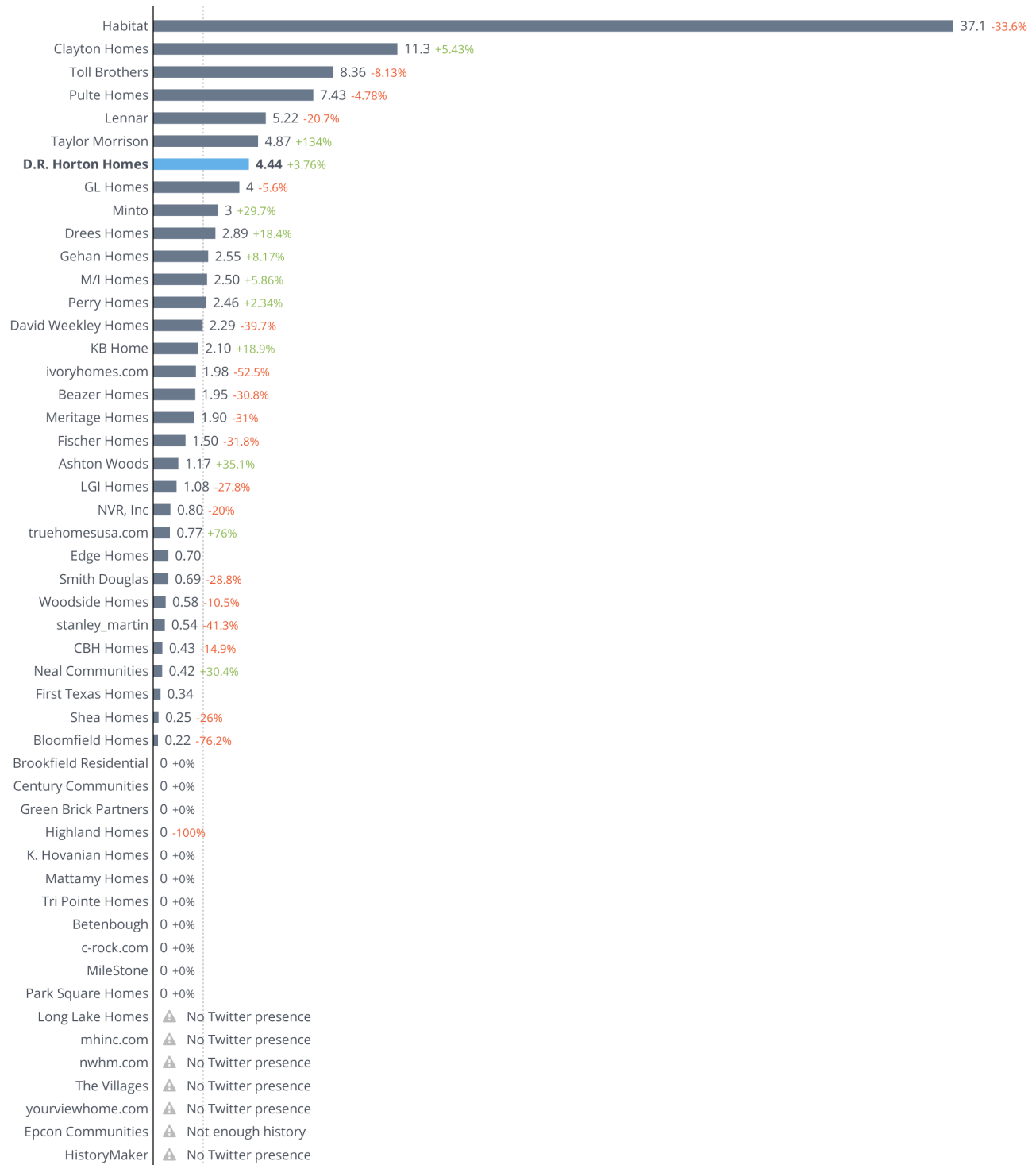


Competitor Average: 479

Likes
 Retweets
 Replies

## Twitter Engagement Total / Tweet

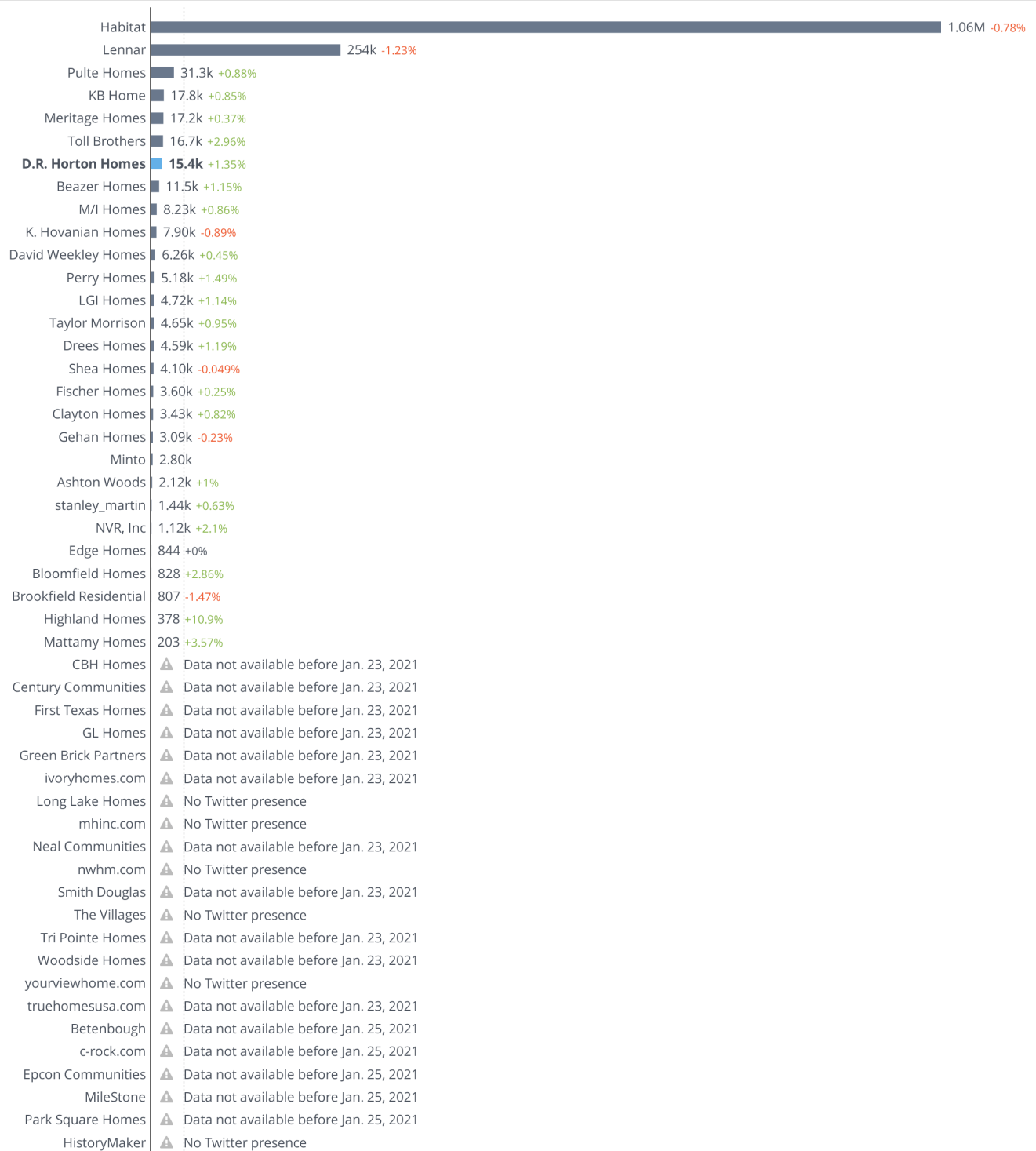
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 2.32

## Twitter Followers

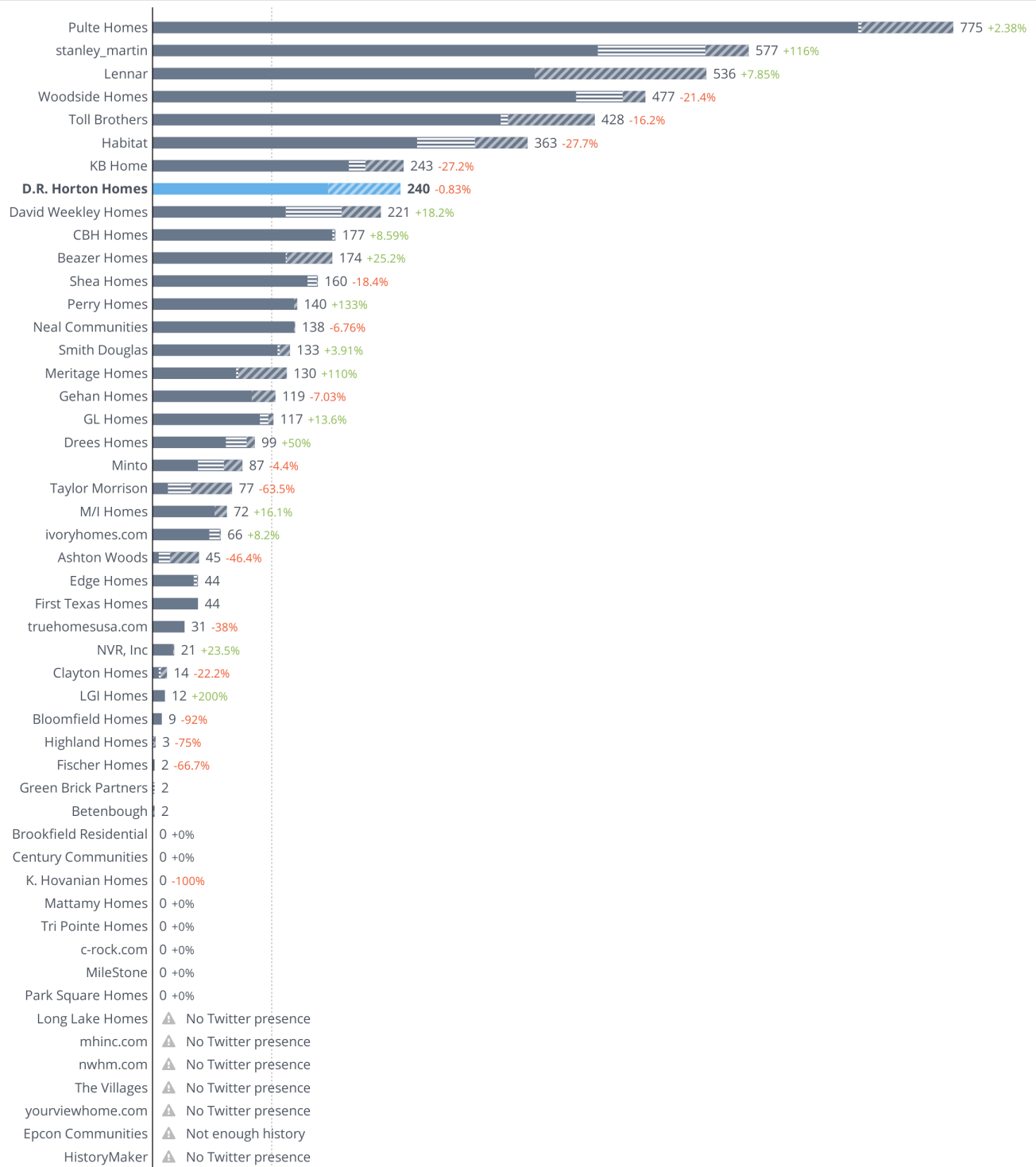
As of Jan. 6, 2021 vs. Jun. 30, 2020 EDT



Competitor Average: 44.6k

## Twitter Tweets

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



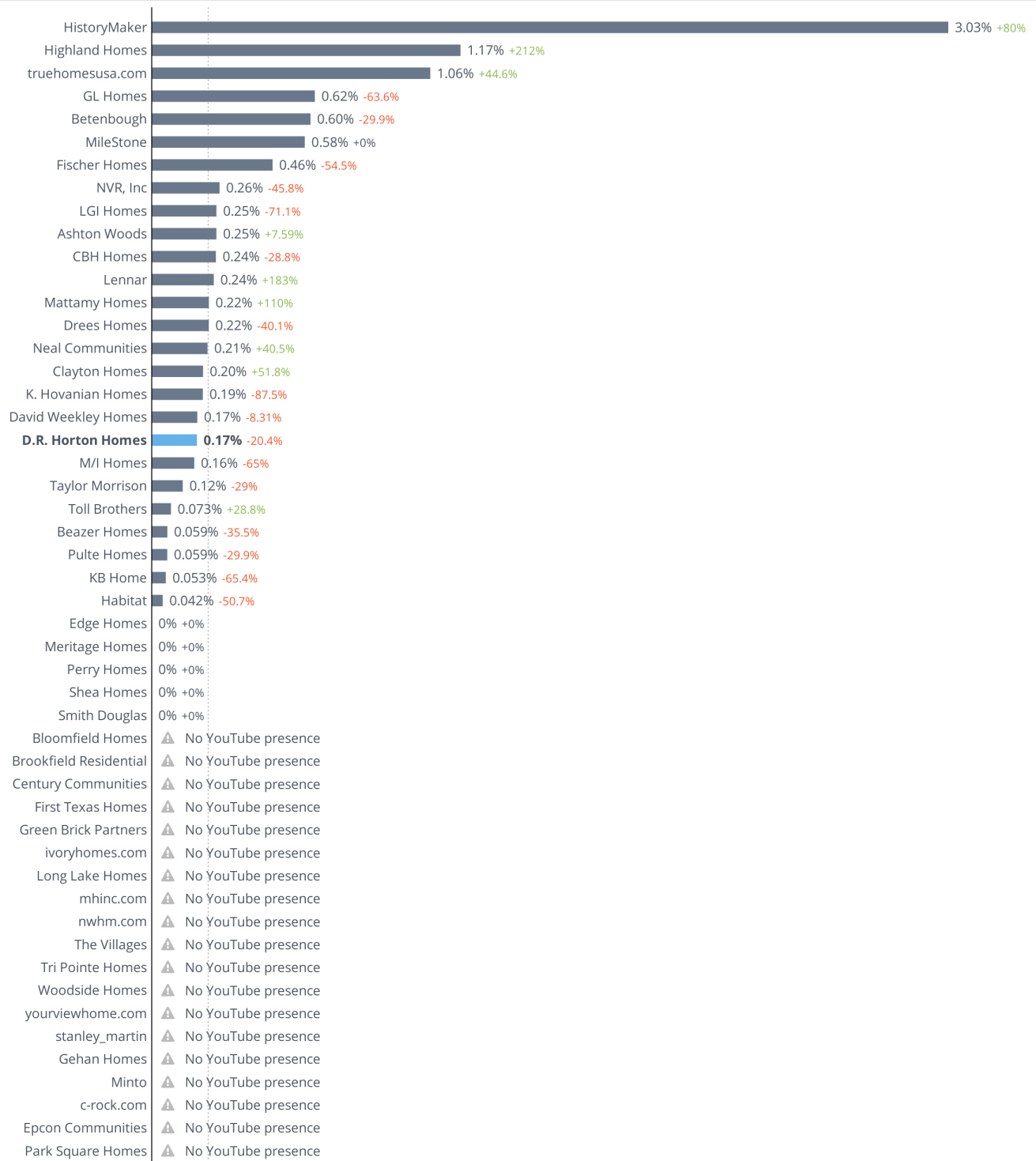
Competitor Average: 115

Normal
 Retweet
 Reply

**YOUTUBE**

## YouTube Engagement Rate by Follower

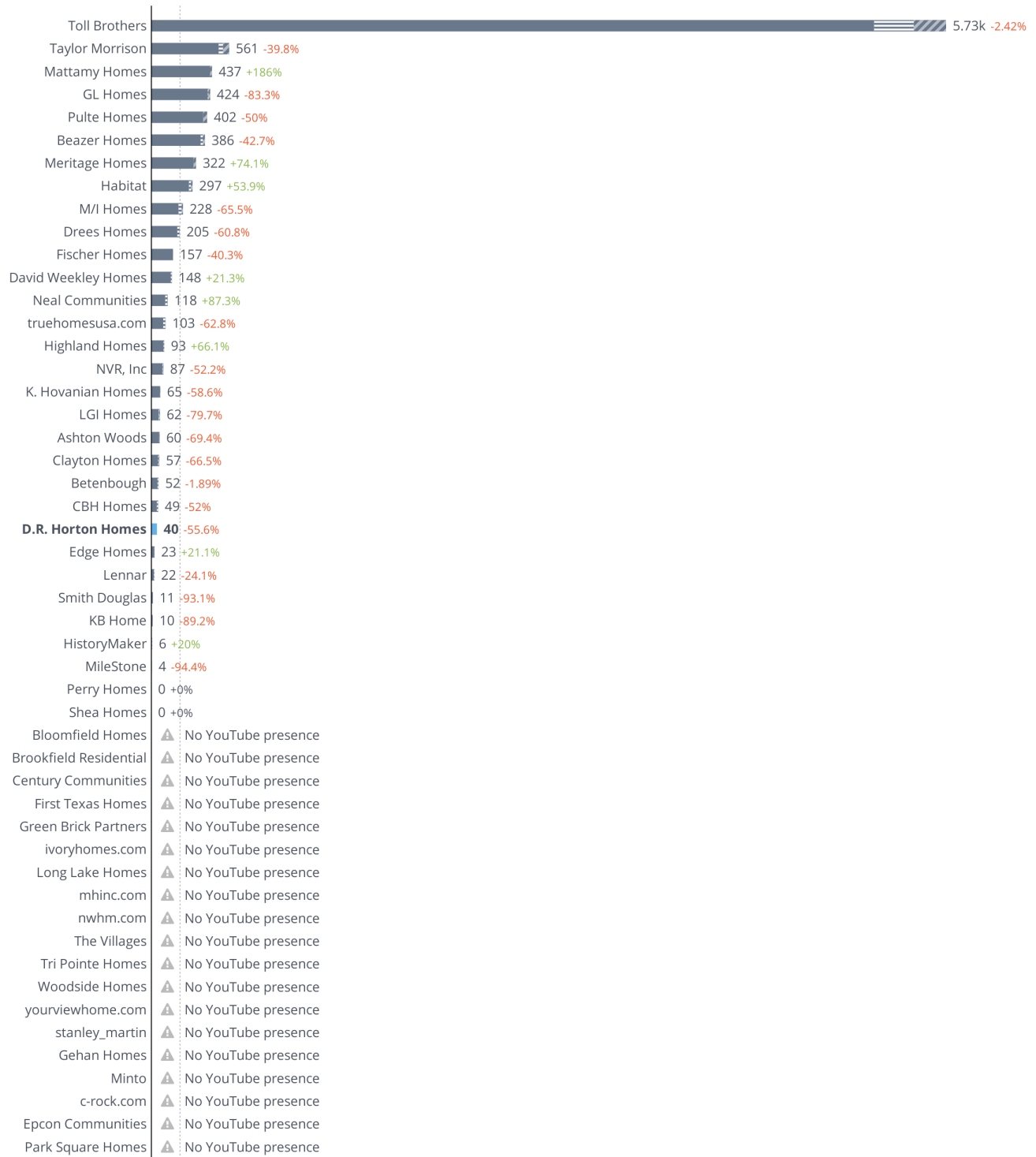
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 0.22%

## YouTube Engagement Total

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

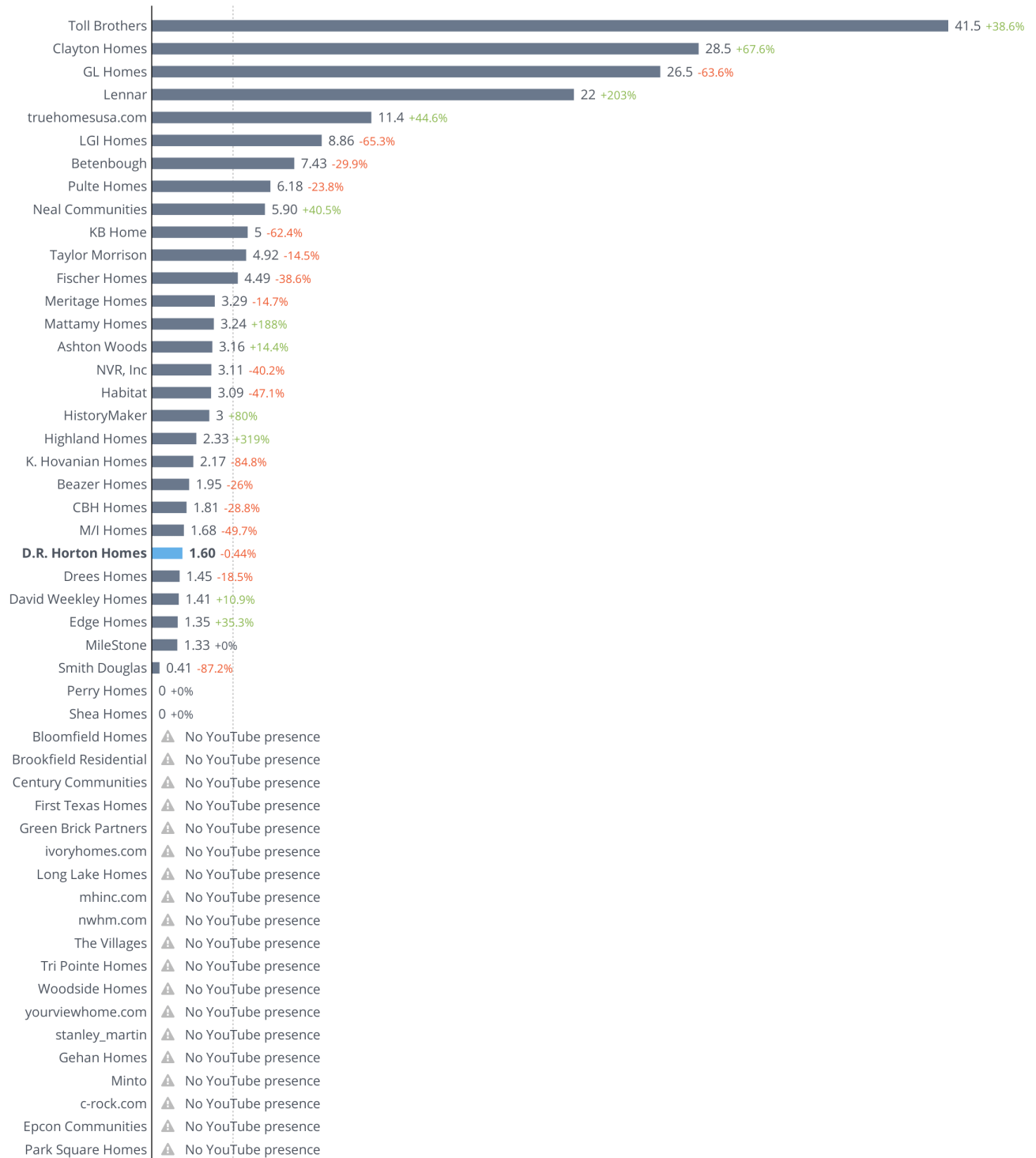


Competitor Average: 206

Likes
 Dislikes
 Comments

# YouTube Engagement Total / Post

Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT

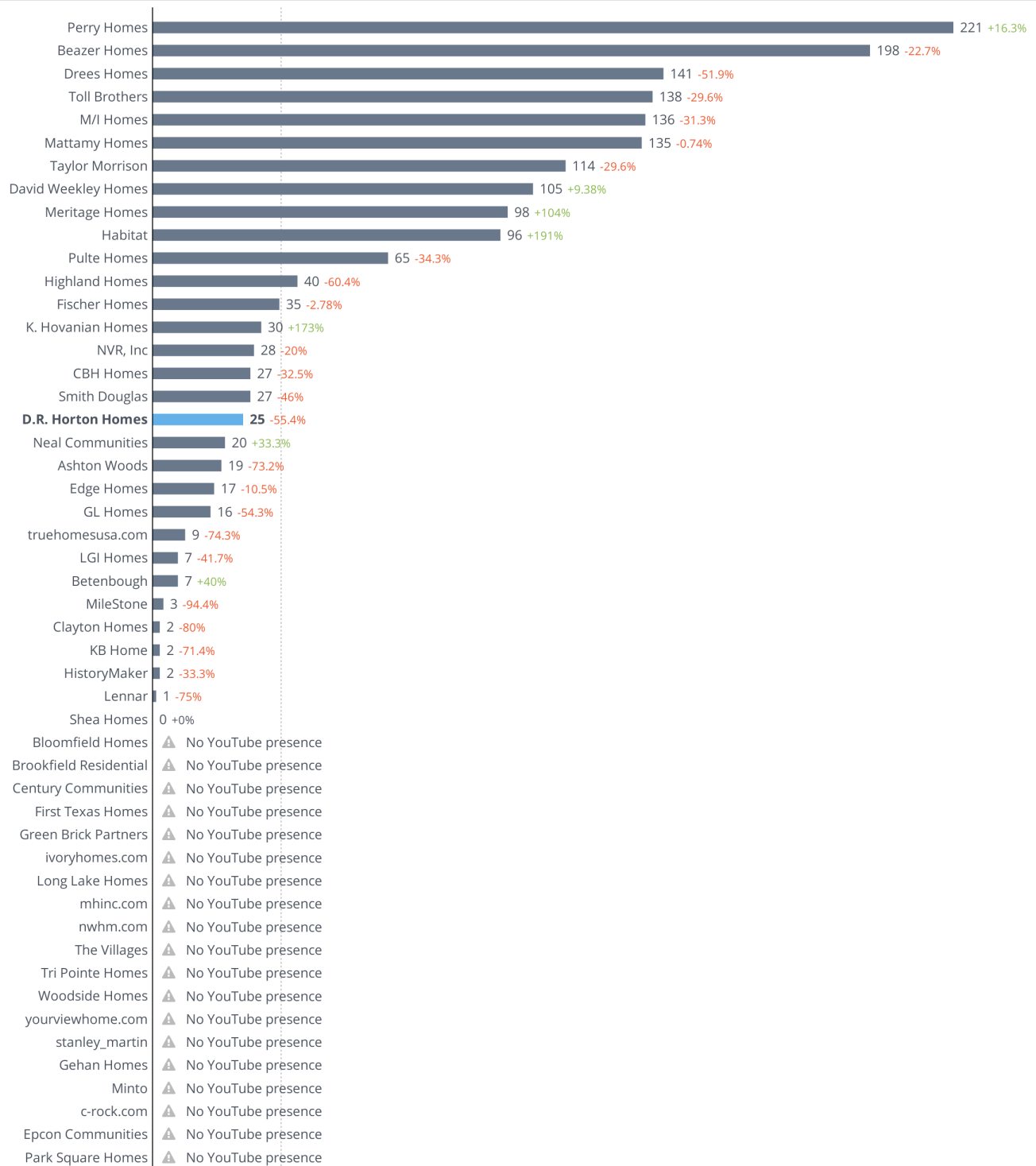


Competitor Average: 4.23



## YouTube Posts

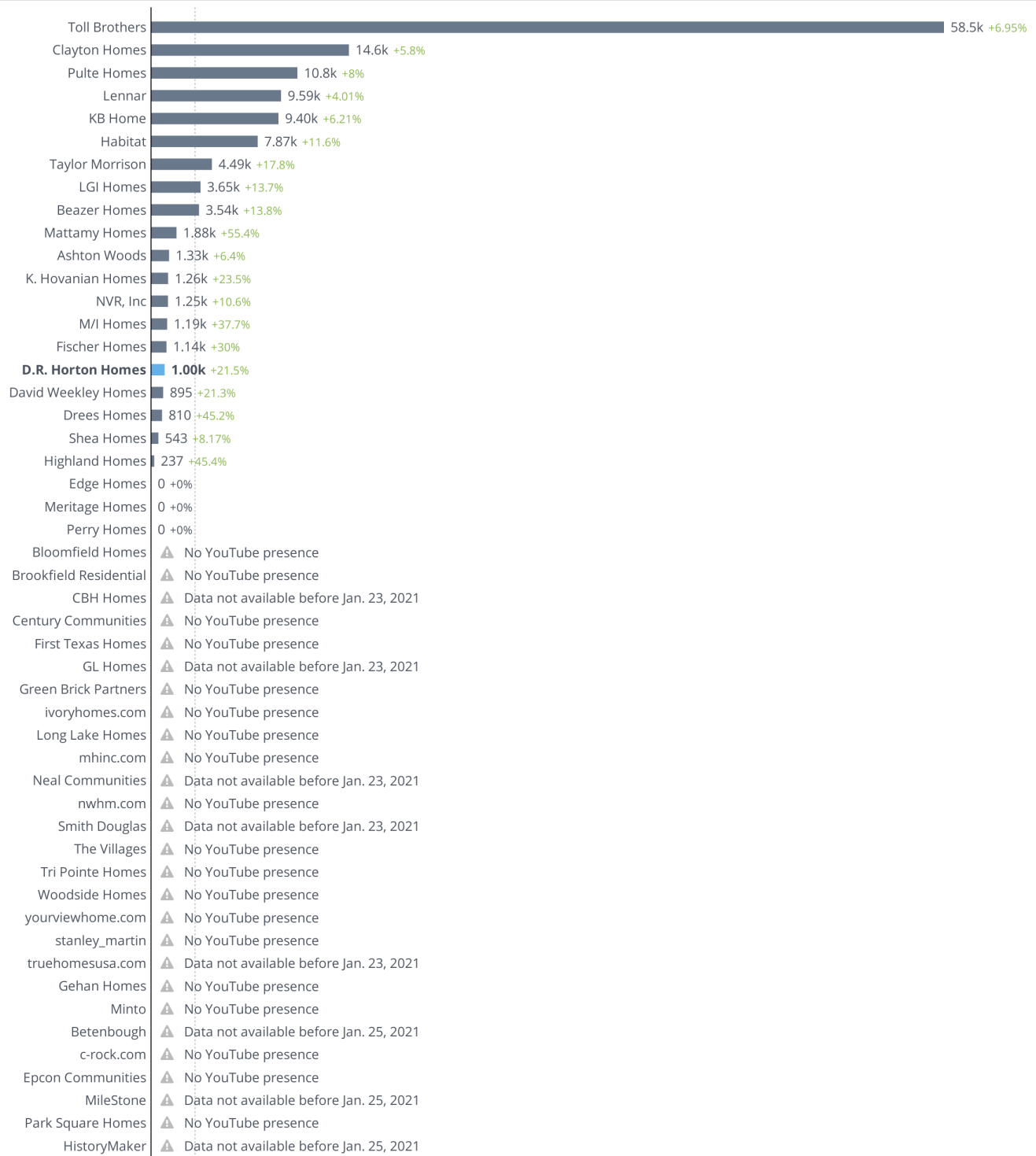
Jul. 1 - Jan. 6 vs. Dec. 24 - Jun. 30 EDT



Competitor Average: 35.49

## YouTube Subscribers

As of Jan. 6, 2021 vs. Jun. 30, 2020 EDT



Competitor Average: 3.24k

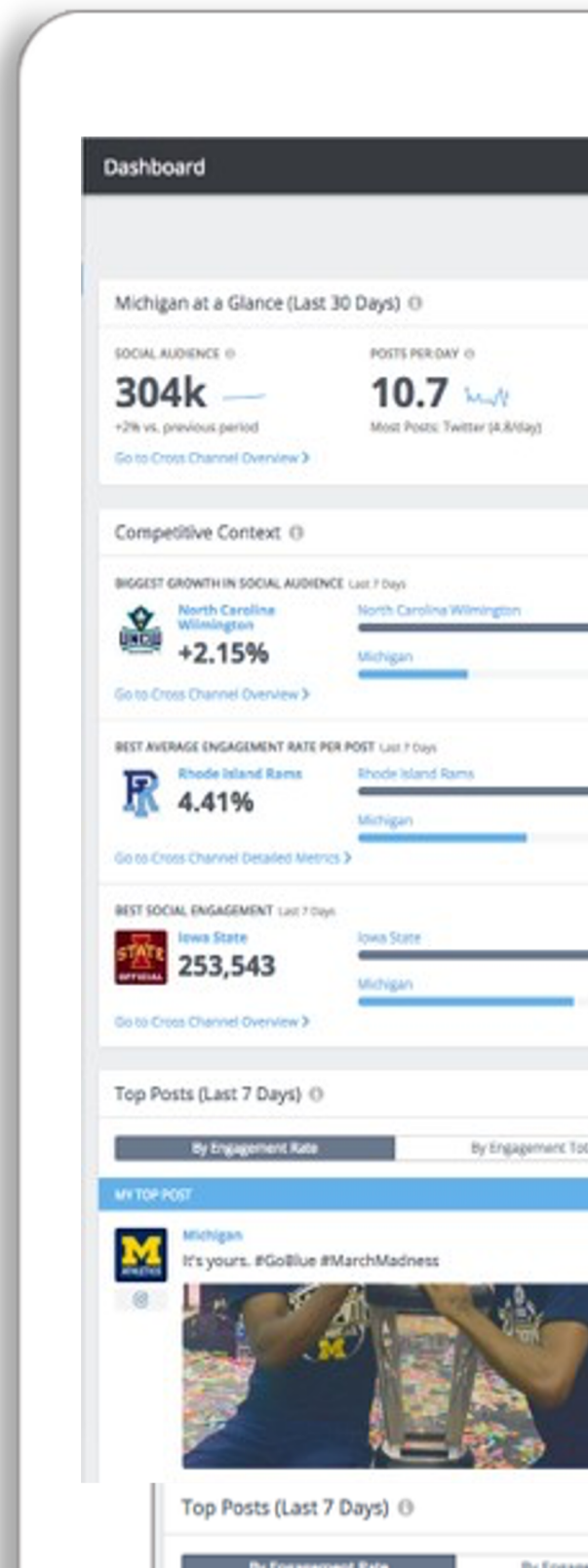
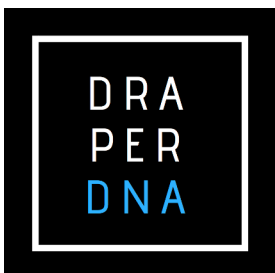
# NEXT STEPS FOR YOU

## Be inspired by the competition

One of the best ways to get ideas for new content or social strategies is to learn from others.

You might find that they're having success by using a specific hashtag or running a competition that sparks an idea for you to create your own.

If you'd like to see where you can begin, send a note to [Shawn@DraperDNA.com](mailto:Shawn@DraperDNA.com).



# ABOUT DRAPER DNA

Draper DNA is an agency dedicated to helping building product manufacturers overcome their greatest marketing challenges.

## There is a difference

Most building product manufacturers have active social media campaigns. Several are performing at the highest level using social media to grow their business. The same is true for marketing agencies. There is a difference when you chose well.

## Strategy, Content and Consistency

The decisions you make for your social media and your agency partner are important to your success. Let us help you overachieve on both accounts.

## Contact:

Shawn Draper  
443-370-8815  
Shawn@DraperDNA.com

