

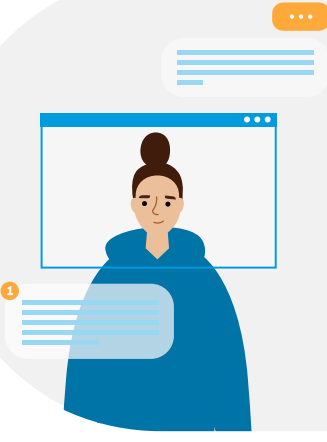
8 Social Media Best Practices for Accountants

Social media is a powerful word-of-mouth platform for attracting new clients. According to a 2021 study from the social media management platform, Hootsuite, 73% of businesses said increased acquisition of new clients was their top outcome from posting to social media outlets.

So, how were these businesses able to get new clients through social channels, and how can you replicate their success? Here are **8 best practices** to help you optimize the organic reach of your social posts:

1. Pick your Social Channels

With more than 15 social media channels available, and new ones cropping up all the time, you'll want to evaluate which channels align with your firm's goals. For getting new leads, consider [LinkedIn, which is 277% more effective](#) for generating leads than Twitter and Facebook. (Hubspot)



2. Develop a Content Strategy

Learn about your audience. What are their interests? Do their interests change at different times of year? Formulating a content strategy helps your content perform better on social. Stuck for ideas?



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3. Create Platform-Specific Posts

Posts designed to fit the characteristics of each social platform generally perform better. Simple online design apps like [Canva](#) or [VistaCreate](#) include templates pre-fitted for a wide range of platforms.



4. Focus on Value

Give people a reason to stop and read your posts. This could mean financial advice, but also pearls of wisdom/ motivation, news about your accounting firm, or entertainment value.



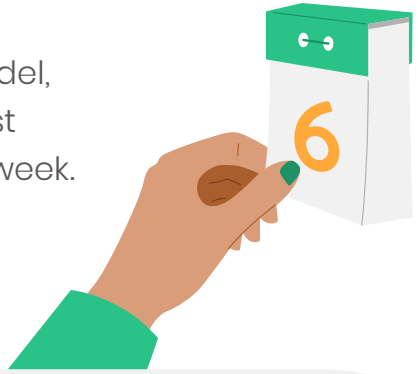
5. Use Professional-Quality Images

Images and text engage better than text-only posts, and you don't need to be a pro photographer or pay for images. Download free pro-quality images from sites like [Pexels](#), [Unsplash](#), and [Pixabay](#).



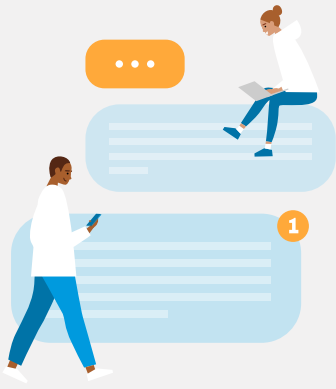
6. Post Consistently

To increase visibility against social media's pay-for-play model, post consistently to build and maintain a presence. The most common cadence for businesses is three to four times per week. (HubSpot)



7. Interact with People

Social media is more than people sharing pictures and text. Social media is a conversation evidenced by comments, Like buttons, etc. So, engage in the conversation to boost online awareness of your firm. Monitor comment notifications and respond sooner rather than later.



8. Use Analytics

Social media platforms like Facebook and Instagram include analytics to show you how your posts are performing. Use these essential tools to monitor, improve, and maintain engagement.



Too much to manage? We can handle it for you. We're CPA Site Solutions, with done-for-you [Social Media Management solutions](#) to boost and maintain your firm's social presence and attract new clients.



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