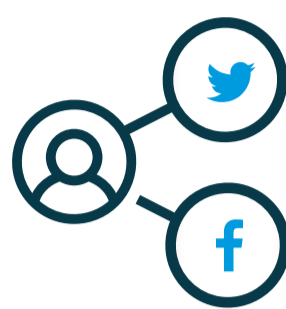


# Enhance Your Accounting Firm's Social Media Presence

**Top 5 actionable items to implement today**

## 1. SHARE VALUABLE CONTENT

Post on Facebook **1 to 3 times a week** and **tweet once or twice a day.** Balance original content and sharing newsworthy articles from other sources



## 2. POST POLLS & ASK QUESTIONS

**Ask questions** like "what time of day is best for you to talk?" or create a poll to compare responses such as "do you prefer paperless systems?" to **learn more about your audience.**



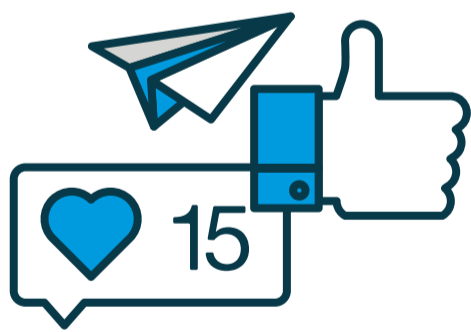
## 3. ENHANCE YOUR PROFILE

**Complete your profiles** and ensure all data matches your website and online directories, and use photos that are consistent with your firm's branding.



## 4. RESPOND TO EVERYONE

Regardless if it's positive or negative, show visitors that you're **actively monitoring your online profile** by responding, liking and engaging with their feedback.



## 5. SEARCH HASHTAGS FOR NEW POST IDEAS

**Search hashtags** like #accountingFAQs or #CPA to see what people are asking online, and then **write an educational blog article** to address these questions.



To learn more about how CPA Site Solutions can maximize your online marketing success through social media, contact us today:

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