

# GUIDE TO SOCIAL MEDIA FOR ACCOUNTANTS

Get the lowdown on the best social media sites for accountants and how to use them



**BLOGGING**



**LINKED IN**



**TWITTER**



**FACEBOOK**



**GOOGLE +**

	WHAT IS IT?	HOW SHOULD YOU USE IT?	HOW OFTEN?	WHAT DOES SUCCESS LOOK LIKE?
BLOGGING	Regular web updates with social features like comments	<ul style="list-style-type: none"> <li>In-depth content answering the pain points of your clients</li> <li>Comment on relevant blogs</li> <li>Guest blogging: either you on other websites or invite people to write for your blog</li> </ul>	At least monthly but weekly is ideal	<ul style="list-style-type: none"> <li>Lots of visits to your blog</li> <li>Your search engine ranking improves</li> <li>Comments on your blog</li> <li>Your content gets shared</li> </ul>
LINKED IN	The social network for business. Networking and content sharing with business contacts	<ul style="list-style-type: none"> <li>Connect with clients and business contacts</li> <li>Share interesting content you've found</li> <li>Updates that are relevant to your connections</li> <li>In-depth posts</li> <li>Industry discussions in groups</li> <li>Follow accounting and business movers and shakers</li> <li>Share any content you create</li> </ul>	Updates can be regular but once a day is probably too much. A post every month is a good idea. For groups discussions, as often as you can	<ul style="list-style-type: none"> <li>You start a business relationship from your growing list of meaningful connections</li> <li>Lots of people read, share and like your content</li> <li>You're seen as an industry expert in discussion groups</li> </ul>
TWITTER	News and updates which can be no longer than 140 characters.	<ul style="list-style-type: none"> <li>Add timely updates</li> <li>Share interesting content you've found</li> <li>Retweet content from clients and industry partners</li> <li>Use search and hashtags for research</li> <li>Follow accounting and business movers and shakers</li> <li>Share any content you create</li> </ul>	At least daily but more can be beneficial. Use tools to find out the optimum time to post	<ul style="list-style-type: none"> <li>Clients and prospects follow you</li> <li>Your content is retweeted and favoured often</li> <li>You answer and question posed on Twitter and it results in a business relationship</li> </ul>
FACEBOOK	The world's largest social network. Where people share updates, photos and videos with friends.	<ul style="list-style-type: none"> <li>Add events and pictorial updates</li> <li>Share any content you create</li> <li>Share interesting content you've found</li> <li>Share any company updates or achievements</li> </ul>	Less frequently - every 1 - 2 weeks is fine. Facebook is mainly a place for friends and family so constant posting from an accountant could be off-putting!	<ul style="list-style-type: none"> <li>Clients, prospects and staff are fans of yours</li> <li>Any content you create is looked at</li> <li>Your posts are liked and shared</li> <li>You can support any client and prospect queries</li> </ul>
GOOGLE +	Google's answer to Facebook and the glue between several Google products.	<ul style="list-style-type: none"> <li>Share any content you create</li> <li>Share interesting content you've found</li> <li>Share any company updates or achievements</li> <li>Share content in relevant groups and take part in discussions</li> </ul>	A post every week or two is a good idea. For groups and discussions as often as you can take part in them.	<ul style="list-style-type: none"> <li>Your search engine rankings improve</li> <li>You're seen as an industry expert in discussions.</li> <li>Your content is engaged with by being +1 or shared.</li> <li>Prospects and clients follow you.</li> </ul>

## CONTACT

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