



Social Media Quick Tips



Twitter
740 followers as of 3/22/11

- **Follow:** @AAMHQ and consider following who they are following
- **# tags:** Use #AAMKT for accounting marketing related tweets and #AAM11 for Summit related tweets
- **RSS feeds:** Subscribe so that you can get tweets pushed to you automatically
- **Search:** Hash tags to see related tweets or view live tweets from AAM sponsored CPE sessions
- **Create Lists & Stay Connected:** Use Twitter to create a list of AAM members/accounting marketers and helpful if you follow a lot of people
- **You'll Find:** Industry and association info, resources, research, educational offering, chapter and association announcements
- **Link & Share:** To slide decks for presentations and articles
- **Engage:** Ask questions to start conversation around a specific topic
- Take an opinion poll



LinkedIn
Association for Accounting Marketing (AAM) Group
1,252 Members as of 3/22/11

This group is open to more than just AAM members and is a forum for anyone interested in accounting marketing or learning about professional services marketing. Since it's public and there are more than members involved, it may be better to post certain questions to the AAM discussion list instead, which is open to members only and is used by those who may not be engaged in social media).

- **Follow:** AAM Headquarters announcements/events, discussions for insight, ideas, best practices
- **Post:** Questions for advice from experienced accounting marketers
- **Participate:** Use discussions to share your knowledge/expertise with other AAMers
- **LinkedIn Updates:** Track people in their career & activities – identify opportunities to network
- **Recommendations:** Give/Get recommendations for your profile
- **Status Updates:** Post updates/announce your speaking engagements, firm/industry events
- **Applications:** Post your presentations using the Slide Share application and use the event application to create, invite and track RSVP's



Facebook
367 followers as of 3/22/11
(Facebook followers of AAM site are non-AAM members also)

- **Stay Informed:** AAM events, news, contests, publications
- **Post:** Information about your firm, your best practices, awards, recognition, speaking engagements, presentation slide decks
- **Like:** Firms or companies with Facebook pages should "Like" the AAM page to receive AAM posts