



## WHY USE SOCIAL MEDIA?

Has your State Board straddled the fence on whether to venture into the world of Social Media? Listed below are a few best practices that have positioned several State Boards for success when connecting with candidates, CPAs and the public via social media channels such as Facebook, Twitter and LinkedIn.

1. Sharing News of the Board
  - a. Announcing upcoming meetings
  - b. Sharing meeting materials
  - c. Posting press releases and news updates
  - d. Directing FB users back to the Website for additional info
2. Communicating Exam Info
  - a. Informing candidates of grade releases
  - b. Announcing urgent updates
  - c. Posting information on fee changes
  - d. Directing FB users back to the Website for additional info or forms
3. Reaching out to a 'New' Generation
  - a. Connecting with students, candidates and emerging professionals in a more advanced, cost-effective and faster way
  - b. Becoming visual in the social media community
  - c. Educating FB/Twitter users on function of State Board
  - d. Re-directing FB users back to the Website for additional info
4. Controlling the Message to the Public
  - a. Informing FB/Twitter users and the public about the Board
  - b. Having candidates and licensees use the Board's FB page as a resource; not those with incorrect or skewed data (e.g., Another71.com)
  - c. Controlling and maintaining how the Board is perceived by the public

## GETTING STARTED: SETTING UP A FACEBOOK PAGE FOR YOUR STATE BOARD

Creating a business page for your State Board on Facebook is a simple process.

1. Visit [www.facebook.com](http://www.facebook.com)
2. Select the Create a New FB Page option and determine category (Local/Brand Product). Type in Name of Page (e.g., Name of State Board).
3. Fill-in Basic Info (Upload company logo/profile picture, summary, Website, contact information, etc.)
4. Manage Tabs (Location on page where Wall postings, Photos, Videos, and Discussions are featured.)
5. Edit Your Page (Read useful tips, obtain help on various FB topics, etc.)

## SAMPLE SOCIAL MEDIA MESSAGING

In order for fans/followers to develop trust in your brand, it is important to post relevant information and also to regularly monitor your page and respond to Facebook and/or Twitter inquiries in a timely fashion. Whether its 5-minutes or 15-minutes, updating and responding to social media posts can become a quick and easy part of your daily routine.

As a standard practice, social media messaging should be concise, yet impactful. Facebook postings should be written using 420 characters or less. Twitter postings should be written using 140 characters or less. Below are examples of social media messaging used by NASBA and several State Boards that have successfully entered the social media world via Facebook and/or Twitter.

### **ARKANSAS STATE BOARD OF PUBLIC ACCOUNTANCY**

- Certificate Ceremony will be held May 21 at the State Capitol Rotunda at 10:00 a.m.
- The Board voted on Friday, April 29th to pursue online score reporting from NASBA. Be looking for further information, as we head toward making Exam score reporting easier for our candidates!

### **CALIFORNIA BOARD OF ACCOUNTANCY**

- Posting a link to a related article...



[Report sees strong hiring demand for accounting graduates  
www.macpa.org](http://www.macpa.org)

- Can't make it to the CBA meetings this week? Watch the webcast @ <http://www.cba.ca.gov/webcast/>
- Welcome to Ask the Experts! If you have any questions, we're here to answer them.

### **NORTH CAROLINA STATE BOARD OF CPA EXAMINERS**

- Tax season is over, William and Kate are married, so no more excuses for not renewing your NC CPA license online at [www.nccpaboard.gov](http://www.nccpaboard.gov)
- The clock is ticking...renew your NC CPA license online at [www.nccpaboard.gov](http://www.nccpaboard.gov) before June 30.
- Agenda for the May 26 meeting is on the website, [www.nccpaboard.gov](http://www.nccpaboard.gov). Meetings are open to the public.
- 67 NC candidates passed the Exam in 11Q1. Read the press release at [www.nccpaboard.gov](http://www.nccpaboard.gov).
- Does the Board have your current email address? When you renew your license online at [www.nccpaboard.gov](http://www.nccpaboard.gov), you will be required to provide an email address. The Board uses your email address for official Board business only...it is not provided to any outside organization, company, vendor, etc.
- Did you know Board meeting are open to the public? Licensees are encouraged to attend.
- Executive Staff headed to Greensboro for the NCACPA's business meeting.
- Questions about CPE? Send an email to [cemery@nccpaboard.gov](mailto:cemery@nccpaboard.gov).
- Unsure about your carry-forward CPE hours? Look up your info in the licensee database on the website, [www.nccpaboard.gov](http://www.nccpaboard.gov). Contact [cemery@nccpaboard.gov](mailto:cemery@nccpaboard.gov) with questions about CPE.
- Hate to nag, but have you renewed your NC CPA license yet? No? It's easy...go to [www.nccpaboard.gov](http://www.nccpaboard.gov) and click on the online renewal link.

## **SOUTH DAKOTA STATE BOARD OF ACCOUNTANCY**

- The agenda and materials for the Board meeting on 5-13-11 are posted on our website at [www.accountancy.sd.gov](http://www.accountancy.sd.gov)
- AUD scores for the 1st quarter were released today by the AICPA to NASBA. Go to the Notes tab and read the Advisory Score Release information.
- The Board office will be closed on Monday, January 17, 2011, in observance of Martin Luther King Jr. Day.
- From the NASBA twitter account.... Candidates who sat for the exam in the 1st window for 2011, scores are expected to be released during the last week of March, no specific date has been given.

## **TEXAS STATE BOARD OF PUBLIC ACCOUNTANCY**

- License renewals that are due June 30, 2011 can now be completed online.
- CPA Exam scores for the Auditing and Attestation (AUD) section are available for review.
- Swearing-in Ceremony set for June 18, 2011 in Austin
- Review Educational Requirements for the CPA Examination that are Effective July 1, 2011 – <http://www.tsbpa.state.tx.us/info/2011032102.pdf>

## **NASBA**

- Thanks to the upgrade in equipment at the Guam Testing Center and newly-opened Call Center, NASBA and Prometric will donate 35 computers to Guam's public school system. <http://ow.ly/4VVcV>
- Got a question about the Uniform CPA Exam? NASBA now has extended customer support hours. You now have 16 hours to inquire about or register for (and pay) your Uniform CPA Examination sections! Here's how:  
CPA Examination Services  
800-CPA-EXAM  
615-880-4250
- NASBA is a proud sponsor of the Tee-Off Dinner for [The Jason Foundation, Inc.](#)'s Phillip Fulmer and Charlie Daniels Golf Classic. Good luck to our 4 employees who are playing in the event!

## **USEFUL SOCIAL MEDIA LINKS**

- Facebook Pages Guide: <http://mashable.com/2009/09/22/facebook-pages-guide/>
- "Corporate" Twitter Toolbox:  
<http://m.mashable.com/1806/show/7d06aadc52aeb89e97766a08c0d23f43/>
- Learn LinkedIn: <http://learn.linkedin.com/>
- Why Should I Use YouTube? <http://smallbiztrends.com/2009/05/5-reasons-youtube-social-marketing-strategy.html>