



# #AuditorProud

Third Annual

**Social Media Blitz**

DISCOVER**AUDIT**

PARTNER **TOOLKIT**

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# #AuditorProud An Overview

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As a part of its [Discover Audit](#) initiative, the Center for Audit Quality (CAQ) is excited to coordinate the third annual #AuditorProud social media day on **Thursday, September 28, 2017**. On #AuditorProud Day, we celebrate the audit profession and its important role in our economy, and help raise awareness about the many opportunities and benefits of a career in audit can offer. The social media event brings together those who currently work in audit, former auditors, those who work with auditors, and individuals who are helping to educate and train the next generation of audit professionals. On September 28, we will celebrate the audit profession and encourage students and others to learn more about the world of opportunity a career in audit can offer by sharing #AuditorProud stories, messages, and posts.

**Share your #AuditorProud story and join the celebration!**



*Help Us Surpass Last Year's Success!*

This toolkit contains all the information you need so that you and your organization can join the conversation on #AuditorProud Day. For more information, contact Erica Hurr, CAQ Senior Director of Communications at [ehurr@thecaq.org](mailto:ehurr@thecaq.org) or Brittani Johnson, CAQ Marketing Manager at [bjohnson@thecaq.org](mailto:bjohnson@thecaq.org). Be sure to check out the Discover Audit website ([www.discoveraudit.org](http://www.discoveraudit.org)) and its social channels to help us count down!

## WHO SHOULD PARTICIPATE

The CAQ welcomes **policy organizations, educators, student groups, users of audit reports, school counselors, and anyone else who is passionate about audit** to join the discussion on the importance of public company auditing and its value to the economy.

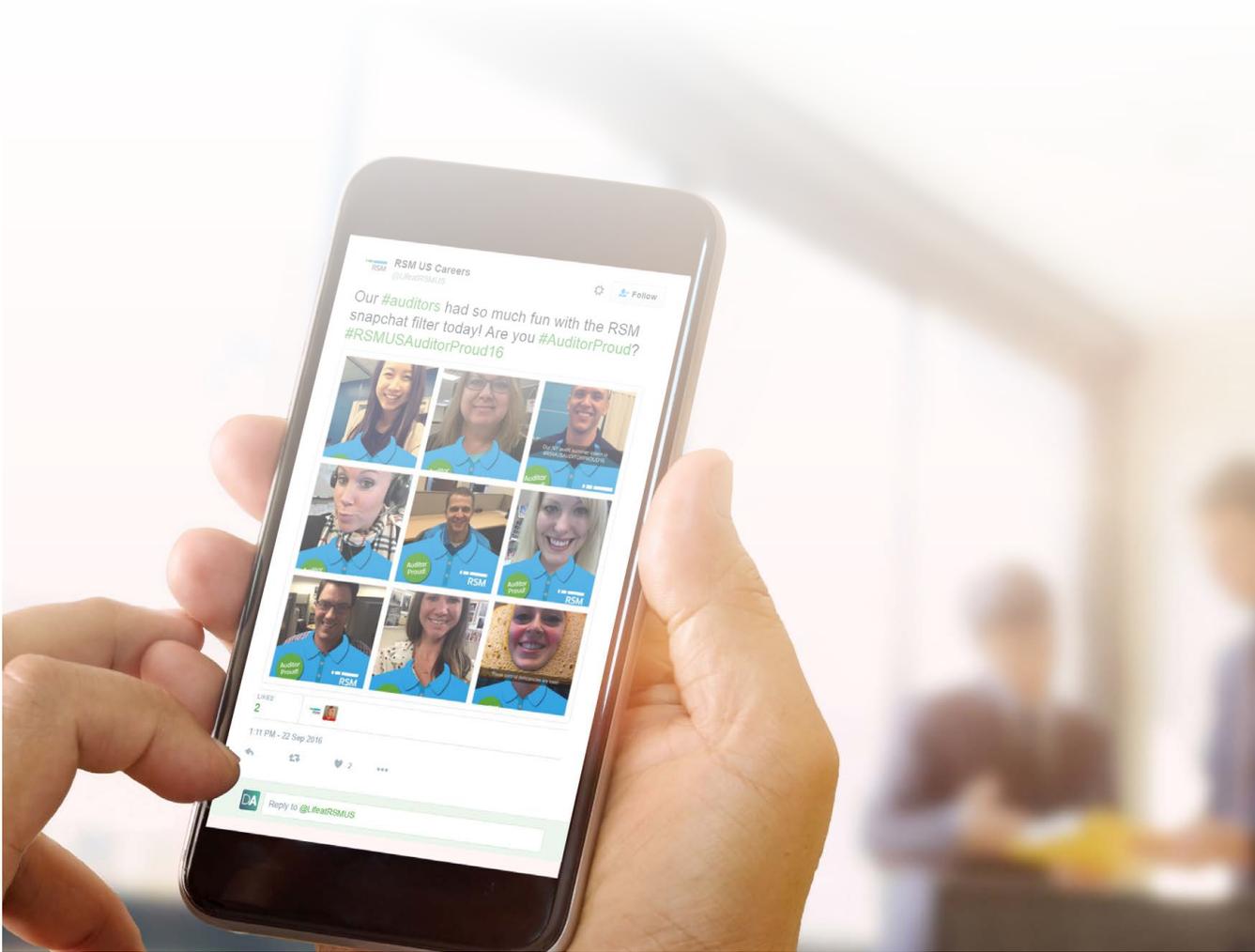
The CAQ also encourages **current, former, and future auditors** to join us by sharing stories of why they chose a career in auditing, decided to major in accounting, what they love about the profession, and what makes them proud to be a part of the profession.

# #AuditorProud An Overview

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## HOW IT WILL WORK

On Thursday, September 28, participants will take to social media (Facebook, Twitter, Instagram, LinkedIn, and Snapchat) using #AuditorProud. Additionally, on the [Discover Audit website](#), participants will be able to upload a selfie on the Faces of Audit board. Instructions for uploading a selfie will be available on the Discover Audit website one week ahead of the blitz. Keep reading for more details!



# Five Tips for #AuditorProud Participation

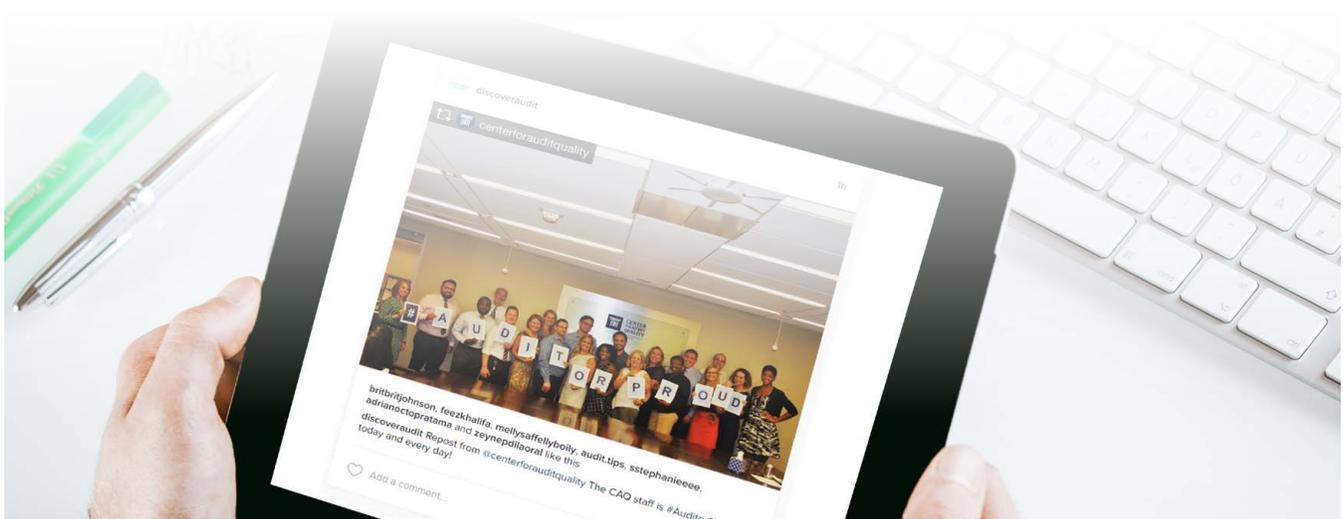
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1. Follow @discoveraudit and @thecaq on Twitter, Instagram, and Facebook.

**Center for Audit Quality**    Twitter: <https://twitter.com/TheCAQ>  
Instagram: <https://www.instagram.com/centerforauditquality>  
Facebook: <https://www.facebook.com/thecaq>

**Discover Audit**    Twitter: <https://twitter.com/DiscoverAudit>  
Instagram: <https://www.instagram.com/DiscoverAudit>  
Facebook: <https://www.facebook.com/discoveraudit>

2. Use #AuditorProud in your posts to help spread the word.
3. Retweet, like, and share content from @DiscoverAudit, [www.discoveraudit.org](http://www.discoveraudit.org), and other participating firms and organizations. Share the love!
4. Encourage your followers and colleagues to share their stories of why they appreciate audit.
5. Have fun!



# Sample Social Media Messaging for Organizations

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## Twitter



**John Doe**  
@johntheauditor

At [Organization], we are [#AuditorProud](#) today and every day. We salute today's auditors and those considering a career as an auditor.



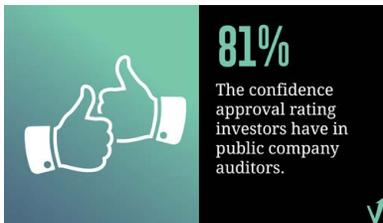
**John Doe**  
@johntheauditor

Excited to celebrate [#AuditorProud](#) Day! The economy depends on auditors and we're happy to help our [members/colleagues] Discover Audit!

## Instagram



Jane H.



Auditors help build trust in our markets, companies, and the economy. At [Organization], we salute today's auditors and all those interested in joining the exciting world of audit. [#AuditorProud](#)



Jane H.



[Insert *Boomerang* video of staff/ members holding a [#AuditorProud](#) sign] [Organization] is [#AuditorProud!](#)

## LinkedIn/Facebook



**J. Bankman**  
1 hr

We're [#AuditorProud!](#)



**J. Bankman**  
1 hr

Thinking about joining an innovation-driven profession? Check out auditing! [\[Link to Cindy Fornelli blog, A High-Tech, Dynamic, Expanding Profession? Why Yes, It's Auditing\]](#)

### *Boomerang*

is a mobile app that allows users to create mini videos that loop back and forth. Download Boomerang on your mobile device and post your 1-2 second Boomerang on Instagram.

# Sample Social Media Messaging for Individuals

Click to go back to TOC

## Twitter



**John Doe**  
@johndoe

I've always wondered what a day in the life of an auditor looked like--now I know! [@discoveraudit](#) [#AuditorProud](#) <http://bit.ly/2weKFjF> [Link to What to Expect When You Choose a Career in Auditing video]



**John Doe**  
@johndoe

I uploaded a selfie for [#AuditorProud](#) Day on the [@discoveraudit](#) website. You should too! [Tag fellow auditors/colleagues]



**John Doe**  
@johndoe

Retweet if you're [#AuditorProud!](#) [@discoveraudit](#)



**John Doe**  
@johntheauditor



Fast Fact: More than half of Fortune 100 CFOs started in Accounting. [#AuditorProud](#) [Include Fast Fact Infographic]



**John Doe**  
@johndoe

I'm [#AuditorProud](#) because I work in a profession that lets me travel the world and work with awesome people! [@discoveraudit](#)

## Instagram



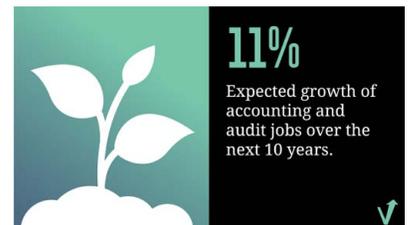
**Jane H.**



Happy [#AuditorProud](#) Day! [Post selfie with [#AuditorProud](#) Sign]



**Jane H.**



Fast Fact: Jobs in audit and accounting are expected to grow 11% in the next 10 years. [#AuditorProud](#) [Include Fast Fact Infographic]

# Sample Social Media Messaging for Individuals

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## LinkedIn/Facebook



**J. Bankman**

1 hr

Share why you are [#AuditorProud!](#) Join the conversation and spread the word about the world of opportunities a career in audit can offer.



**J. Bankman**

1 hr

There are various paths you can take when you join such a dynamic profession. What path will you choose? [#AuditorProud](#) [#FutureAuditor](#) [Include Adventures in Audit, Choose Your Path Adventure Game]



**J. Bankman**

1 hr

Did you know auditors who leave the profession and come back are called “Boomerangers?” The Discover Audit team produced a great video of some boomerangers sharing their story. Definitely worth watching! [Link to The Story of Public Company Audit “Boomerangers” video]



# Sample Social Media Messaging for Non-Auditors

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## Twitter



**John Doe**  
@johndoe

I'm proud to support auditors and the valuable work they do for our economy. [#FutureAuditor](#) [@discoveraudit](#)



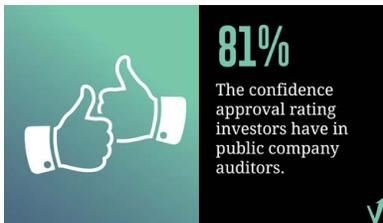
**John Doe**  
@johndoe

I'm not an auditor, but I depend on one! [#AuditorProud](#)

## Instagram



Jane H.



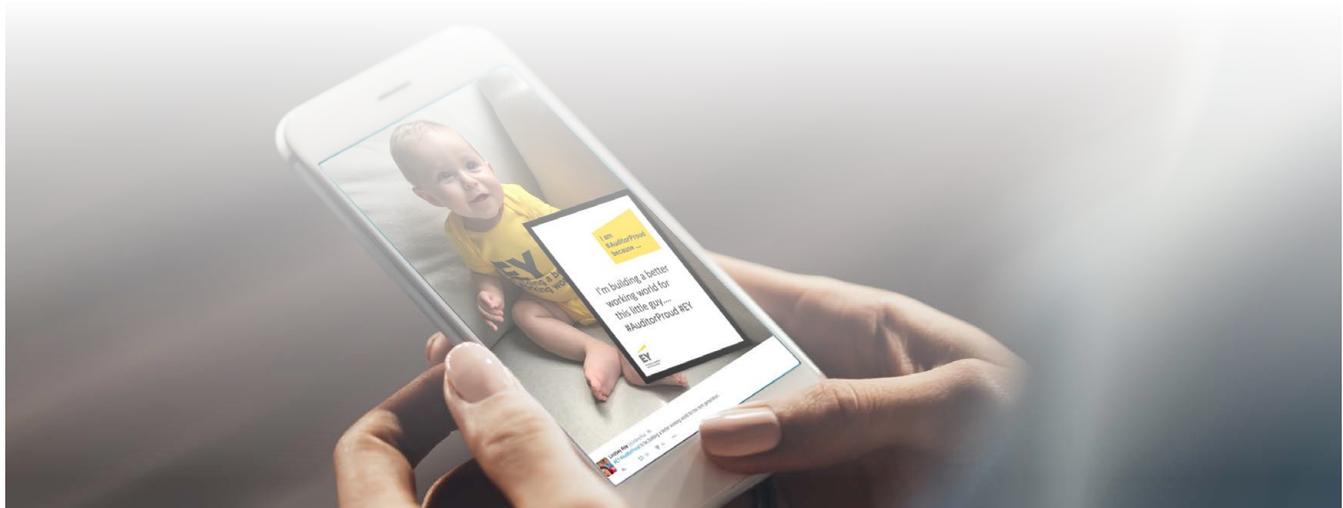
Fast Fact: According to a CAQ survey, 81% of investors have a lot of confidence in public company auditors. And so do !! [\[Link to Fast Fact Infographic\]](#)

## LinkedIn/Facebook



**J. Bankman**  
1 hr

Auditors give me the confidence to make investments. [#AuditorProud](#)



# Five Ways to Generate Buzz about #AuditorProud

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## 1. Save the Date

Share the attached Save the Date with your teams and members in advance of the blitz. Use your social channels to spread the word as well!

## 2. Calendar/Meeting Invite

Create a calendar invitation and send it to your employees and members in advance of the blitz. This way everyone will have it marked on their calendars and no matter where they are on Thursday, September 28, they won't forget to participate. Be sure to include pertinent details about the social media event in the invitation (e.g. hashtags used for blitz, sample messaging, etc.)

## 3. Competition

Incentivize your employees to participate in the social media blitz by holding a contest.

## 4. Geofilters

Younger generations are active on social media, especially Snapchat. Consider creating a #AuditorProud geofilter for your organization to engage the next generation of auditors.

## 5. Start Promoting #AuditorProud on Social Media Today!

It's not too early to build excitement and get ready for #AuditorProud Day!



# Links to Shareables Videos, Fact Sheets, and More

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Here are some videos, fact sheets, infographics, and other resources you can share for the blitz. If you've found any other great resources similar to the ones below, please feel invited to share those as well!

And don't forget to share the attached **#AuditorProud Save the Date!**

## ► ARTICLES

[How an Accountant Turned a Water Bottle Company Into a \\$100 Million Fashion Brand \(Inc.com\)](#)

[These are the 14 Best Jobs If You Live to Travel \(Levo\)](#)

[Accounting featured on Fortune's '100 Best Companies to Work For' \(Accounting Today\)](#)

[On International Women's Day, Women CPAs Have Come Far but Have More Strides to Make \(Forbes\)](#)

[Problem Solved! Why Accountants Love Their Jobs \(In the Black\)](#)

[Careers in Auditing: Let's Squash the Confusion \(Cindy Fornelli, LinkedIn Influencer\)](#)

[A High-Tech, Dynamic, Expanding Profession? Why Yes, It's Auditing \(Cindy Fornelli, LinkedIn Influencer\)](#)

## ► DISCOVER AUDIT BLOGS/RESOURCES

[Four Ways Women Rule in the Auditing Profession](#)

[Adventures in Audit, Choose Your Path Adventure Game](#)

## ► FAST FACTS! INFOGRAPHICS

**Fast Fact:** More than half of Fortune 100 CFOs started in Accounting.

**Fast Fact:** Jobs in audit and accounting are expected to grow 11% in the next 10 years.

**Fast Fact:** Auditors with just 1-2 years of experience can gain leadership experience in accounting firms.

**Fast Fact:** On average, public company auditors with just two years of experience earn \$65,000 per year.

**Fast Fact:** Investors have strong levels of confidence in public company auditors (81%) and audited financial statements (75%). (CAQ 2016 Main Street Investor Survey)

**Fast Fact:** The unemployment rate for auditors and accountants is only 2.2%, much lower than the national rate for all occupations.

## ► VIDEOS/PODCASTS

[What to Expect When You Choose a Career in Auditing! \(Discover Audit\)](#)

[How Drone Aircraft Will Change the CPA Profession \(Journal of Accountancy\)](#)

[The Story of Public Company Audit "Boomerangers" \(Discover Audit\)](#)