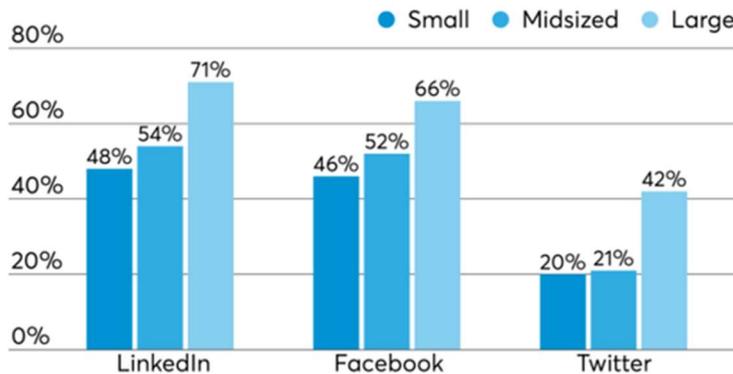


How Many Small, Medium and Large Accounting Firms Use Social Media?



Source: Accounting Today 2019 Year Ahead Survey

This figure is sure to grow in the coming years, as social media platforms help businesses establish reputable images [...]

11 Accounting Trends for 2020/2021: New Forecasts & What Lies Beyond?

1. AUTOMATED ACCOUNTING PROCESSES

Automating¹ more accounting processes is a key trend in the industry. Automation eliminates confusion and minimizes errors, which is why companies are more inclined to invest in automated solutions. Since the process relies heavily on computers, businesses face the risk of falling victims to fraud and compromised security. These led to an increased demand for internal auditors to check for any data inaccuracies². Thus, there is no need for in-house accounting services³ to worry about getting replaced by bots. [...]

7. UTILIZING SOCIAL MEDIA

The effects of social media encompass different industries. And the accounting industry is one of those. The use of social media in various industries helps improve brand awareness⁴, increases sales, and drive website traffic. For accountants, it is quickly becoming a powerful branding and sales tool that boosts their exposure demonstrates their expertise and provides many opportunities to learn more about the industry.

An effective social media strategy can contribute to the profitability of a business. Social media sites like Facebook, Twitter, LinkedIn, blogs, and community forums help businesses keep in touch with clients. Accounting firms also benefit from monitoring competitors⁵ and industry trends. As far back as 2014, about 77% of accountants already use social media as part of their marketing and branding strategy.

¹Automating = l'automatisation

²Inaccuracies = manques de précision, erreurs

³In-house accounting services = les services comptabilité en interne

⁴Brand awareness = notoriété commerciale

⁵monitoring competitors = de la surveillance des concurrents