

Practice



Monday

Education/Careers



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Tax



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A&A



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Technology



Friday

VOICE OF THE EDITOR

Your Social Media Action Plan

The hardest part about deciding to take a dive into using social media to improve your business is working out a plan. Where do you start? Which social media tools are right for you? How do you measure success? Is anybody listening to what you say? I like to say that the best place to start when venturing down the path of social media interaction is finding out which tools your clients or potential clients are using and connect with them in that space. Elizabeth McMahon, marketing manager for our UK sister site, PracticeWEB, has some **sound advice** that can help you sort out all of the social media issues. [Read more](#)

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WHITEPAPER

**101 Microsoft Excel Tips and Tricks**

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TECHNOLOGY HEADLINES

→ Technology Consultants Must Lead to Succeed

If you're like most software consultants, you're constantly flooded with pitches from vendors about their new products and solutions. With all of this "noise," staying "smart" about what's best for your clients is a never-ending challenge.



→ A How-to Social Media Action Plan for Accounting Firms

Elizabeth McMahon, marketing manager of our sister site, PracticeWEB, has provided a structured framework that can help your firm get the most out of social media tools.



→ LinkedIn Endorsements Have Gotten WAY Out of Hand

I like the idea of endorsements very much, and while I have had some colleagues who know me and my abilities endorse my skills, an endorsement from someone I hardly know or haven't worked with in 10+ years is a bit ridiculous.



THIS WEEK ON ACCOUNTINGWEB

- **Tom Hood and Skip Falatko of the MACPA** explain the benefits of the newly launched XBRL US GAAP Certificate Program.
- **WC&S Managing Partner Frank Savarese** offers tips for successful mergers.
- **IMA President and CEO Jeff Thomson, CMA**, talks about the benefits of obtaining "extra certification."
- **CPAs Jacque Briskey and Josh McIntyre, members of the Alaska Society of CPAs**, discuss their volunteer efforts to promote financial literacy.

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