STOP POSTING THE SAME THING!

Six Social Media Pillars for Accounting Firms

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THE PROBLEM

Tax tip. Tax deadline. Tax tip. Tax tip. Repeat?

If this sounds like your firm's social media feed, you're not alone — and you're not doing anything wrong. But posting the same type of content over and over is quietly limiting your reach, your engagement, and your positioning.

When every post looks the same, your audience tunes out. The algorithm deprioritizes your content. And potential clients never get to see the full picture of who you are and what you offer.

Accounting firms have so much more to say than tax reminders. The real problem isn't a lack of content — it's a lack of a content framework. Without a clear structure, it's easy to default to what feels safe: tips and deadlines, tips and deadlines.

The good news?
There's a simple six-pillar approach that gives every post a purpose — and keeps your audience engaged all year long, not just in April.

From Business Goal to Social Media Content

A step-by-step process to turn your business goal into the right content.

BUSINESS GOAL

What does the organization need?

Examples

- Increase revenue.
- Generate qualified leads.
- Retain existing customers.
- Introduce a new service.
- Enter a new market.

SOCIAL MEDIA GOAL

What can social media contribute?

Examples

- Build brand awareness.
- Increase engagement.
- Demonstrate expertise.
- Drive website traffic.
- Generate and nurture leads.
- Support customer retention.

CONTENT GOAL

What does our audience need to know, think, feel or do?

Examples

- Learn something new.
- Understand a problem or solution.
- See us as a trusted expert.
- Feel confident or inspired.
- Start a conversation.
- Take a specific action.

CONTENT PILLARS

What recurring categories will help us accomplish that?

Examples

- Education
- Engagement
- Authority
- Behind the Scenes
- Community
- Promotion

TOPICS

What specifically should we talk about?

Examples

- FAQs and how-to advice.
- Industry trends and insights.
- Client success stories.
- Team expertise.
- Community events and news.
- Resources, checklists and guides.

POSTS

How will we turn those ideas into content?

Examples

- Short posts.
- Images and graphics.
- Videos and reels.
- Carousels and step-by-steps.
- Polls and questions.
- Links to articles, guides or events.

THE FRAMEWORK

- Six distinct content pillars give your firm a reason to post beyond tax tips and deadlines. Each pillar serves a different purpose — and together, they build trust, visibility, and connection with your audience.

- Rotate through these six pillars and you'll never run out of relevant, valuable content to share.

The Six Content Pillars

A balanced mix of content keeps your social media relevant, useful, and interesting.

Education

Teach and inform your audience. Share helpful information, tips, and how-to guidance.

EXAMPLES

- How-to posts.
- FAQs.
- Checklists.
- Tips and best practices.
- Common mistakes to avoid.



Engagement

Start conversations and invite your audience to interact. Ask for opinions, ideas, and experiences.

EXAMPLES

- Questions.
- Polls.
- This or That.
- Fill in the blank.
- Opinions and discussions.



Authority

Showcase your expertise and unique point of view. Share insights, analysis, and thought leadership.

EXAMPLES

- Original insights.
- Trends and analysis.
- Case studies.
- Expert commentary.
- Data and research.



Behind the Scenes

Give a look inside your business. Show your process, people, and culture.

EXAMPLES

- Team photos.
- A day in the life.
- Work in progress.
- Tools and resources.
- Office, event or project highlights.



Community

Highlight the people, partnerships, and causes that matter. Celebrate wins and build relationships.

EXAMPLES

- Client spotlights.
- Partner features.
- Testimonials.
- Community involvement.
- Events and industry news.



Promotion

Encourage your audience to take a specific action. Share your services, resources, events, and offers.

EXAMPLES

- Blog content.
- Resource downloads.
- Webinars or events.
- Service highlights.
- Clear calls to action (e.g., learn more, register, download).



OBJECTIVES

Teach & Build Trust: Use Education posts to explain one useful concept (e.g., profit vs. cash flow), and Authority posts to share your expert perspective on what makes a business financially healthy — not just growing.

Connect & Convert: Use Promotion posts to address real client problems and include a clear CTA, Community posts to spotlight local businesses, and Behind the Scenes content to show the people behind your firm.

ENTERTAINMENT: MAKE THEM SMILE

Things small business owners say that make accountants nervous:

- "I've been keeping track of everything in my head."
- "It's fine — I'll sort it out in April."
- "Wait, that's a business expense, right?"
- "I mixed some stuff in one account, but it's easy to fix."

Humor builds connection.

When your audience laughs, they remember you.



EDUCATION PILLAR

"Profitable on paper. Short on cash?" Profit and cash flow are not the same thing. A business can show strong net income on paper while struggling to pay its bills. Revenue is recorded when earned — not when cash arrives. Understanding the difference helps you make smarter, faster decisions.



AUTHORITY & EXPERTISE



"A growing business isn't always a financially healthy business." Revenue is vanity, profit is sanity — but cash flow is reality. We help clients see the full picture, not just the top line.

We recommend monthly financial reviews to track cash flow, margins, and debt ratios — not just year-end tax prep. Proactive guidance is how we protect the businesses we serve.

PROMOTION

"Still making decisions with last month's numbers?"

Your clients deserve real-time insight — not outdated reports. Show them you can provide timely, accurate financials that drive smarter decisions.

Start with their pain point, then invite action: Book a consultation and see what current numbers can do for your business.



COMMUNITY

1. Celebrate the people and businesses around you. Post a shoutout to a local business you admire or a client milestone worth recognizing. Example: 'Tag a local business that deserves more recognition.'

2. Highlight community events, local causes, or small business wins in your area. Your firm is part of the community — let your feed reflect that. People connect with firms that genuinely care about their neighbors.

3. Community posts build goodwill and expand your reach organically. When you tag a local business, they often share it — putting your firm in front of a brand new audience without spending a dollar on ads.

BEHIND THE SCENES

Outside tax season, your team is still deep in it — advising on cash flow, reviewing financials, planning for Q4, and helping clients make smarter decisions year-round.

Show your audience the real work:

- the strategy sessions,
- the client check-ins,
- the team culture.

People connect with people — not just tax tips.







Where Content Ideas Come From

Look inside and outside your business for topics that support your goals.

INTERNAL

Ideas from inside your business.

You already have valuable content in your people, processes and day-to-day work.

Your People
Team expertise, employee spotlights, Q&As, career stories.

Your Process
How you work, behind the scenes, what makes your approach different.

Client Questions
Common questions, misconceptions, real client scenarios (anonymized).

Your Content Library
Turn blog posts, presentations, FAQs, and emails into social posts.

Your Results
Success stories, tips, lessons learned, trends you're seeing.

CONTENT IDEAS

Combine internal and external ideas for a steady flow of relevant content.

EXTERNAL

Ideas from what's happening around you.

Your industry, audience and the world provide endless opportunities to create timely, relevant content.

Your Audience
Pain points, goals, challenges, and questions they're asking.

Industry Trends
News, changes, data and insights relevant to your audience.

Your Community
Local events, partnerships, causes and organizations you support.

Seasonal & Timely Topics
Holidays, awareness months, tax deadlines, industry events and trending conversations.

Competitor & Market Insights
What others are talking about, gaps you can fill, and different perspectives you can offer.

Content Intent Matrix

Match your content to what you want it to do, not just what you want to say.

Content Intent	Purpose	What It Does	Example Post (Social Media)	Common Formats
Awareness Get in front of new people.	Introduce your brand, services or expertise to a broader audience.	• Increases reach • Builds brand recognition • Attracts new followers	 Small changes can make a big difference in your business. Here are 3 things to consider this quarter.	• Eye-catching graphics • Short videos • Thought-provoking questions • Infographics
Education Teach and inform your audience.	Provide useful information that helps your audience solve a problem or learn something new.	• Builds trust • Positions you as a resource • Supports future buying decisions	 5 quick tips to make your next budget review more effective. (And yes, #3 is the one most people miss.)	• How-to posts • Checklists • Carousels • Short educational videos • FAQs
Engagement Start a conversation and involve your audience.	Encourage comments, shares and interaction with your content.	• Increases visibility • Builds community • Provides insights into your audience	 What's the biggest challenge you're facing this month? I'd love to hear your thoughts.	• Questions • Polls • "This or That" posts • Behind-the-scenes • User-generated content
Authority Showcase your expertise and unique point of view.	Share insights, opinions and experiences that demonstrate your knowledge.	• Builds credibility • Differentiates you • Attracts ideal clients, partners or opportunities	 More revenue isn't always the answer. Here's why sustainable growth is more important than fast growth.	• Thought leadership posts • Opinion pieces • Case studies • Client success stories • Original research or data
Community Build relationships with your audience and network.	Highlight people, partnerships, events and shared experiences.	• Strengthens relationships • Humanizes your brand • Increases loyalty and advocacy	 Proud of our team for volunteering at the local food bank this week. Giving back is part of who we are.	• Team photos • Event recaps • Partner or client spotlights • Community involvement • Milestones and celebrations
Promotion Drive a specific action.	Encourage your audience to take the next step.	• Drives website traffic • Generates leads or sales • Increases event or offer participation	 Download our free guide: 10 Things to Consider Before Year-End. Get practical tips you can use now.	• Product/service highlights • Lead magnets • Event invites • Client testimonials • Clear calls to action

The Promotional Trap

Social media works best when you give value and earn attention before you ask for something.



Promotion isn't the problem.
Imbalance is.

The Sneaky Promotional Trap

Looks educational, but it's really a sales pitch.

Riverside Financial Group
12,450 followers
3d •
+ Follow

5 Tax Planning Tips for Business Owners

Year-end is a great time to review your tax strategy. Here's one important tip: consider your business structure.

Want to learn the other four tips?
Contact us to schedule a consultation.



Like Comment Repost Send

Only one vague tip. Doesn't provide real value.

Pushes for a sale. Asks the audience to contact them for the rest.

Primarily about the firm's goal. The main purpose is to generate inquiries, not to educate.

Why it's promotional

It gives very little information and quickly asks the audience to take action, making it primarily a marketing post.

VS.

Educational and Helpful

Same topic. Provides real value and builds trust.

Riverside Financial Group
12,450 followers
3d •
+ Follow

5 Tax Planning Tips for Business Owners

Here are five ideas to help you finish the year strong and position your business for what's next.



Like Comment Repost Send

Delivers real value. Provides all five tips with useful context.

Helps the audience. Offers practical information they can use right away.

Encourages ongoing engagement. Saves the post for future reference instead of asking for a sale.

Why it works

It educates, builds trust, and positions the firm as a helpful resource, while still supporting longer-term marketing goals.

A Simple Monthly Social Media Plan

2 POSTS / MONTH	**EDUCATION**	Explain a useful concept: cash flow vs. profit, quarterly estimates, or reading a P&L. Keep it simple and actionable.
1 POST / MONTH	**AUTHORITY & EXPERTISE**	Share a recommendation, a common mistake, or an accountant's professional perspective. Show what you know.
1 POST / MONTH	**ROTATING PILLAR**	Choose Entertainment, Promotion, Community, or Behind the Scenes. Rotate monthly to keep content fresh.

Four manageable posts. Six pillars. One consistent presence.

CONCLUSION

Don't ask 'What should we post?'

Instead, ask: 'What should this post accomplish?'
Every post should serve a clear purpose tied to one of your six pillars.

Before you schedule your next post, ask yourself:
'Which pillar is missing?'

A balanced content strategy builds trust, authority, and connection — consistently.



Thanks for watching!

