

# Communicating with Licensees and the Public

Presented by:  
NASBA Communications Committee  
Regional Meeting Breakout Session – 2011  
Jeff Chickering, Chair

## NASBA COMMUNICATIONS COMMITTEE CHARGE

*“Develop and promote innovative and unique programs and methods for communications by state boards of accountancy and NASBA with other agencies, consumers, the CPA profession, related professionals and legislative bodies.”*

## NASBA COMMUNICATIONS COMMITTEE OBJECTIVES 2010-2011

### SOCIAL MEDIA SUBCOMMITTEE

Continued from 2010, the subcommittee has centered its efforts on enhancing social media awareness and outreach initiatives for state boards of accountancy.

Members: Lisa Hearne, Chair (NC), Nicole Kasin (SD), Jim Abbott (ND), Lisa Stickel (TN), Sally Flowers (CA)

### TARGET AUDIENCE STRATEGIES & TOOLS (TAST) SUBCOMMITTEE

Formerly the Macro Issues subcommittee, TAST identifies ways in which state boards and NASBA can better communicate both purpose and function to target audiences including: candidates, professional groups, regulatory bodies and the public.

Members: Sandra Suran, Chair (OR), Mark Hobbs (SC), Leonard Sanchez (NM), Michael Comer (OH)

### IN-REACH SUBCOMMITTEE

This newly established initiative is responsible for reaching out to fellow NASBA Committees to identify opportunities for collaboration in an effort to collect feedback on related issues impacting state boards of accountancy.

Members: Jim Abbott, Chair (ND), Ed Rudert (NY), Melvin Bush (CO), Nicole Kasin (SD)

## HOW IS YOUR STATE BOARD CONNECTING WITH LICENSEES & THE PUBLIC?



## CREATIVELY COMMUNICATING WITH A LIMITED BUDGET. . .

- ELEVATOR SPEECH
- PRESS RELEASES
- MASS EMAILS
- SOCIAL MEDIA CHANNELS

### ELEVATOR SPEECH...30-SEC COMMERCIAL



- An “elevator speech” or “30-sec commercial” is a well-practiced overview/description about an idea, product, service or organization that anyone in any business should be able to understand in the time it would take to ride up an elevator.
- This is a great way to help others understand the purpose and function of your State Board.

## ELEVATOR SPEECH...30-SEC COMMERCIAL



### Instead of . . .

I am \_\_\_\_\_ the Director or Board Member with the \_\_\_\_\_ State Board of Accountancy (this may receive a blank look back from the individual in the public you are dealing with).

### Try using . . .

Are you familiar with a doctor receiving a license to practice medicine? I do the same for the public with a board known as the \_\_\_\_\_ State Board of Accountancy. State Accountancy Boards license Certified Public Accountants (CPAs), protect the public in regards to those licensed as CPAs and also regulate the practice of public accountancy.

## PRESS RELEASES

A written communication prepared for distribution to the media for the purpose of announcing newsworthy information to targeted audiences/general public. Preparation is simple and distribution is FREE!



### ▪ Basic Components of a Press Release:

- **Headline:** used to grab the attention of journalists and briefly summarize the news.
- **Dateline:** contains the release date and usually the originating city of the press release.
- **Introduction:** first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.
- **Body:** further explanation, statistics, background, or other details relevant to the news.
- **Boilerplate:** generally a short "about" section, providing independent background on the issuing company, organization, or individual.
- **Close:** in North America, the symbol "-30-" or ### appears after the boilerplate or body and before the media contact information, indicating to media that the release has ended.
- **Media contact information:** always include the name, phone number, email address for the PR contact person.

## PRESS RELEASES & MASS EMAILS



### COMMON USES BY STATE BOARDS

- To communicate general Board announcements to media and public.
- To formally announce names of candidates who successfully pass the CPA Examination.
- To introduce new board members and elected officers.
- To inform public of licenses relinquished.
- To announce when State Board members are appointed to NASBA Committees and/or elected offices.
- To announce renewal reminders.

## SOCIAL MEDIA



### COMMON USES BY STATE BOARDS

- Increase awareness of Board's mission and function
- Post Calendar of Events
- Announce CPA Exam score releases
- Recognize Candidates who successfully pass the Exam
- Post updates and timely articles regarding the accounting profession
- Introduce public to Board staff
- Remind CPAs about license renewal deadlines

## COMMON SITES USED BY GOVERNMENT AGENCIES



**Blogger**



**YouTube**



**Facebook**



**Flickr**



**Twitter**



**RSS Feed**

And some new ones....



**Scribd.com**

**UStream.tv**

## Facebook - FREE



Facebook is a Social Network

- Post your status in 420 characters or less
- Business pages have 'fans', not friends
- Share your photos or videos
- Send direct messages
- Notify fans about events or meetings
- Comment on anything
- Redirect fans to your organization's Website

## Twitter - FREE



Twitter is a Micro-blog

- 140 character limit
- Sign up and "follow" posters
- Post "tweets" about anything
- Include links to other information
- Send / receive via Web or mobile device
- RT (retweet) & D (direct message) & @ (public replies)
- Can link with FB page for consistency

## Social Media Resources\*

**RSS Feeds:** [feedburner.com](http://feedburner.com)

**Feed Readers:** [feedly.com](http://feedly.com), [reader.google.com](http://reader.google.com),  
[itunes.com](http://itunes.com)

**Blogs:** [blogger.com](http://blogger.com), [wordpress.com](http://wordpress.com)

**Widgets:** [usa.gov](http://usa.gov), [widgets.yahoo.com](http://widgets.yahoo.com),  
[widgetbox.com](http://widgetbox.com)

**Photo Sharing:** [Flickr.com](http://Flickr.com), [webshots.com](http://webshots.com),  
[photobucket.com](http://photobucket.com)

**Video Sharing:** [Youtube.com](http://Youtube.com), [vimeo.com](http://vimeo.com),  
[motionbox.com](http://motionbox.com)

**Live Video Streaming:** [UStream.tv](http://UStream.tv)

**Social Networking:** [Facebook.com](http://Facebook.com), [MySpace.com](http://MySpace.com)

**Twitter:** [Twitter.com](http://Twitter.com)

## Government Resources

**USA.gov:** list of Federal blogs, widgets, and more

**WebContent.gov:** lots of information about social media and government

**GovLoop.com:** Social Network for government employees

**NAGW.org:** National Association of Government Webmasters

**GoWProNJ.net:** Gov't Web Professionals of NJ