

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

online is a different experience. These three strategies can help you network more effectively and with confidence.

Joeseeph Graziano • Jan. 23, 2024



Networking is essential for *every* accountant, and in the digital age, it's easier than

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

1. Be Active on the Right Social Media Platforms

Social media is an excellent tool for networking online. At least **40%** of *all* internet users use social media for work purposes.

But for social media to be an effective networking tool, you must focus on the right platforms.

- LinkedIn and X (formally Twitter), for example, are considered the ideal platforms for professional networking.
- Your ideal clients may be on a wide range of platforms: Facebook, X, LinkedIn, etc. It's important to understand where your clients are hanging out online, and focus on building a presence on those platforms.

Identifying the right platforms is an important first step, but you'll need to be actively posting and engaging others to make lasting connections. Post informative and valuable content regularly, and interact with your followers and contacts to maximize the networking benefits of social media.

2. Attend or Host Virtual Networking Events and Webinars

Virtual networking events and webinars are fantastic ways to forge new connections and build up your network.

Here's why:

- You can connect with professionals all over the world without having to leave home

- It's easier and more convenient to meet remotely

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Hosting and attending virtual events and webinars can help you make lasting connections that lead to new opportunities in the future.

3. Focus on Content Creation and Thought Leadership

Content remains *king*, and you never want to pass up the opportunity to:

- Educate others
- Establish your expertise

You should create videos, write blogs and guest posts, and be on as many podcasts as possible. Over **70%** of B2C marketers leverage content marketing. It's an opportunity to have a voice in the industry.

However, you must find a delicate balance between informative and promotional content.

If you post ten promotional posts on social media in a row, there's a good chance you'll lose followers. Instead, keep your promotional posts at 10% – 20% of your overall posts to maintain a healthy balance.

Best Practices For Online Networking

You've jumped into social media, created content and slotted in virtual networking events into your day. But you need to go beyond content as an accountant. You need to remember this one thing: *the value is in the relationship*.

You'll meet a lot of people with your webinars, on social media and through the content that you create.

Think of everything that you've done up until this point as an "ice breaker." Your

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

further.

Only **48%** of people stay in touch with their network. You can break down these barriers and stand out from others by following the tips above.

Wrapping Up

Networking in the digital age is 100% a necessity. You might love going to QuickBooks Connect or Engage, but it's *not enough*. You can forge amazing connections at these events and online. It's crucial that you're networking *everywhere possible*.

If you leave one of these avenues untapped, you're missing out on key relationships that you can leverage for:

- Job offers
- Client leads
- Partnerships

Spend time networking and nurturing the relationships you build because these connections can help you in every facet of business. You never know who will offer you a dream job or recommend a client to you.

You can – and should – also offer these same benefits to your network.

Joe's Bio

Joseph Graziano, CFP is the Vice President and Wealth Management Partner at **FFP Wealth Management**. Through FFP management, Joe and his team help manage over 2.4 billion in assets. FFP Wealth Management has served the unique needs of the accounting community for over 28 years and was formed out of dire need for

accountants and financial planners to join forces in providing premium services to

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

© 2024 Firmworks, LLC. All rights reserved