

Social Media for Chartered Accountants



Ameet Patel

9th August 2014

**Seminar on Information Technology
WIRC of ICAI**

Message from the PM of India – Narendra Modi – one of the stars on social media

**My dear fellow Indians and citizens of the world,
Namaste!**

A very warm welcome to the official website of the Prime Minister of India. On 16th May 2014 the people of India gave their verdict. They delivered a mandate for development, good governance and stability. As we devote ourselves to take India's development journey to newer heights, we seek your support, blessings and active participation. Together we will script a glorious future for India. Let us together dream of a strong, developed and inclusive India that actively engages with the global community to strengthen the cause of world peace and development.

I envision this website as a very important medium of direct communication between us. I am a firm believer in the power of technology and social media to communicate with people across the world. I hope this platform creates opportunities to listen, learn and share one's views.

Through this website you will also get all the latest information about my speeches, schedules, foreign visits and lot more. I will also keep informing you about innovative initiatives undertaken by the Government of India.

**Yours,
Narendra Modi**



Also see what the President of ICAI has to say

I believe in leveraging technology to reach out to the members and students spread across the country





Social Media – what do you know about it?

facebook

Linked 

twitter 



orkut^{beta}



TypePad[®]
Inform. Influence. Inspire.

ZOHO[®]
Work. Online

facebook[®]

Technorati[™]

collaborate with
TWiki[™]

Zimbra[™]

Ning



LinkedIn[®]



YouTube[™]

Broadcast Yourself

wetpaint[™]

WAYN
WHERE ARE YOU NOW?

blogtalkradio[™]

seesmic
Join the video conversation

kyte^{beta}

Zoomr[™]

Dailymotion

tumblr.

SmugMug

upcoming.org

flickr[™]

digg[™]

Z Event
Event Registration Manager

eventful

vimeo

twitter

slideshare^{BETA}

ScoopGO!



WIKIPEDIA
The Free Encyclopedia

askeet!

ShoZu^{beta}

Gcast

ROLLYO^{BETA}



blogbeat

PODZINGER

Powered by BBN Technologies



Time to reach 50 million users



38 years



13 years



4 years



3 years

facebook

1 year



4 Elements for using Social Media Effectively



Listening

SOCIAL MEDIA

KNOW CUSTOMERS BETTER

➤ A CRM app tracks both existing and potential customers' social media presence in a variety of ways:

- FOLLOWING UP ON QUESTIONS posed via social media



- TRACKING CUSTOMERS' SOCIAL MEDIA CONVERSATIONS to gain invaluable insight

- Using social media to gather more INFORMATION ABOUT CUSTOMERS

- TRACKING LEADS gained through social media automatically



BUSINESSES CAN ALSO ACCESS THESE SOCIAL FUNCTIONS whether in the office or on the go with mobile compatibility.



Communicate Effectively



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What misperception of audit would you bring clarity to?

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Nearly 1,500 business and IT executives from 36 countries and across a range of industries participated in this year's Digital IQ Survey.

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Interact Face to Face

- The most important thing for an accountant is to engage with his/her audience and then move the conversation offline to a face-to-face meeting.
- The best way to convert leads is to meet the prospect in person.



**Can Social Media help
in Selling**

? ? ?





It helped....

Dell Starts Offering Exclusive Discounts Through Twitter

by **Erick Schonfeld** on February 3, 2009

79 Comments

twitter

Login Join Twitter!

Twerrific News—New Dell Deals Exclusive to Twitter <http://tinyurl.com/bqcvum>

about 4 hours ago from twitterfeed



Direct2Dell
Direct 2 Dell

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Dell's Twitter experiment seems to be working. After making **\$1 million during the holidays** by alerting Twitter followers to sale items, Dell is now offering discounts *exclusively* to the 11,844 people who follow [@DellOutlet](#) . For instance, here is a Tweet with a link to a **30-percent-off**

\$\$\$\$

It helped one of these car companies



Pranav Singh Arora sold his Car Today. Now have to make Quick Decision to Buy the New Car between Tata Safari, Mahindra Scorpio or Xylo, any suggestions?

May 7 at 10:21pm · Comment · Like



Pranav Singh Arora at 10:26pm May 7 via Facebook Mobile
Between the three I'd pick the Safari any day.



Pranav Singh Arora at 10:31pm May 7 via Facebook Mobile
My vote definitely goes 2 Tata Safari! :o)



Pranav Singh Arora at 10:47pm May 7
Hummer v2



Pranav Singh Arora at 10:54pm May 7
Safari any day...



Pranav Singh Arora at 10:56pm May 7
Fiat linea nice.



Pranav Singh Arora at 11:50pm May 7
Safari! No second thought!



Pranav Singh Arora at 12:07am May 8
Harmeet go for Safari.



Pranav Singh Arora at 1:04am May 8
obviously safari :-)



Pranav Singh Arora at 3:14am May 8
Safari, any time. But be aware that it will become pain in the *** after 1.5-2 years. Go for CRV, but then it's a guzzler:)



Pranav Singh Arora at 10:21am May 8
Scorpio any time...



Pranav Singh Arora at 10:38am May 8
Scorpio is a good choice , has less vibrations as compared to xylo , In safari you might feel your car pretty unstable while taking U turns....



Pranav Singh Arora at 11:27am May 8
try the new pickup Tata Xenon..



Car purchase decided, not by the size of Xylo ads, but by the 22 recommendations here!!

It helps sell T-shirts...rather, it RUNS a large T-shirt business!

The screenshot shows the Threadless website homepage. At the top, there is a navigation bar with the Threadless logo, links for 'tV•TEEs', 'Select KIDS!', 'twitter Tees' (with a red circle around it), 'Check out our new & amazing Twitter Tees!', 'Login', and a pink 'JOIN NOW!' button. Below the navigation bar, the Threadless logo is accompanied by the tagline 'Nude No More'. To the right of the logo are navigation links for 'Guys', 'Girls', 'Participate', and 'Info'. The 'Participate' link has a red circle around it and a dropdown menu with the following items: 'Score Designs', 'Submit Designs', 'Blog Forum', 'Artist Programs', 'Design Challenges', 'The Bestee Awards', 'Street Team', 'Tee-Riffic Photos', and 'Tee-V'. To the right of the navigation links is a shopping cart icon showing '0 Items in your cart!' with a 'CHECKOUT' button, and links for 'ORDER STATUS' and 'SERVICE & HELP'. Below the shopping cart is a Google Custom Search box with a 'Search' button and a link to 'Search options'. A section titled 'HUH? THREADLESS?' contains the text: 'Threadless is a community-based tee shirt company with an ongoing, open call for design submissions.' At the bottom, there is a promotional banner that says 'IF YOUR DESIGN IS CHOSEN FOR PRINT, GET PAID UP TO \$2,500+' with a cartoon character icon.

threadless tV•TEEs Select KIDS! **twitter** Tees Check out our new & amazing Twitter Tees! Login **JOIN NOW!**

threadless Tees
Nude No More

Guys ▾ Girls ▾ **Participate** ▾ Info ▾

- Score Designs
- Submit Designs
- Blog Forum
- Artist Programs
- Design Challenges
- The Bestee Awards
- Street Team
- Tee-Riffic Photos
- Tee-V

0 Items in your cart!
CHECKOUT

ORDER STATUS | SERVICE & HELP

Google™ Custom Search Search
→ Search options

HUH? THREADLESS?
Threadless is a community-based tee shirt company with an ongoing, open call for design submissions.

IF YOUR DESIGN IS CHOSEN FOR PRINT, GET PAID UP TO **\$2,500+**

\$20 Peep by Tang Yau Hoong

\$18 Progeny by Candvwarhol

And it helped this plumber



Same could happen with a doctor, a lawyer, a CA There will be positive recommendations, as also negative.... "Don't go to that guy.. He's a cheat.." etc.



"I will tell my Facebook friends about your brand. Not because I like your brand, but because I like my friends!"

Social Media For Professionals

Social Media is all about building "Relationships"

- Network with existing relationships
- Leverage existing... to build new ones
- Find new relationship opportunities
- Convert "contacts" into "contracts"

For professionals like CAs,
Social Media can be very useful



Create Thought Leadership

- A tool for creating a brand (*without advertising*)
- Platforms
 - Blogs
 - You Tube
- Content
 - Talk about issues and your opinion on those issues
 - Similar to writing articles in the Institute's or BCAS journals
 - Except now you are trying to address your potential customers and not just fellow CAs



Generate Leads

- Build relationships
- Platforms
 - LinkedIn
 - Yahoo Answers
 - Google Groups
- Build your network...bigger the better
- Participate in conversations
 - Groups
 - Q and A



Reputation Monitoring

- For large firms
- For “well known” individuals
- ORM
 - Online reputation management
 - What are people talking about
 - Responding to issues right away



Example of Reputation Monitoring

The screenshot shows a Twitter thread on a mobile device. At the top, the word "Tweet" is visible. The main tweet is from Ameet Patel (@patelameet) at 4:05 PM on June 3, 2014, stating: "@tatadocomo Absolutely disgusted with my experience of ordering a wifi dongle online. Will never buy your product again." Below this, four replies from Tata Docomo (@tatadocomo) are shown, all dated "4d". The replies are: 1) "@patelameet We apologize for the inconvenience caused to you, kindly DM us your contact details so that we can get in touch with you." 2) "@patelameet We have forwarded your complaint to concerned department and will revert to you shortly." 3) "@patelameet Just how short is your 'shortly'? I have paid for my dongle in advance. I regret it now." 4) "@patelameet Please be patient. We will address your concern asap. Kindly bear with us during the interim." At the bottom, a reply input field contains "Reply to Ameet Patel", with "140" characters remaining and a "Tweet" button. The mobile status bar at the very bottom shows the time as 10:32 AM and various system icons.

See How quickly Tata Docomo responded to my tweet



General Tips

- Social Media is not about shouting out loud. It is about quiet conversations
- You have to learn to listen, before you start talking
- It is about creating “shareable” content. Your users (consumers) are also your content distributors
- It is about lighting up a forest with a match stick



A few important professional networking sites

Biznik - A community of entrepreneurs and small businesses dedicated to helping each other succeed.

cmypitch.com – A business website for UK entrepreneurs to get quotes, advice and more.

[Cofounder](#) – A community for entrepreneurs, programmers, designers, investors, and other individuals involved with starting new ventures.

[E.Factor](#) – An online community and virtual marketplace designed for entrepreneurs, by entrepreneurs.

[Ecademy](#) – A business network for creating contacts and sharing knowledge.

[Entrepreneur Connect](#) – A community by Entrepreneur.com where professionals can network, communicate, and collaborate with others.

[Fast Pitch](#) – A business network where professionals can market their business and make connections.

[Focus](#) – A community focused on helping business decision makers and IT professionals make decisions.

[JASEzone](#) – A professional community where you can find potential clients and business partners.



A few important professional networking sites

[LinkedIn](#) – A professional network that allows you to be introduced to and collaborate with other professionals.

[Networking for Professionals](#) – A business network that combines online business networking and real-life events.

[PartnerUp](#) – A community connecting small business owners and entrepreneurs.

[PerfectBusiness](#) – A network of entrepreneurs, investors and business experts that encourages entrepreneurship and mutual success.

[Plaxo](#) – An enhanced address book tool for networking and staying in contact.

[Ryze](#) – A business networking community that allows users to organize themselves by interests, location, and current and past employers.

[StartupNation](#) – A community focused on the exchange of ideas between entrepreneurs and aspiring business owners.

[Upspring](#) – A social networking site for promotion and social networking.

[XING](#) – A European business network with more than 7 million members.

[Young Entrepreneur](#) – A forum-based site for entrepreneurs and small business owners who are passionate about promoting business for themselves and others.

[Ziggs](#) – A professional connection portal founded on the principles of professionalism and respect.



Kinds of campaigns that Chartered Accountants can run on Social Media



LINKEDIN



Power of LinkedIn..at a click

Network Statistics | LinkedIn - Mozilla Firefox

File Edit View History Bookmarks Tools Help Related Links

http://www.linkedin.com/network?trk=tab_net

Most Visited Getting Started Latest Headlines bigb.bigadda.com http://indigoairline.bl...

Profiles - LinkedIn Learning Center Network Statistics | LinkedIn How can i export party ledger to exc... Facebook | Search Problem loading page

Basic Account: Upgrade Welcome, Hareesh Tibrewala · Add Connections · Settings · Help · Sign Out

LinkedIn Home Profile Contacts Groups Jobs Inbox More... People Advanced

My Connections Imported Contacts Profile Organizer **Network Statistics** Add Connections Remove Connections

Here you see statistics about your network, including how many users you can reach through your connections. Your network grows every time you add a connection — [invite connections now](#).

Your Network of Trusted Professionals

You are at the center of your network. Your connections can introduce you to 4,387,100+ professionals — here's how your network breaks down:

| | | |
|--|--|-------------------|
| 1 | Your Connections Your trusted friends and colleagues | 361 |
| 2 | Two degrees away Friends of friends; each connected to one of your connections | 64,700+ |
| 3 | Three degrees away Reach these users through a friend and one of their friends | 4,322,000+ |
| Total users you can contact through an Introduction | | 4,387,100+ |

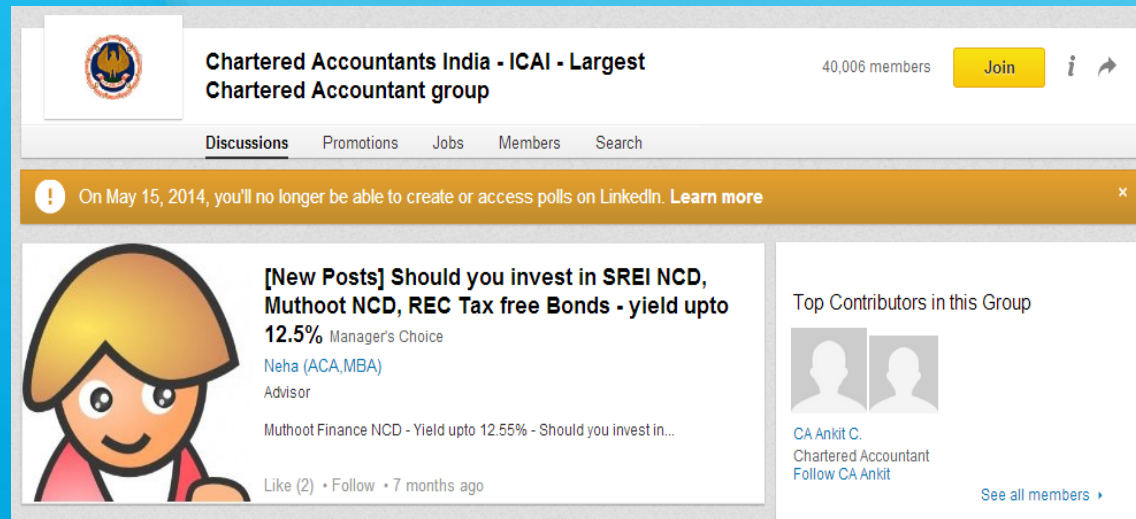
6,484 new people in your network since January 24

The LinkedIn Network

The total of all LinkedIn users, who can be contacted directly through InMail.

Join LinkedIn Groups

- Groups are a great way for professionals to network.
- A lot of these groups, like ICAI, post new jobs on their page.
- It is a great place for chartered accountants to keep themselves up to day about the happenings in their field.



The screenshot shows the LinkedIn profile of the "Chartered Accountants India - ICAI - Largest Chartered Accountant group". The group has 40,006 members and a yellow "Join" button. Below the group name are tabs for "Discussions", "Promotions", "Jobs", "Members", and "Search". A notification banner at the top states: "On May 15, 2014, you'll no longer be able to create or access polls on LinkedIn. Learn more". The main content area features a post by Neha (ACA, MBA), Advisor, titled "[New Posts] Should you invest in SREI NCD, Muthoot NCD, REC Tax free Bonds - yield upto 12.5% Manager's Choice". The post includes the text "Muthoot Finance NCD - Yield upto 12.55% - Should you invest in..." and has 2 likes and was posted 7 months ago. To the right, there is a section for "Top Contributors in this Group" featuring two profile pictures and the name "CA Ankit C. Chartered Accountant Follow CA Ankit". A "See all members" link is at the bottom right.





Chartered Accountants India - ICAI - Largest Chartered Accountant group

40,006 members

Join



Discussions Promotions **Jobs** Members Search

Jobs

3 jobs

Sort by: Relevance ▾

Jobs (3)

Job Discussions

Search All Jobs

Relationship

- All Relationships
- 1st Connections (0)
- 2nd Connections (2)
- 3rd + Everyone Else (1)

Company

- All Companies
- Asit C. Mehta Investment Intermediates Ltd. (2)
- People Trust (1)



Senior Manager - Risk Management

Asit C. Mehta Investment Intermediates Ltd. - Andheri East -
Apr 15, 2014

▶ 3 people in your network at Asit C. Mehta Investment Intermediates Ltd. ▶ 1 member shared this job

Save job • Share



Vice President - Institutional Equity Sales

Asit C. Mehta Investment Intermediates Ltd. - Andheri East -
Apr 15, 2014

▶ 3 people in your network at Asit C. Mehta Investment Intermediates Ltd. ▶ 1 member shared this job

Save job • Share



Assistant Vice President - Risk Advisory

People Trust - Noida Area, India - Mar 20, 2014

▶ 1 member shared this job

Save job • Share

LinkedIn® Groups



Join the conversation.

Join Group

Mahindra Rise

Featured Discussion:

Using LinkedIn for sourcing staff

The screenshot shows the LinkedIn 'Build your job posting' interface. A red circle highlights a grey notification bar at the top of the form area that reads: "INR 1,700 for a 30-day posting in Mumbai Area, India, or save up to 31% with a multi-job pack." Below this, the form includes sections for "Work Environment", "Company" (with a dropdown menu showing "Bombay Chartered Accountants' Society"), "Company Description" (with a rich text editor), and "Industry" (with a dropdown menu showing "Accounting"). To the right of the form is a sidebar titled "Guaranteed applicants in 3 simple steps" with a badge that says "10 APPLICANTS GUARANTEED". The sidebar lists three steps: 1. Select a Company from the drop down, 2. Select a Job title from the drop down, and 3. List at least one skill. The browser's address bar shows the URL: www.linkedin.com/job/consumer/commonPost/displayNewJob?promoCode=noJobPromoCode&otr=jobs_home_post_job_new&prototypeId=-1&countryCode=&postal=.

Member Profile - Trij x Build your job postin x

www.linkedin.com/job/consumer/commonPost/displayNewJob?promoCode=noJobPromoCode&otr=jobs_home_post_job_new&prototypeId=-1&countryCode=&postal=

Search for people, jobs, companies, and more... Advanced

Home Profile Network Jobs Interests Business Services Upgrade

INR 1,700 for a 30-day posting in Mumbai Area, India, or save up to 31% with a multi-job pack.

Build your job posting

Work Environment

Company 1

Bombay Chartered Accountants' Society

Company Description

Industry

Accounting + Add another

Guaranteed applicants in 3 simple steps

10 APPLICANTS GUARANTEED

- 1 Select a Company from the drop down
- 2 Select a Job title from the drop down
- 3 List at least one skill

Start e File Play Stop S Chrome EC

16:53 25/12/2013

Using LinkedIn sensibly

Always Remember:

- LinkedIn is a **PROFESSIONAL NETWORK** and **NOT** a **SOCIAL** network
- **Authenticity and integrity** are key factors
- **Make sure that your profile is regularly updated**

Some important aspects of your profile:

Photograph – Please put up an up-to-date profile picture. It should be a plain picture, suited and booted if you can, and on a plain, neutral background. The worst LinkedIn profile photo crime (made by those new to the networking world) is using a social picture (often with sunglasses or in a nightclub setting). No picture at all is better than one of those options. Also, please do not put your photo sideways. Remember to rotate it before uploading.

Qualifications & Experience – Please use the excellent templates that the site offers. Ensure that your profile on the site brings out the best in you.

Name – this very basic aspect is often neglected. Please do **NOT** register yourself as “MR. SHAH” or “CA So And So”. Write your full name without any prefix. Write your qualification in the proper field and not as a prefix.



Importance of Profile on LinkedIn

- Recently, the Delhi ITAT held that LinkedIn Profile of the employees of a Liaison Office can be admitted as evidence to establish the correct nature of activities carried on by the LO in India



Using LinkedIn sensibly

Certain basic etiquettes:

- Do not argue in professional forums
- Do not use capitals and language that is far from courteous
- Do not overpost, in case people think you've got nothing else to do. At best it looks as if you're desperately seeking praise and validation from your professional peers
- Remember to manage your privacy settings
- Do not accept random connection requests
- Unless you're in sales, blindly increasing your connections on LinkedIn may send the wrong message
- Did you know you can tailor your privacy settings so that your new connections don't show on your profile updates? This can be very important if you're employed and don't want others to see the tell-tale signs that you are job hunting. To change what others can see on your LinkedIn profile, sign in, then from the drop-down menu click on the settings option.



Using LinkedIn sensibly

How many of you send LinkedIn connection requests without personalising them? LinkedIn is the largest professional networking opportunity there is and sending a connection request is the first (and perhaps only) opportunity you get to make an impression. The standard LinkedIn connection request reads like this: "I'd like to add you to my professional network – Ameet Patel."

What many people don't realise is that it shouldn't just be used as is for a connection request. It is merely a templated starting point towards the request that you're going to make. Or putting it another way, sending the standard request without first personalising is the same as attending a real world networking event and:

- Approaching someone to network with *and*
- Forgetting to say hi and introduce yourself *and*
- Forgetting to find out their name or anything about them *and*
- Forgetting to give any reason for why you approached them *and*
- Expecting them to exchange business cards

It would leave a pretty awful impression, don't you think? Most professionals would never dream of networking like this at an event, yet many do it every day on LinkedIn



Using social media sensibly

Know Your Platforms

Social media is messy. Across [Facebook](#), [LinkedIn](#), [Twitter](#), and other social networks, we are connected to a mix of close friends, college buddies, high school classmates, co-workers, bosses, former bosses, I-met-you-at-a-party-once acquaintances, and people we've never even seen face-to-face. It's important to understand the particular platform that you're using, as well as the type of relationship you have with a person, before attempting to leverage that connection for professional gain.

Each social media platform has a certain reputation. For instance, LinkedIn is generally a business site, while Twitter is more "laid back" and often mixes professional and personal content. Respect the way that people use these sites. Adding a professional acquaintance as a friend on Facebook can be invasive, especially if that individual is a traditionalist who uses Facebook purely for personal contact with friends and family. Likewise, asking an old friend for a recommendation on LinkedIn might create awkwardness if the person has no experience with you in a professional capacity.



Using social media sensibly

Customize Everything

From LinkedIn connection requests to advice-seeking Facebook messages to 140-character chatter on Twitter, you should customize every communication sent on social networks. It shows that you value your unique connection with the recipient. It's easy for people to feel used when you send them a generic request or a message that's clearly copy-and-pasted to dozens of others (especially if you forget to change the names!).

For existing connections, express an understanding and appreciation for the relationship. When you reach out for advice, give consideration to the other person. Ask pertinent questions about them, especially if you've been out of touch for a while. Be honest and open. When requesting a recommendation on LinkedIn, for example, always customize your request to reflect how you value the person's endorsement.

For new relationships, explain why you want to connect with this particular individual. What is it about her background that makes her an appealing person to talk to? Show that you've done your homework. Know about the person's work history and professional accomplishments, as well as anything career-related you two have in common. Never send an introductory message to a potential connection asking, "So, what exactly does your company do?"



Using social media sensibly

Ask for Something Specific

When you approach someone for career help via social media, know what you want out of the interaction and ask specific questions that show you've done your research. Often, people send messages along the lines of "I'm looking to go into marketing. Any advice or leads would be greatly appreciated!" or "Can you tell me more about this job?" in a Twitter DM. These types of messages are so broad that it's difficult to provide a meaningful and relevant response.

Working professionals are strapped for time. Make it easy for them to help you — specify what you're looking for. Is it the person's time? Connections to certain individuals? Advice on a particular topic? Knowledge about a company? Do you want them to act as a reference? Introduce you to a recruiter at their organization? Provide a critique of your resume?

Be direct!



Using social media sensibly

Take It Offline Whenever Possible

Nothing beats face-to-face interaction or voice-to-voice interaction, when geography prevents you from being in the same location. Social media platforms are great for making introductions and warming up relationships, but ultimately you should take your networking conversations beyond the confines of Twitter and LinkedIn.

In-person meetings allow you to build stronger relationships than back-and-forth messaging online. Things like body language, eye contact, and tone of voice are all essential in helping to establish rapport and build a bond. When this isn't possible, one solution is to request a [Skype](#) call. Not only can you see the person, but you know that you're getting their full attention.

Along the same lines, when you meet someone through social media, ask for their preferred method of contact. Some people are big e-mailers, while others love talking on the phone or meeting for coffee. Respect their preferences.



Using social media sensibly

Say "Thank You"

It's a simple step that many people miss. Show appreciation when someone does something nice for you online. Whether it's responding to a few questions, retweeting a link to your blog post, or even connecting you with one of their friends — it's always appropriate to express your gratitude. It's especially important to follow-up after someone has provided advice. People like to feel helpful, so let them know if their advice was useful for you.

Continuously look for ways to give back to the people in your online networks. Don't approach them only when you need a favor. Reach out to say hello or to contribute something you think will be valuable to them. Networking is a two-way street. Plus, in the end, it's your reputation that counts.



How to use social media – see how Big 4 do it

Outlook (1) - patelar x PwC India (PwC_IN) x

Twitter, Inc. [US] https://twitter.com/PwC_IN

Apps New Tab Chrome Web St... KPMG FS Other bookmarks

Home @ Connect # Discover Me Search

Visit our site: www.pwc.in

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- [/PwC](#)

PwC India @PwC_IN 22 Nov

Meet Tanvie, who has recently joined our gTransformation team in Gurgaon! #PwCCampus pic.twitter.com/kUiYxuXJxW

Tanvie Vinayak
Analyst, Management Consulting

Studied: BA (Hons) Economics, Hans Raj College, University of Delhi
Team: gTransformation

What I like most about PwC: It offers me new opportunities and new people to look forward to everyday.

Expand Reply Retweet Favorite More

PwC India @PwC_IN 21 Nov

#PwC employees put in over 155,000 volunteering hour last year!
#PwC_Innovation @PwC_LLIP @PwC_Canada_LLIP @PwC_NZ
pic.twitter.com/QgLmRU30FW

Don't just tell me, show me

At PwC, we believe in adhering to the highest standards of excellence.

We are responsible!

47,000 people participating in community activities

566,000 provision of professional services

How to use social media – see how Big 4 do it

The image shows a screenshot of a Twitter profile for 'Life at Deloitte' (@lifeatdeloitte) viewed in a Chrome browser window. The browser's address bar shows the URL 'https://twitter.com/lifeatdeloitte'. The Twitter interface includes a navigation bar with 'Home', 'Connect', 'Discover', and 'Me' options, along with a search bar and utility icons. On the left side, there is a sidebar with 'About Deloitte' (explaining its legal structure), a 'Tweet to Life at Deloitte' section with a text input field containing '@lifeatdeloitte', and a 'Photos and videos' section displaying a grid of six images. The main profile area features a header image of a person with arms raised on a mountain peak, with the 'Life at Deloitte' logo and name, and the handle '@lifeatdeloitte' circled in red. Below the header, statistics show 5,706 tweets, 1,072 following, and 14,286 followers, with a 'Follow' button. A tweet from NBCOlympics is visible below, mentioning the Sochi 2014 Olympics and @USSpeedskating. The Windows taskbar at the bottom shows the Start button and various application icons, with the system tray displaying the time as 17:36 on 28/12/2013.

Life at Deloitte (@lifeatdeloitte)

Hear from a different Deloitte professional each week.
UT: 37.292335,-121.874141 | mycareer.deloitte.com/us

5,706 TWEETS | 1,072 FOLLOWING | 14,286 FOLLOWERS

Followed by Deloitte.

Tweets

NBCOlympics @NBCOlympics 21h
Three things to watch for at @USSpeedskating Trials, which begin today:
[#Sochi2014](http://tw.nbcsports.com/giu)
Retweeted by Life at Deloitte

BLOGS



PWC Blog

- PWC blogs mainly about accounting and financial topics.
- They also cross promote their content onto their LinkedIn page.

PwC Are family businesses keeping pace with today's global megatrends, such as demographic shifts, urbanisation and new technology? Explore PwC's Bridging the gap report. <http://pwc.to/1iBITvy>



The screenshot shows the PwC IFRS blog homepage. At the top left is the PwC logo. At the top right is the text "IFRS blog" and "International Financial Reporting Standards". Below this is a navigation bar with links for "Home", "Archives", "IFRS links", and "More from PwC". The main content area is titled "Latest articles" and lists three recent posts:

- 04 April 2014**
When is an asset not really an asset?
By John Hitchens ...When it is called goodwill, of course! This little quip tends to elicit a reaction only from the most technical accountants. For everyone else, goodwill is now accepted widely as an asset. The debate in the past... [Read more](#)
- 21 March 2014**
Leases – Another nail in the coffin of convergence?
By John Hitchens One would be forgiven for thinking that the IASB / FASB redeliberations of the leasing project in March were aimed to achieve a converged solution. The two Boards sat in the same room, but came to very... [Read more](#)
- 07 March 2014**
Presenting financial performance – is change on the horizon?
This week, to talk about presenting financial performance, I'd like to introduce guest blogger Peter Hogarth, who is our UK Accounting Consulting Services leader. By Peter Hogarth Regulators and standard-setters have long grappled with the question of how entities should... [Read more](#)

Below these are two more articles:

- 21 February 2014**
IAS 32: Accounting for the new activity in the market place
By John Hitchens Have you been following the 'non-viability' saga? If you answered no, don't worry, we are still in the early chapters and the story continues to unfold. And although 'non-viability' instruments are currently trending in the financial services... [Read more](#)
- 07 February 2014**
IFRIC 21 'Levies' – Bigger than it sounds?
By John Hitchens There has been a recent groundswell of discussion about IFRIC 21 and the effective date of 1 January 2014 seems to be catching a few people off guard. But why? Well, for starters, the title 'Levies' ... [Read more](#)

Grumpy Old Accountant

- This is a personal blog.
- The author posts content that is very relevant to other accountants.
- His blog is widely read because of the content he puts on it.
- He has built a brand for himself through this blog.
- His blog features as #1 in the Top 50 Accounting Blogs.



Grumpy Old Accountants Devoted to Financial Transparency and Ethical Reporting...

[Grumpy Old Accountants](#) [About the Author](#) [Archive](#) [Video Blogs](#)



Twitter's Recent 8-K Begs for More Transparency

Posted February 16, 2014

Author Anthony Catanach

Categories Financial Stmt Analysis, Performance Measurement

2 Comments Post a comment Share

With all of the bad weather here in the East, this aging number cruncher has had his hands full with scraping and shoveling. But I just had to take a break and comment on Twitter's recent Form 8-K (February 5, 2014), particularly given the Company CEO's comments last Fall on the importance of transparency to being a good leader.

According to [Kurt Wagner of Mashable](#), CEO Dick Costolo said the following about transparency at a TechCrunch Disrupt event last September:

The way you build trust with your people is by being forthright and clear with them from day one. You may think people are fooled when you tell them what they want to hear. They are not fooled. As a leader, people are always looking at you. Don't lose their trust by failing to provide transparency in



TOP ACCOUNTANTS on Twitter

[The RSS Feed](#)

Quora



- Quora has a lot of different questions registered under topics like “Accountancy”
- Chartered Accountants should go and engage in these places and increase their influence.
- Quora can also be used for following topics of interest to you
- One must learn how to mine for hot topics and get involved in those.

A screenshot of a Quora page. At the top is the Quora logo and a search bar. Below is a question: "Who are the best startup accountants in NYC?" with an "Edit" link. The question text reads: "I'm looking for people who aren't prohibitively expensive and are have some experience working with startups." Below the question are options: "Edit", "Comment", "Share (1)", "Report", and "Options". There are "4 Answers" and an "Ask to Answer" link. The first answer is by "Shinoy John Chenetra" with a bio link and a "Make Anonymous" option. Below his name is a text input field with the placeholder "Add your answer, or answer later." The second answer is by "Allan Branch, I co-founded LessAccounting.com" with a bio link. The answer text is "Find someone on <http://TeaSpiller.com>". Below the answer are options: "Upvote", "Comment", "Share", "Thank", "Report", and the date "5 Nov, 2010". The third answer is by "Wray Rives, CPA CGMA" with a bio link. The answer text is "My firm has experience working with startups, but we are not located in NYC. However since we operate completely virtual location is irrelevant to us and we in fact work with a number of NY based businesses. <http://rivescpa.co>". Below the answer is another paragraph: "I also realize a virtual CPA firm is not for everyone so, if geography is critical to you, search on <http://www.teaspiller.com>". At the bottom are options: "Upvote", "Comment", "Share", "Thank", "Report", and the date "6 Jun, 2012".



Accounting Edit

* Options 16897 Followers

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★★★★★ 0 Reviews

Question added to topic **Accounting** Follow. 16 Mar

What is the book value of a land property? ✓

Follow - 1 Answer - Share

Answer added to topic **Accounting** Follow. 19 Mar

What is the best accounting software?


Mihir Bhavsar

Hello Everyone, In this Fast-Moving world, everyone uses accounting software to simplify their calculation But I would definitely suggest you go the SoftwareSuggest - Simplifying Software Search f... [\(more\)](#)

Upvote - Comment - Share

Question added to topic **Accounting** Follow. 17 Mar

What are the five major differences, according to you, between IFRS and Indian GAAP? ✓

 2 people are waiting for an answer

Follow - 0 Answers - Share

Question added to topic **Accounting** Follow. Mon

Is there a way to automate the accounting for all PayPal transactions? ✓

I mean, rather than me exporting all the data and manually making the

About Accounting

Accounting is a system of classifying, recording and reporting on the financial transactions of an enterprise that assists stakeholders to make informed decisions about their engagement activity with the enterprise.

[Edit](#)

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Related Topics

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726 Followers

 **Small Businesses**
175981 Followers

 **Finance**
688611 Followers

 **Taxes**
16962 Followers

 **Accounting Software**
899 Followers



Power of Twitter – No. of followers (as on 1st August, 2014)

| | |
|------------------|-------------|
| Barack Obama | 4.45 crores |
| Amitabh Bachchan | 95.6 lakhs |
| Sachin Tendulkar | 44.5 lakhs |
| Narendra Modi | 54.8 lakhs |
| Shashi Tharoor | 22.8 lakhs |
| Kiran Bedi | 24 lakhs |
| Barkha Dutt | 14.4 lakhs |
| PMO | 20.3 lakhs |
| Arvind Kejriwal | 21.5 lakhs |

Power of Facebook Pages – No. of Likes (as on 1st August, 2014)

| Name of Page | No. of Likes |
|-------------------------|--------------|
| Narendra Modi | 1,98,55,656 |
| Madhuri Dixit Nene | 1,39,12,691 |
| ICAI | 1,41,426 |
| ICFAI | 35,829 |
| ICAEW | 40,415 |
| MTV | 5,03,78,262 |
| Vodafone Zoozoos | 1,87,81,271 |
| Kotak Mahindra Bank Ltd | 2,23,185 |

Power of Twitter – And where are CAs? (As on 1st August, 2014)

| Name of Person | No. of followers |
|---------------------|------------------|
| Mukesh Butani | 1,567 |
| Arun Giri | 3,253 |
| Richard Rekhy | 1,335 |
| Chirag Chauhan | 635 |
| Ameet Patel | 538 |
| Lubna Kably | 517 |
| Ketan Dalal | 430 |
| Shailesh Haribhakti | 170 |

How to tweet?

- **Tweets with images**
- **Tweets with facts and figures**
- **Tweets with calls to action**
- **Tweets that are not too long**
- **Tweets with tips and guides**
- **Humorous tweets**



Social Media – What's new?

- Foursquare is becoming popular
- “Listening” is the in thing. Companies are spending lot of time, money and efforts in analysing what others are writing, sharing on SM
- CAs will also need to “listen” on SM



SLIDESHARE

- Fantastic power house for finding presentations on hundreds of subjects
- Increases visibility
- Encourages though leadership
- Connected to LinkedIn



Power of Slideshare



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www.slideshare.net/patelameet/edit_my_uploads

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|--|---|-----------------------------|-------|-------|----------|-----------|
| E-Filing of IT Returns & Tax Audit Reports | Version 10 26 th September, 2013 | CA AMEET PATEL | 53623 | 4 | 19 | 694 |
| mPower Summit Infotech & 4i Committee Bombay Chartered Accountants' Society | 10 th May, 2013 Mumbai | Innovation CAAmeet Patel | 315 | 1 | 0 | 0 |
| Administrative Issues in e-TDS Returns Filing, Rectifications & Refunds | Presented by CA Ameet Patel Sudit K. Parekh & CO. Date April 17, 2013 | | 3920 | 1 | 0 | 68 |

Windows Taskbar: [Icons for Internet Explorer, File Explorer, VLC, Google Chrome, Skype, etc.] | 15:49 | 09/06/2014

What the world is accustomed to today?

Today, everything is:

- Connected
- Intelligent
- Real-time
- Personalized
- Cross-platform



Social Media for Chartered Accountants

THANK YOU

patelameet@hotmail.com

