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VOICE OF THE EDITOR

SPONSORED LINKS

Social Media: Tips for Gaining Followers

Today, SurePayroll President Michael Alter concludes his three-part series on using social media for business with [ten tips for gaining followers on your social media company pages](#). And the National Small Business Association has released the results of its *2013 Small Business Technology Survey*. Of the 845 small business owners who participated in the survey, nearly half reported having been the victim of a cyberattack. Learn more about the IT challenges and concerns small business owners are facing in ["NSBA Survey: Cyberattacks Concern Small Business Owners."](#)



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TECHNOLOGY HEADLINES

→ [Using Social Media for Business Part 3: How to Gain Followers on Your Company Page](#)

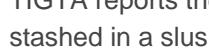
Followership is the key to leadership. In the past, the culture of being a follower was falling in line, which was interpreted as being quiet and doing what you were told. Today, organizations that seek followership do so for much different reasons.

→ [NSBA Survey: Cyberattacks Concern Small Business Owners](#)

The overwhelming majority of small business owners recently surveyed by the National Small Business Association (NSBA) are worried about the security of their IT and online properties.

→ [Xero Raises \\$150 Million to Fund US Expansion](#)

New Zealand-based online accounting software provider Xero said on October 13 it has raised \$150 million to fund a major expansion in the United States.



THIS WEEK ON ACCOUNTINGWEB

→ AICPA announces this year's [accounting curriculum award winners](#).→ Frances St. Cyr, Carol Spencer, and Paul Vanek talk with us about the [Houston CPA Society's CPAs Helping Schools program](#).→ TIGTA reports the [IRS can't account for \\$67 million](#) stashed in a slush fund intended to help enforce the ACA.→ Sarah Hall Ingram [defends IRS on Obamacare](#) during congressional hearings.

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