



Here are some great tips to help keep fan engagement flowing all month long.

Business Tips

Your clients' own businesses. They ask all kinds of questions throughout the year. Corral some of the most popular questions and share your responses in fun ways, like a Tip of the Week, Instagram story, short, animated video, or top-five blog.

Using Humor

Humor is one of the best ways to create engagement on social media. Here are some ways you can leverage humor, yes, even in accounting. Show a staff member opening a box of what looks like receipts and dropping his/her head to the desk; then post the meme on Facebook, Instagram, or Twitter.

You might also consider showing images of the strangest things people have tried to claim on taxes (here's a great list from Intuit) and put a Yes / No box on the ones they can/cannot claim. This could also make a fun Top-10 video feature.

Simple, But Effective

People love to answer questions. Try asking an open-ended question, such as "If I won the lottery, I would _____?"

Sneak Peeks

Non-accountants may not understand what it means to be "in busy season." So, show them. Photo collages, video clips of the office environment after a hard week, a 10-key with rubbed-

Four Social Media Ideas Your Fans Are Going to Love

off numbers, candles burned out, or weekend casual attire could shed some light.

February is a great month to get engaged (pun intended!). Why not start with your social media fans?

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