

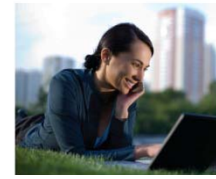
Harnessing the Power of Social Media in Your Firm

Facilitated by:
Tamera Loerzel
February 23, 2011

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Our Agenda



- Discuss and demonstrate the real-life applications of LinkedIn and Facebook for networking, marketing, and recruiting, including:
 - Using the power of LinkedIn to expand your knowledge of prospects and clients and using connections to find a “warm way in” to target companies
 - Building relatedness by sharing your firm’s culture and staying in touch with people across borders and over time with Facebook

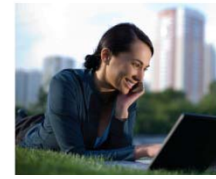
Your Participation in Social Media?



- How many of you have:
 - Created a LinkedIn account but haven't done much since
 - Added over 50 connections on LinkedIn
 - Created your firm's profile on LinkedIn
 - Have a personal profile on Facebook and have made some friends
 - Created your firm's profile on Facebook
 - Send tweets on a weekly basis (at a minimum)
 - Have a firm blog
 - Posted a video to You Tube

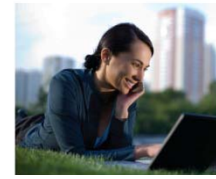
SHARING

What Is Social Media?



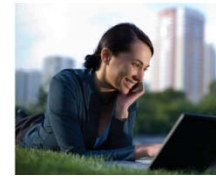
- **Social media** describes the online technologies and practices that people use to share opinions, insights, experiences, and perspectives and to develop or participate in communities

Go Where The People Are



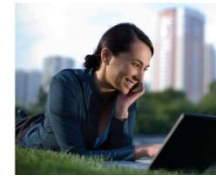
- If you want to reach people, you have to go where they are gathering
 - With **500 million users**, 50% of whom are logged in on any given day, Facebook could be the **4th largest country in the world**
 - LinkedIn has **over 90 million members**, most college educated and over 35 years old, representing **more than 200 countries** and **executives from every Fortune 500** company
 - Twitter has **175 million users**, with **300,000 new users signing up every day**, and **95 million tweets per day**

Why Do You Have to Be There?



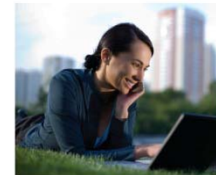
- Some social media successes firms experience (including your competitors!) include:
 - Building brand strength through thought leadership
 - especially in defined niches
 - Writing blogs as we discussed
 - Joining groups on LinkedIn (or starting a group!)
 - Replying to discussion forums
 - Sharing information by tweeting it
 - Building their networks and therefore finding “warm” ways into potential clients

Why Do You Have To Be There?



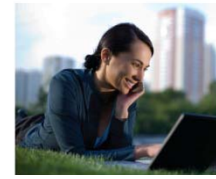
- Using it for target account selling
- Winning more opportunities using information gained about contacts to influence pursuit strategies
- Recruiting candidates
 - LinkedIn is THE place professionals are going to find new career opportunities
 - Facebook is effective in recruiting college graduates and Gen Yers
- Improving firm search engine optimization
 - Your social media pages drives more traffic for your firm and ultimately increases your “page ranking” in searches

LinkedIn

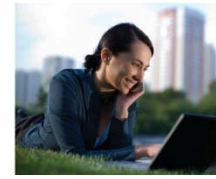


- LinkedIn is an online, professional social networking community designed to help you
 - Make connections with other business professionals
 - Stay in contact with the people in your network
 - Research companies and individuals for business development and recruiting purposes

Facebook



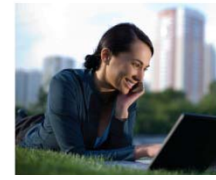
- Facebook is an online social networking tool that you can use to:
 - Help you connect with other people – both personally and professionally
 - Engage in a two-way dialogue with your “friends” via status updates, comments, wall posts, discussion forums and groups
 - Stay in contact with people over time and across geographies
 - Brand your firm as a “great place to work” – especially for the “young!”



LinkedIn and Facebook Demo

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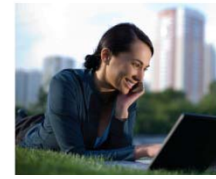


Next Steps

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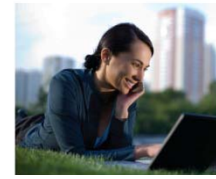


Social Media Strategies



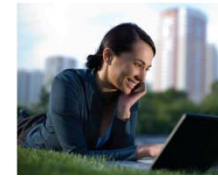
- Promote your firm and encourage your team to embrace social media
 - Start by training all partners and managers about the various mediums and the WIIFM for them
 - Building your social media presence with LinkedIn
 - Encourage all managers and partners to develop their page and link to your firm page
 - Consider providing a checklist for completing profiles, along with standard text
 - Offer web-based or in-office training
 - Teach them the “protocols” and tips of using it
 - Create a private firm group and start using communications features available there

Social Media Strategies



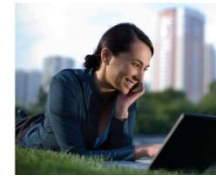
- Then create a strategy for a firm Facebook page that will be maintained regularly
 - This would be for HR purposes – existing and prospective staff
 - This can be delegated to younger team members once design is set and intention clear
 - Consider use of You Tube for employee and recruiting related videos (again – young people can drive this!)
 - Later, you can develop a corporate Facebook page to promote community involvement and invite clients to participate
- Integrate Facebook and LinkedIn to a firm Twitter account
 - Establish a clear owner and determine your commitment to use it as it is something you want to keep current (perhaps weekly posts)

Provide Guidance



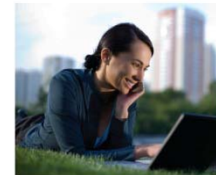
- Add social media guidelines to your Internet policies
 - IT department should provide guidance on server bandwidth, spam filters, security issues and other precautionary measures
 - Consider using something like Websense that can provide tracking of how people are using these sites, too
 - We would caution you from trying to control – instead think of motivate and leverage!

What's Your One Commitment?



- Pick one action you will commit to so you can utilize one of the social media technologies more or add a new technology to your social media mix:
 - Use LinkedIn and discover the personal networking benefits
 - Create a corporate page on LinkedIn or Facebook
 - Integrate your status updates to hit all the social media technologies you're using
 - Promote your firm's events and news
 - Research companies you want to target for your prospecting efforts
 - Create a social media policy
 - Teach your team about these powerful technologies
 - Other?

Thank You!



- Contact us at anytime and join us on one or all of our social media technologies!

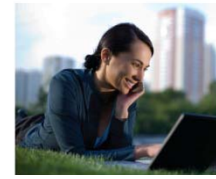
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<http://www.linkedin.com/in/tameraloerzel>

<http://twitter.com/tameraloerzel>

Connect to Us!



- Connect to the rest our team at:

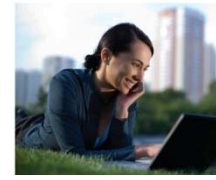
- Facebook:

- <http://www.facebook.com/convergencecoaching>

- LinkedIn:

- www.linkedin.com/in/jenniferwilsonprofile
 - www.linkedin.com/in/jacklee
 - www.linkedin.com/in/michellebacaprofile
 - www.linkedin.com/in/kristaremer
 - www.linkedin.com/ruthleerichter





Resources

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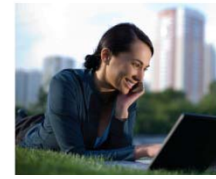


ConvergenceCoaching Resources



- ConvergenceCoaching's web site includes articles and tools on these topics
 - www.convergencecoaching.com
- Visit our blog for posts on leadership, business development and HR topics:
 - <http://blog.convergencecoaching.com>
- Visit our Learning Center for self-study online courses, web seminar schedule and Leadership, Marketing and Business Development Toolsets
 - www.convergencelearning.com

Resources



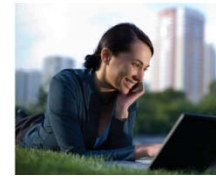
- Books:
 - [Groundswell: Winning in a World Transformed by Social Technologies](#) by Charlene Li and Josh Bernoff (Harvard Business Press, 2008)
- Websites:
 - 100+ Resources to Boost Your Social Media Savvy in 2009: Top Tips & Advice from the Experts
 - <http://www.interactiveinsightsgroup.com/blog1/100-resources-to-boost-your-social-media-savvy-top-tips-advice-from-the-experts/>
- Arising Group
 - www.arising.com
- Even Human Resources Wants Twitter
 - <http://www.marketingvox.com/even-hr-wants-twitter-045749/>

Resources



- LinkedIn Hiring Solutions
 - <http://www.linkedin.com/hiring?trk=hshome>
- Social Media Governance: Empowerment with Accountability
 - <http://socialmediagovernance.com/policies.php>
- Social Media Legal Risks
 - <http://xcentric.com/blog/socialmedialegal>
- The CPA Technology Advisor
 - www.cpatechnologyadvisor.com
- Ten Ways to Use LinkedIn by Guy Kawasaki
 - <http://blog.linkedin.com/blog/2007/07/ten-ways-to-use.html>
- Wikipedia: The Free Encyclopedia
 - www.wikipedia.com

CPA Firm Examples



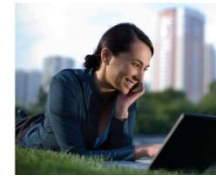
- Facebook:

- Barfield, Murphy, Shank & Smith, P.C. – Birmingham, AL
- Caturano and Company – Boston, MA
- Mengel Metzger Barr & Co., LLP – Rochester, NY
- Somerset CPAs, P.C. – Indianapolis, IN
- Grant Thornton Careers
- Kennedy & Coe

- LinkedIn:

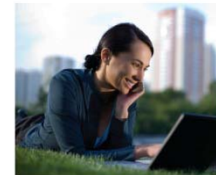
- Hartman Leito & Bolt, LLP – Fort Worth, TX
- Beard Miller Company – Reading, PA
- Cross, Fernandez, & Reiley, LLP – Orlando, FL

Blog Examples



- CPA Firm Technology Blog
 - <http://blog.bftcpa.com/2007/07/index.html>
- Maryland Association of CPA's Blog
 - www.cpasuccess.com
- Somerset CPAs has a corporate blog, Somerset Success Strategies at:
 - <http://www.somersetcpas.com/wordpress>
- Top 50 Accounting Blogs
 - <http://www.mbaexplorer.com/blog/2008/08/the-numbers-top-50-accounting-blogs/>
 - <http://onlineaccountingcolleges.com/2009/top-50-blogs-for-accountants/>
- The Eyeshade
 - www.theeyeshade.com

Social Networks



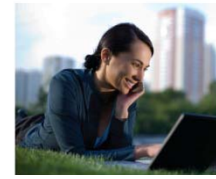
- Facebook
 - www.facebook.com
- LinkedIn
 - www.linkedin.com
- Plaxo
 - www.plaxo.com
- Twitter
 - www.twitter.com

Blog Tools



- Blog Spot
 - www.blogger.com
- TypePad
 - www.typepad.com
- WordPress
 - www.wordpress.com
- Hipcast
 - www.hipcast.com

Resources



- You Tube CPA-Related Videos:

- <http://socialnomics.net/2009/08/11/statistics-show-social-media-is-bigger-than-you-think/>
- <http://www.yhbcpa.com/Community/HeritageCulture/tabid/107/Default.aspx>
- <http://www.youtube.com/watch?v=lq0neyJobUg> (FUN KPMG VIDEO)
- <http://www.youtube.com/watch?v=YZcQZk1bH4o>
- http://www.youtube.com/watch?v=jNMkil9qh_g
- http://www.youtube.com/watch?v=A5XagT8ek2U&feature=PlayList&p=9662FEC74923F83A&playnext=1&playnext_from=PL&index=12 (Barfield)
- <http://www.youtube.com/watch?v=8i9RP8ievho&feature=pyv&ad=3872259131&kw=accounting> (Deloitte)