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ACCOUNTING & AUDIT

Accounting Top 100 Social Media Leaderboard – Jan. 18, 2023

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 • Jan. 24, 2023

Rank	Player	Power Score
1. ▲ (10)	 Jason Staats I talk tech & AI for the accounting profession	46
2. ▼ (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
3. ▲ (6)	 Logan Graf Pioneering the tax landscape one tweet at a time.	46
4. ▼ (2)	 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.	45
5. ▲ (11)	 Sabrina Cook CPA. Runner. Mom.	44

We are proud that Avalara's Accounting Top 100 social media leaderboard is made up of a diverse group of accounting industry professionals. Since the launch of this community in 2017, we have all benefited from group members bringing their

communication styles, personalities, experiences, and visions to the table via our bi-weekly leaderboard releases.

Always curious to learn more about our participants, this week we decided to ask them to share titles of books they were reading currently or to share podcast recommendations. Be sure to scroll down this article to read highlights from this thread or click on the [#AccountingTop100](#) Twitter hashtag to read the conversations.

You won't want to miss the highlights from the latest Top 100...

Coming in at #1 this release, is CPA, Jason Staats ([@jstaatscpa](#) on Twitter), Partner at [Brenner & Company, LLP](#), Certified Public Accountants out of Willamette Valley and other locations in Oregon. In addition to overseeing the firm's Managed Accounting arm, Jason refers to himself as an entrepreneur and creator. He shares his passion for the industry with his Automation podcast as well as other endeavors you'll find listed on his [Linktree page](#).

Moving on up: Landing within the top 100 at #91 is Jennifer Bauldic ([@jenniferbauldic](#) on Twitter), after an impressive leap of 131 spots from #222! Jennifer is President and Cash Coach of [Jetstream Administration Inc.](#), based out of Winnipeg, Manitoba, Canada.

John McCarthy, CPA ([@johnmccarthycpa](#) on Twitter) is the founder of [McCarthy Tax Preparation](#), a virtual firm based out of Cincinnati, Ohio which states it was “created for advisors who don't like taxes.” This release, John leaped 108 spots from #205 to land at #97.

Keep up the momentum Jennifer and John, we're happy to have you with us! Check out the latest leaderboard here: <https://www.rise.global/accounting-top-100/r/2700252>

Social Reactions

Been working towards this my whole life ☐ <https://t.co/SVd1QFXfzF>


— Drew Carrick ([@TheRappingCPA](#)) January 18, 2023

Reading? Emails. For podcasts, I recommend [@accountinghighs](#) with [@scottscarano](#) ☐

— Nicole Davis (@wifemomcpa100) January 18, 2023

@automationtown podcast

— Luke Templin (@luke_templin) January 18, 2023

Whatever you're doing, John, keep it up. This is the first time you've placed in the top 100 since you joined at the launch of this community back in 2017! Well done!  pic.twitter.com/B1oNYbtDFU

— Avalara (@avalara) January 18, 2023

Fascinating stuff from Simon Sinek, that I first heard about from Clayton Oates. Some games are finite, with a beginning, an end, & agreed rules. Some are infinite, where the goal is to keep playing: life, marriage, business. But too often we play business like we can "win"

— Megan Genest Tarnow (@MeganTarnow) January 18, 2023

I'm reading Brene Brown's "Rising Strong" book. It's very powerful – all about how to rise up again after you've experienced a failure or disappointment, or something that didn't go as planned. I recommend it for every leader.

— Alison Ball (@iamalisonball) January 18, 2023

Just finished "Rosemary The Hidden Kennedy Daughter"

The book proposes that Rosemary was the most important Kennedy, & her life albeit unconscionably terrible has helped millions across the globe.

I wrote more here: <https://t.co/PqTvLdABpN>

—  Heather Smith (@HeatherSmithAU) January 18, 2023

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 have what it takes to make the Top 100? [Join for free today!](#)

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