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VOICE OF THE EDITOR

Ten Things Accountants Should Never Do in Social Media

Have you been experimenting with social media and not sure which way to go? Social media guru Mark Lee shares his rules for accountants who are dabbling with Twitter, Facebook, LinkedIn, and other social media forums. There's a right way and a wrong way to do this, even though you can pretty much do whatever you want. The idea is to use your time effectively and efficiently, and **today's tips** will help you accomplish that.


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TECHNOLOGY HEADLINES

→ Overcome a Nuance of Excel's Subtotal Feature

Many users rely on the Subtotal feature in Excel to instantly insert totals, averages, counts, or other statistics into a list. As you'll see, the feature is easy to use – until you want to copy or format just the total rows. In this article, Excel guru David Ringstrom explains the nuance so that you'll be in complete control of this feature.



→ Social Media: Ten Things Accountants Should Never Do

If you're an accountant who has been experimenting with social media, this article is for you. It will be of particular interest if you've been disappointed by your social media experiences. And you aren't alone if you started out with unrealistic expectations or misunderstood how social media works.



→ Apple Has Been Accused of Large-Scale Tax Avoidance

Apple, the global technology giant, is under fire from the Senate for tax avoidance on a large scale. On May 21, CEO Tim Cook appeared before the Senate Permanent Subcommittee on Investigations to defend his company's tax practices, including a 2 percent corporation tax rate deal it struck with the Irish government on two of its subsidiaries.



THIS WEEK ON ACCOUNTINGWEB

- **CPAs Mira Finé, Scott Hitchcock, Rob Keasal, Kathy Scorcio, and Ken Travis** offer ten pieces of financial advice for the newest Powerball winner.
- **Hang Bower of BDO USA** and **Dan Black of Ernst & Young** share their perspectives on why their firms made the Best Places to Work for Recent Grads 2013 list.
- **Herbein + Company, Inc. firm members** talked with AccountingWEB about their year-round employee wellness program.
- **Bill Walter of Gross, Mendelsohn & Associates** and **Harold Gaar of TravisWolff LLP** weigh in on mobile technology use while employees are at work.

TIP OF THE DAY

Learn five common mistakes people make when using social media tools and how to avoid them.

[Read more](#)

SPONSORED LINKS

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Learn about the groundbreaking virtual conference that gives you the experience of attending a major national conference without having to travel or leave your office.

JOIN THE DISCUSSION

- Share your tips for getting the most out of social media!

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