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ACCOUNTING & AUDIT

Accounting Top 100 Social Media Leaderboard – Oct. 26, 2022

The Accounting Top 100 social media leaderboard scores and ranks users based on five separate metrics, each of which is weighted according to its perceived value.

Maureen Salahshoor • Oct. 26, 2022

Rank	Player	Power Score
1. ▲ (3)	 Sabrina Cook CPA. Runner. Mom.	46
2. ▲ (12)	 Travis Raml, CPA I'm a Solutions and Growth focused CPA with over 20 years of accounting, tax, consulting (advisory + CFO) exp. My ultimate goal is to help clients achieve New Levels of Growth, Profits, & Wealth.	46
3. ▼ (1)	 Kim Bryant CPA Kim Bryant is a CPA specializing is working with small businesses, helping them save on taxes and increase their wealth.	46
4. ▲ (5)	 Kelly Phillips Erb Tax lawyer, writer, coffee drinker, dirt lover, baker, sports mom. Former southerner who converted mostly for the snow.	45
5. ▲ (7)	 Jason Staats Tax, finance & automation for entrepreneurs and small business owners	45

With the October 17 IRS tax filing deadline in the rearview mirror, we felt some levity was in order for this Leaderboard release. This week we put out a #HotTake and asked our Leaderboard participants to weigh in on if Candy Corn was a yeah or a nay Halloween candy. As anticipated, nearly everyone had an opinion and weighed in with their preference. Be sure to check out some of the reactions below.

Here are some highlights from the latest Top 100...

We couldn't help noticing that **Elizabeth Pittelkow**, [@pittelkow](#) on Twitter, made a huge advance on this week's leaderboard moving 177 spots from #274 to land in the top 100 at #97!

As VP of Finance and HR at **GigaOm** based out Santa Barbara, California, Elizabeth is part of the senior leadership team overseeing budgeting, forecasting, financial reporting, and human resources.

A teacher of business ethics and communication classes nationwide, Elizabeth also showcases her expertise as a writer of ethics and communication articles. She maintains CPA, CITP, and CGMA designations and is a dedicated volunteer with the AICPA and Illinois CPA Society. Elizabeth has been recognized by CPA Practice Advisor and the AICPA as one of the Most Powerful Women in Accounting and shares that she is also proud to represent CPA Practice Advisor's 40 Under 40 group as a thought leader.

Keep up the momentum, Elizabeth! We are honored to have your continued participation in the Top 100 Leaderboard!

Moving on up: Only joining our Leaderboard just a few months ago in June, Sabrina Cook, CPA ([@iragilligan](#) on Twitter), just blew away the competition to land at the #1 spot this week! That's what we call nailing a 10-point landing, Sabrina!

New to the Leaderboard: Joining the Leaderboard in September 2022, Peter Morgan ([@pcjmorgan](#) on Twitter) is a Chartered Accountant and tech advocate working at [@ignitionapp](#). Welcome, Peter!

Check out this week's Leaderboard here: <https://www.rise.global/accounting-top-100/r/2698968>

Social Reactions

Definitely ☐ but only in small quantities. On the other hand, I'll take all the Snickers that you have! pic.twitter.com/3AQXdiP9R6

— Brian Streig, CPA (@cbriancpa) [October 26, 2022](#)

As an Australian is that just coloured popcorn? What is candy corn?

— Kylie Parker (@KylieParkerCA) [October 26, 2022](#)

Candy pumpkins

— Sabrina (@IraGilligan) [October 26, 2022](#)

only if it's hot dog flavored

— Brad Garland, CPA ☐☐☐☐☐☐ (@TaxPoetic) [October 27, 2022](#)

I've no idea what Candy Corn is – but people certainly talk about it a lot!

This is the cake my son entered in the Halloween competition

pic.twitter.com/As176mR5kO

— ☐Heather Smith (@HeatherSmithAU) [October 26, 2022](#)

How the leaderboard works: The Accounting Top 100 social media leaderboard uses an algorithm that scores and ranks users based on five separate metrics, each of which is weighted according to its perceived value. These five metrics are calculated every two weeks and combined to form a Power Score: a 1-100 value based on Rise.Global's Relative Scoring Method. This Power Score determines a user's rank on each new leaderboard release.

Want to see yourself rank even higher?

Remember, a new leaderboard with updated rankings is generated every two weeks, so keep up the great work on social media and watch your ranking climb.

Think you've got what it takes to make the Top 100? [Join for free today!](#)

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