

Presentation:

Social Media for Architects

Presented By:

Dory Azar, Architect

OAA AIA LEED AP MRAIC

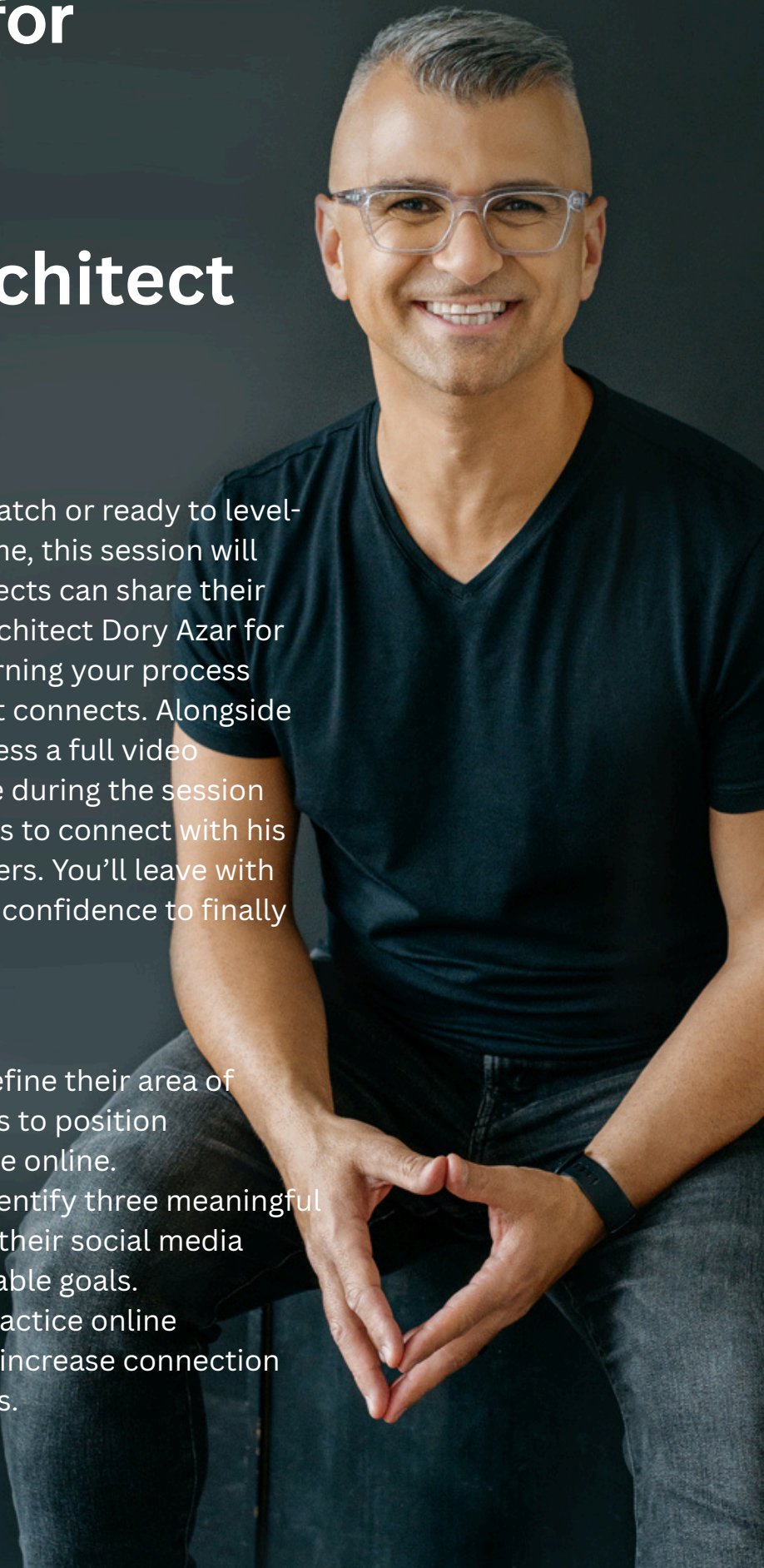


Session Description:

Whether you're starting from scratch or ready to level-up your existing social media game, this session will inspire you to rethink how architects can share their work and purpose online. Join architect Dory Azar for a candid, hands-on talk about turning your process and personality into content that connects. Alongside actionable strategies, you'll witness a full video captured, edited, and posted live during the session using the same process Dory uses to connect with his audience of over 285,000 followers. You'll leave with fresh ideas, useful tools, and the confidence to finally hit "share".

Learning Objectives:

- Participants will be able to define their area of expertise and apply strategies to position themselves as a credible voice online.
- Participants will be able to identify three meaningful content verticals to organize their social media mindset and set clear, actionable goals.
- Participants will be able to practice online engagement techniques that increase connection and visibility across platforms.





About Dory:

Dory Azar is a licensed architect and social media content creator known for his entertaining, educational, and personality-driven content. Based in Ontario, Canada he brings over 20 years of architecture experience to his role at RIB Software as architectural consultant and brand ambassador. With over 285,000 followers across Instagram and TikTok, Dory's talks empower architects to use social media to build their brand, share expertise, and grow their business, all with a focus on accessibility and inclusivity.

Recent presentations:

- October 2025 - CSI (Construction Specifications Institute) Conference
- May 2025 - OAA (Ontario Association of Architects) Conference
- May 2025 - CSC (Construction Specifications Canada) Conference
- October 2024 - RAIC (Royal Architectural Institute of Canada) Con-Ed Series online
- October 2024 - CSI (Construction Specifications Institute) Conference
- May 2024 - OAA (Ontario Association of Architects) Conference

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