



SOCIAL MEDIA GUIDE

FICPA

Florida Institute of Certified Public Accountants

The CPA Social Media Guide

It seems that you can't go anywhere these days without hearing something about social media - and with good reason. Social media isn't the new kid on the block anymore, and it's proven itself to be instrumental for professionals and businesses alike. We've put together this quick rundown of the essentials, helpful resources and where you can connect with the FICPA. Happy posting!

Facebook

With over 1.7 billion users, Facebook is the biggest social network around. It's important that people are able to quickly find you and connect. Facebook is often the first place that people search to connect with others, and that includes your clients and prospective employers. Make sure your personal account does not reflect negatively on you as a professional.

[Follow the FICPA on Facebook.](#)

[Learn more about Facebook and how you can get started.](#)

Twitter

Twitter is a "microblogging" social media platform that's famous for its 140 character limit for posts. The brevity of each post helps things move fast on Twitter, making this a great place to keep up with the latest developments in accounting, business, the economy and more. Whether it's a personal or branded account, Twitter profiles are exactly the same for everyone.

[Follow the FICPA on Twitter.](#)

[Follow Deborah Curry, FICPA President/CEO on Twitter.](#)

[Learn more about Twitter and how you can get started.](#)

YouTube

YouTube is the biggest video-sharing social network out there. You can find videos on almost anything. As a professional or business leader, you can use YouTube to share your knowledge with prospects, post a how-to video for tax forms, give a sneak peak of your new office and more to help build your brand as a professional or promote your business.

[Follow the FICPA on YouTube.](#)

[Learn more about YouTube and how you can get started.](#)

LinkedIn

LinkedIn is the world's largest social network for professionals with more than 400 million members. A LinkedIn account is a great resource for growing your professional network, whether with colleagues, coworkers or clients. Having a complete account can help you connect with job opportunities and make applying to opportunities easier.

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Google+

Google+ is the social network from the makers of the world's biggest search engine. Google will give you or your business a boost in search ranking from having an active profile here, and your latest post will also have a chance of being featured in search results. Google+ also features "Circles," a tool for grouping your contacts, and tie-ins with YouTube and Google Photos, making saving and sharing your videos and photos easier than ever.

[Follow the FICPA on Google+.](#)

[Learn more about Google+ and how you can get started.](#)

Instagram

If you have a passion for photography or want to showcase your business visually and connect to a younger audience, Instagram is the perfect tool. Instagram is a social network for sharing photos and videos in the form of a mobile app that you can download on iOS and Android phones and tablets, as well as on Windows Phone 8 and later. While you can access your account from your computer's browser, keep in mind that you can only post from the mobile app.

[Follow the FICPA on Instagram.](#)

[Learn more about Instagram and how you can get started.](#)

Hashtags

A hashtag is a social media tool used to identify messages that pertain to a specific topic. To use a hashtag, type the pound sign (#) followed by a word or phrase without a space in between. It's a good idea to search social media content first to find out what hashtags are being used to talk about a topic.

The FICPA uses hashtags for its CPE Conferences and other purposes. Here's a guide to the hashtags that you can use when posting about our events and organization:

General Hashtags

FICPA Educational Foundation

#ficpaEDF

FICPA Members and FICPA Membership

#FICPAMembers

Event Hashtags

Accounting & Business Show

#ficpaABS

Common Interest Realty Associations Conference

#ficpaCIRA

Construction Industry Conference

#ficpaCIC

CPAs in Industry Conference

#ficpaIC

Florida Gulf Coast University Accounting & Tax Conference

#ficpaFGCU

Florida State University Accounting Conference

#ficpaFSUAC

Health Care Industry Conference

#ficpaHCC

International Tax Conference and International Tax Boot Camp

#ficpaITC

Mega CPE Conference

#MegaCPE

Not-for-Profit Organizations Accounting Conference

#ficpaNPC

State and Local Government Accounting Conference

#ficpaSLGAC

Summer Education Conference

#ficpaSEC

Summer Vacation Cluster

#ficpaSVC

University of Florida Accounting Conference

#ficpaUFAC

University of South Florida Accounting Conference

#ficpaUSFAC

Valuation, Forensic Accounting and Litigation Services Conference

#ficpaLC

Women's Leadership Summit and Women to Watch Awards

#ficpaWL

If you need assistance in getting started with social media, contact us at communications@ficpa.org – we'll be glad to set up a call and point you in the right direction!

