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2010 Survey Shows Accounting Firms are Going Social

It is no surprise that calculated strategy is central to how accounting firms approach marketing and communications. But what may surprise you is that accounting firms have embraced social media as a standard tool for communications. They are using it to not only communicate with clients but also are using it to build business. In spite of the risks that social media presents such as technology security, and employee distractions, accounting firms are embracing this new media with enthusiasm and confidence.

A recent study conducted by the Association for Accounting Marketing (AAM) found that approximately 60% of the firms surveyed are participating in social media and 42.8% have written social media policies to guide employees and govern its use.

The survey responses were received from accounting marketing professionals across the United States. Questions were posed regarding all of the major social media applications including Facebook, You Tube, Twitter, LinkedIn and blogs. LinkedIn emerged as the leading application used by accounting professionals with 76% of firm using LinkedIn and of those not using LinkedIn, 60% have a plan to establish an account. According to Alice Grey Harrison, AAM member and Marketing Communications Manager for Dixon Hughes PLLC, the largest accounting firm headquartered in the Southern U.S., "LinkedIn has been identified as a valuable way to connect with prospects, clients and previous employees. We encourage the use of LinkedIn by providing web-based on-demand training to help our employees establish their profile and get started making connections."

Accounting firms are using social media for a variety of purposes including client communications, thought leadership, recruiting, creating alumni networks, public relations, brand development, business development and employee communications. Regardless of the accounting firm's size or focus, this study shows that social media has emerged as a credible way to communicate brand and messaging.

A copy of the 2010 Association for Accounting Marketing Social Media Survey is available by contacting Pete Pomilio 856-793-0806 or ppomilio@ahint.com.

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The Association for Accounting Marketing is the only association in the country formed specifically to provide accounting marketers with the tools for professional growth and success. The association's more than 800 members are comprised of marketing professionals, CPAs, consultants, vendors, educators and students who seek to expand the business of public accounting. Since 1989, AAM has provided members with the information, resources and market intelligence needed to excel and grow in their careers. To learn more about AAM, please call 856-793-0806 or visit accountingmarketing.org.