

30

Great Social Media Post Ideas for Accountants



Consistently posting on social media can be hard to do after a while. Here's 30 ideas to give you inspiration to stay engaged with your current and prospective clients on social media.

Community and Volunteer Events

- 1 Visit a middle school or high school to teach students about finances and taxes, and share this event with your followers.
- 2 Highlight volunteer work that your firm is involved with.
- 3 Host a charity drive and promote it leading up to and on the day of the event (e.g. food, blood, toys, etc.).
- 4 Promote events in your community like a pet adoption near you.
- 5 Share information about scholarships that you are aware of or offer, particularly for students studying accounting or finance.



Office Celebrations and Announcements

- 6 Celebrate your staff with a happy birthday message. This will resonate with your loyal clients!
- 7 Congratulate your staff when they have an exciting announcement (like a wedding or new baby).
- 8 Post photos of holiday parties, costume competitions or white elephant gift exchanges.
- 9 Have a new gadget or decorations in the office? Snap a photo and show it off!
- 10 Announce conferences that you are attending.
- 11 Share your experiences at CE events. People like to know that their accountant is keeping up with the times!
- 12 Introduce new-hires with a photo and bio.
- 13 Communicate a new process that your firm has implemented to improve client experiences.
- 14 Share any local press about your firm.
- 15 Give updates on holiday hours.



Testimonial Content

- 16 Share your own positive, native reviews. Facebook allows clients to review you, so if someone has something nice to say, "share" the post and thank them publicly.
- 17 Highlight success stories (with the client's approval).
- 18 Re-post any positive posts that clients post about and tag your firm in.



Promotions

- 19 Hold themed days such as *Client Appreciation Days*.
- 20 Offer a discount to new clients.
- 21 Offer an incentive for referrals to your firm.



Educational Content

- 22 Create a list of common questions and answer one each week.
- 23 Discuss your opinion of new laws or industry trends.
- 24 Explain a new law or regulation in a way that's meaningful to your current and prospective clients.
- 25 Entertain your patients with celebrity before and after smile comparisons.



Entertaining or Humorous Content

- 26 Uncover myths about accountants debunked.
- 27 Highlight fun facts about accounting. A quick google search can help come up with a few.
- 28 Make people laugh with cartoons about accountants. Use your best judgment to determine if this is consistent with your firm's voice and personality.
- 29 Share celebrity news like stars who were busted for tax evasion.
- 30 Repost old content that did well as a #TBT (throw-back Thursday) post.



For more information about social media management for accounting firms, download our free guide to [Running an Accounting Firm in the Age of Social Media](#).