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ACCOUNTING & AUDIT

Accounting Top 100 Social Media Leaderboard – March 15, 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 • Mar. 16, 2023

Rank		Player	Power Score
1.	— (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
2.	▲ (3)	 Logan Graf Pioneering the tax landscape one tweet at a time.	46
3.	▲ (17)	 Blake Oliver CPA and Co-host @cloudacctpod	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.	▲ (23)	 Davidleary exploring, challenging, influencing, #SmallBiz Ecosystem Evangelist, co-host @cloudacctpod, husband, dad, ex-@Intuit. ❤️'s: @BuffaloBills, madden,	45

Celebrating five years! In 2018 Avalara launched our Accounting Top 100 Social Media Leaderboard. Our goal was to create a community of accounting professionals on Twitter to enable networking through engaging conversations and friendly competition. We are pleased to see that this leaderboard has grown to 829 members and continues to be a community of support and friendship, while increasing awareness of the accounting profession. Thank you to all who have been with us since the beginning and to those who have joined us along the way!

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

We're keeping an eye on **Heather Satterley, CPA** ([@hsatterley](#) on Twitter) from Portsmouth, Rhode Island, who this week took a giant leap of 254 spots from #334 to land at #80!

Satterly Training & Consulting recently joined the [GrowthLab Finance-as-a-Service](#) team with the mission to provide process optimization services for customers to be able to simplify, automate, and standardize their finance, data, and accounting operations. Co-host of the webinar series [QB 'Appy Hour with Liz and Heather](#), Heather is well-known in the accounting field. A seasoned Quickbooks Pro Advisor, she has built solid relationships within the [Intuit Accountants](#) community. Heather organized the first [#AppyHourCamp](#) that was attended by over 60 accounting influencers at the highly successful Tax Advisor Summit in San Diego this September.

We are honored to have Heather's continued participation in the Top 100 Leaderboard!

Moving on up: [Aaron Berson, CPA](#) and consultant with [Fringe Advisory Co](#) out of New York who advanced to #63 from #287, a move of 224 spots!

Newest to the Leaderboard: [Scott Patterson](#) EA, CFP® Financial Advisor/Senior Accountant with [Core Financial Resources](#) out of Greenville, South Carolina.

Check out this week's Leaderboard here: <https://www.rise.global/accounting-top-100/r/2701252>

Social Reactions

Was it the [#SVB](#) chair or the [@FoggedIn_MEG](#) initiated love fest that popped me up the leaderboard? <https://t.co/5cabzm3UaB>

— Megan Genest Tarnow (@MeganTarnow) [March 15, 2023](#)

It's crazy that [#AccountingTop100](#) has been around for 5 years.

<https://t.co/BOEPOIn8Ao>

— Caleb L. Jenkins, EA, CQP (@CalebLJenkins) [March 15, 2023](#)

Thank you, [@avalara](#)! Five years already! Wow! If sharing is caring, you inspired us to share more by having this leaderboard. Thanks so much!

Inspired to be part of this and be with so many talented people on the [#AccountingTop100](#) leaderboard! <https://t.co/zbGAUX1ETp>

— Hitendra R. Patil (@HitendraRPatil) [March 15, 2023](#)

Wow! 5 years already! Time flies doesn't it!

— Alison Ball (@iamalisonball) [March 15, 2023](#)

Just joined the race to the top of the [#AccountingTop100](#), cautiously optimistic I'll crack top 100 in less than 90 days ☐

— Tyler S. Clark ☐ (@DreamFirms) [March 15, 2023](#)

829 members ☐☐

— Kelly G ☐ (@TotallyKellyG) [March 16, 2023](#)

Honored to be included in this list! Now I need to gamify it lol!! Here we go!!

— Aaron Berson (@AaronBerson) [March 16, 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've got what it takes to make the Top 100? [Join for free today!](#)

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