



# SOCIAL MEDIA

## A GUIDE FOR BOARDS OF ACCOUNTANCY

Welcome to NASBA's Social Media Guide. This guide is intended for state board representatives who are looking to get started on social media or need tips and tricks to enhance the social media experience for stakeholders. By no means does this guide exhaust every possible tip on each social media guide as this is meant to be a guide you can quickly and easily read through. These tips come from best practices used by the NASBA communication team and the guide will be updated quarterly, as we learn new tips and best practices.



# HOW WE DO IT

## Providing Tips from NASBA's Social Media Plan

### Who Are NASBA's Target Audiences?

- CPAs/Prospective CPAs
- Students of accounting and finance programs
- Young or established professionals in accounting and finance
- Boards of Accountancy
- Regulators/legal experts/policymakers in accounting and finance
- Accounting educators
- Organizations that support NASBA's mission

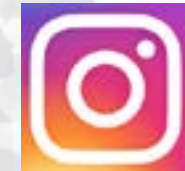
### What Content Does NASBA Post?

- News about CPA Exam
- CPA Exam score releases
- Accounting news/trends
- Data comparing accounting to other industries
- Career tips/job hunting tips
- Tech tutorials about accounting tools/Excel
- New technology in accounting
- Stories about CPAs (humanize the CPA industry)
- Stories about diversity in accounting
- Motivational pieces about career – work/life balance

### Where Does NASBA Grab Content?

- AccountingToday
- Journal of Accountancy – AICPA
- AICPA
- AICPA Insights
- Bloomberg
- Forbes
- Fortune
- Fast Company
- AccountingTomorrow
- AccountingWeb
- Going Concern (if appropriate) Inc.
- NASBA State Board Report
- NASBA Ethics Matters
- NASBA Blog/News

### NASBA's Active Social Accounts



Click on the icon to be directed to the NASBA account.

### Overall Theme for NASBA Social Media

## Post with a Purpose

Everything posted on NASBA social media channels has purpose behind it – to share news, to encourage or motivate CPA Exam candidates, to highlight CPA Exam data, etc. Content for each channel is planned at least a week ahead of time, so postings remain consistent and relevant.

# BECOME SOCIAL SAVVY

## General Tips and Tricks That Can Be Applied to All Accounts

### Start Small, Then Grow

Do not hop on the Big 5 (Snapchat, LinkedIn, Facebook, Instagram, Twitter) social media accounts just because they are there. Managing just one account takes a LOT of time. Also, it's far better to have quality posts rather than worry about the quantity of posts. If you do not currently have a social account, start with one channel (we recommend a Facebook Company/Business page) and start managing it until you have a good amount of followers and are comfortable managing it. Then, consider trying another social platform.

### Actively Engage

Find and engage with influencers who will most likely follow you back and like/share your content. The more people you follow and interact with, the more people will notice your social posts. Only follow individuals or companies who relate to your field of business. Following those who have nothing to do with your profession/industry will do nothing for your accounts.

### Social Listening

It's important to pulse what your followers are saying about certain topics related to you, such as the CPA Exam. Twitter is a great channel for this. Search for a hashtag or word, and research what people are saying about that topic. For example, NASBA sometimes encounters issues with score

releases. We use Twitter to monitor the conversation and see if we need to act on the situation, such as posting a social message to lessen concerns or update candidates on a score delay. By being proactive in "social listening," you will be ready to act if a situation arises and you need to respond.

### Customer Service

Do not ignore private messages, comments, or any type of message that is directly sent to your account. I repeat... do not ignore these messages. Social media is the new "customer service" component of most businesses and your stakeholders WILL take to social media if they have an issue or problem. We see this all the time at NASBA, and social is a great way to help these customers. Not only will others be watching how you respond, but others who may be in a similar situation will appreciate the response. Make sure you respond in a timely manner, and/or direct them to the right person who can help with their situation.

### Plan It Out

Plan ahead and schedule it out. Take a couple of hours each week to plan ahead for the following week. This will help you post consistently and will allow you to focus on posting with a purpose. Hootsuite or Buffer are free social platforms that will allow you to schedule posts in advance.

### Be Creative

If you find a news story or have a news story of your own and want to post the link to your social account(s), most of the time it does not come with an image. This is your time to be creative – and you don't need to be a creative genius in order for an image to look appealing. At NASBA, we use Snappa, which is a low-cost design tool, and Photoshop, but Canva also works well and there is no cost. Having an image (or video) to go along with your link greatly increases the chance your social post will be engaged with. Also, our graphic design team can help you conceptualize and produce professional-looking profile pictures and cover photos that follow up-to-date Facebook and Twitter image standards.

### Advertise Accounts

To increase your social following, you need to cross promote your social channels via a variety of methods. If you have a BOA website, include social icons on the homepage. Send emails out to your members? Make sure you have your social accounts linked to the email. It's OK to even ask your members to follow the account(s) every once in a while – cross promote. For example, have a large following on Facebook, but not so much on Twitter? Advertise your Twitter account on your Facebook page.



# LEARNING SOCIAL PLATFORMS

## Tips and Tricks Designed for Each Social Platform



- For the best looking posts, schedule your content ahead of time using Facebook's Publishing Tools. This will ensure that your description, title, link and image post correctly.
- Facebook does support hashtags, but only use them if it's needed. I would not recommend using more than one hashtag.
- Image size – 940px x 788px.
- Incorporate video and images to increase engagement.
- Have a compelling Facebook page header image – it's the first thing people see about your organization.
- Do not block people from commenting. Doing this will turn fans off.
- Post 5 – 10x per week (NASBA posts 10x per week).
- If posting with a link, when you put the link in the post box, Facebook will populate or create an image box that allows users to go directly to the linked page. Therefore, you do not need to keep the link in the post box.



- Image size – 1024px x 512px.
- Post 10x+ per week.
- Use 2-3 hashtags.
- As of now, you can only post 140 characters using Twitter. Shorten links to save characters. If your social platform do this automatically, use: <https://bitly.com/>.
- Create an image or video to increase engagement.
- Retweet, like and share to influencers and key followers to increase your engagement activity.
- Be creative with your words and make sure Twitter posts are enticing as you only get 140 characters to hook your audience.
- Use Trending TopichashtagsonTwitter (when relevant) to boost engagement.
- Hosting a large event or conference? Create a unique hashtag that will allow attendees to follow and engage with the conversation.
- Use Twitter's "Who to Follow" feature to find new, relevant fans. Following these fans will alert them and they will hopefully follow you back.



- You cannot schedule Instagram posts ahead of time. As of now, Instagram does not allow third party postings. Plan for Instagram posts ahead of time, but make reminders on your calendar of when you need to actually post them.
- Image size – 1080px x 1080px.
- Post at least 2-3 times a week.
- Make your visuals as appealing and beautiful as you can. Instagram is all about being visual, so if you aren't happy with the image you created or captured, do not post it.
- Use 5+ hashtags with each post. Make sure the hashtags are relevant.
- This platform is great for giving your fans a "behind the scenes" look at what your organization is up to. For example, post a picture of a photoshoot that is taking place for an upcoming project or post a picture of your team celebrating a birthday. Give your posts that "human" touch!



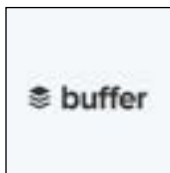
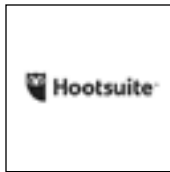
- Always include an image or some type of rich media. Image size – 1400px x 800px
- Post 2 – 5x per week
- If posting with a link, when you put the link in the post box, LinkedIn will populate or create an image box that allows users to go directly to your desired page. Therefore, you do not need to keep the link in the post box. You can delete it. But, if you have a specific call to action, it's wise to include the link so followers can immediately click it after reading the content.
- Do not use hashtags on this platform.
- Content that does best on LinkedIn are organizational updates, career tips and best practices in your profession.
- Have a compelling LinkedIn page header image – it's the first thing people see about your organization.
- LinkedIn is a great place to post open job positions.



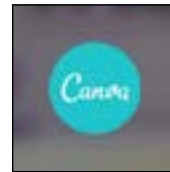
# SOCIAL MEDIA TOOLS

Just a Few Resources to Help with Your Social Media Posts

## Social Media Management



## Creating Images



## Other



(Helpful for Hashtags)



(Social Media Glossary)

Click on the icons to be directed to the resource.

## Still have questions?

For more information about NASBA Social Media practices and social media tips and tricks, contact Jenna Elkins, NASBA Communications and Digital Media Specialist, at: [jelkins@nasba.org](mailto:jelkins@nasba.org).