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their use of social media.

Jan. 15, 2015

A new survey shows that accounting firms are still behind the curve when it comes to their use of social media.

The Social CPAs **2014 SocialCPAs Survey: How Accounting Firms Use Social Media Today**, was conducted by SocialCPAs and Inovautus Consulting probes public accounting firms, state CPA societies, vendors and consultants to the profession to see how they use social media.

With nearly 400 firms participating in the study, the research provides an up-to-date pulse on how the accounting profession uses social media.

“One thing the survey pointed out was the fact that most responding firms are still struggling with the basics,” commented Sarah Johnson Dobek, Founder & President of Inovautus Consulting. “Proof and point, over half of these responding firms and organizations still do not have a written social media policy.”

“It’s shocking how few firms utilize tools and resources that can help them better leverage their social media efforts,” remarked Barry MacQuarrie, founder of SocialCPAs. “Many firms are looking for ROI from their social efforts, but haven’t yet invested in the tools and resources that will help them get there.”

“Social media positively impacts every accounting firm striving for growth,” said Kerry Sullivan-Lechner, president of the Association for Accounting Marketing and marketing director at Anderson ZurMuehlen. “We have a terrific opportunity to learn from these results, increasing both social media training and activity to propel our firms to higher results.”

The full report [can be viewed online](#).

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