



# #AuditorProud

3rd Annual

**Social Media Blitz**

DISCOVER**AUDIT**

STUDENT **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 help raise awareness about the many opportunities and benefits a career in audit can offer. The social media event brings together individuals who are helping to educate and train the next generation of audit professionals, students interested and considering a career in the profession, current and former auditors, and those who work with auditors. On September 28<sup>th</sup>, we want to celebrate the audit profession and encourage students and others to learn more about the world of opportunity a career in audit can offer.

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 your university/college can join the conversation on #AuditorProud Day. For more information, contact Erica Hurtt, CAQ Senior Director of Communications, at [ehurtt@thecaq.org](mailto:ehurtt@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 **educators, student groups, school counselors, users of audit reports, 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. **Educators** can join us by sharing stories of why they teach auditing and the diverse and rewarding world of opportunity awaiting students who pursue a career in the profession. The CAQ strongly encourages **students** to participate and post about why they chose to study accounting and are inspired to be a #FutureAuditor.



# #AuditorProud An Overview

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**Who else is participating:** The CAQ also encourages **policy organizations and former audit employees** to join the discussion by sharing stories of why they chose a career in auditing, why they decided to major in accounting, what they enjoyed about the profession, and the benefits of starting a career with an audit background and/or the value of having a CPA license in their current job.

## HOW IT WILL WORK

On Thursday, September 28<sup>th</sup>, participants will take to social media (Facebook, Twitter, Instagram, LinkedIn, and Snapchat) using #AuditorProud to share messages about the value of a career in the profession and why they chose to become an auditor. Educators and students can share CAQ-produced fact sheets, infographics, videos, memes, and other resources with their social networks that highlight the value auditors bring to our economy and the exciting opportunities a career in the profession can offer.

Also, on the [Discover Audit website](#), participants will be able to upload a selfie and share their story online. The CAQ is encouraging participants to use #AuditorProud and #FutureAuditor when sharing their story. Keep reading for more details!



# New This Year #FutureAuditor Contest

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As noted in the Overview, the CAQ is aiming to surpass the 2016 #AuditorProud blitz numbers. Outlined below is one major and exciting way educators and students can help us reach that goal.

## #FUTUREAUDITOR CONTEST

To engage high school and college students who are considering a career in the profession, the CAQ will be promoting the #FutureAuditor hashtag and will hold a contest for the most creative/engaged post on Twitter and Snapchat using #FutureAuditor. The prize will be money toward funding their education in the form of a \$150 Amazon gift card. The CAQ's Discover Audit initiative is committed to educating young students about the world of opportunity a career in audit can offer them.

*Please note: This contest will run from midnight to midnight ET on September 28, 2017, to allow for world-wide participation.*



# Six Tips for #AuditorProud Participation

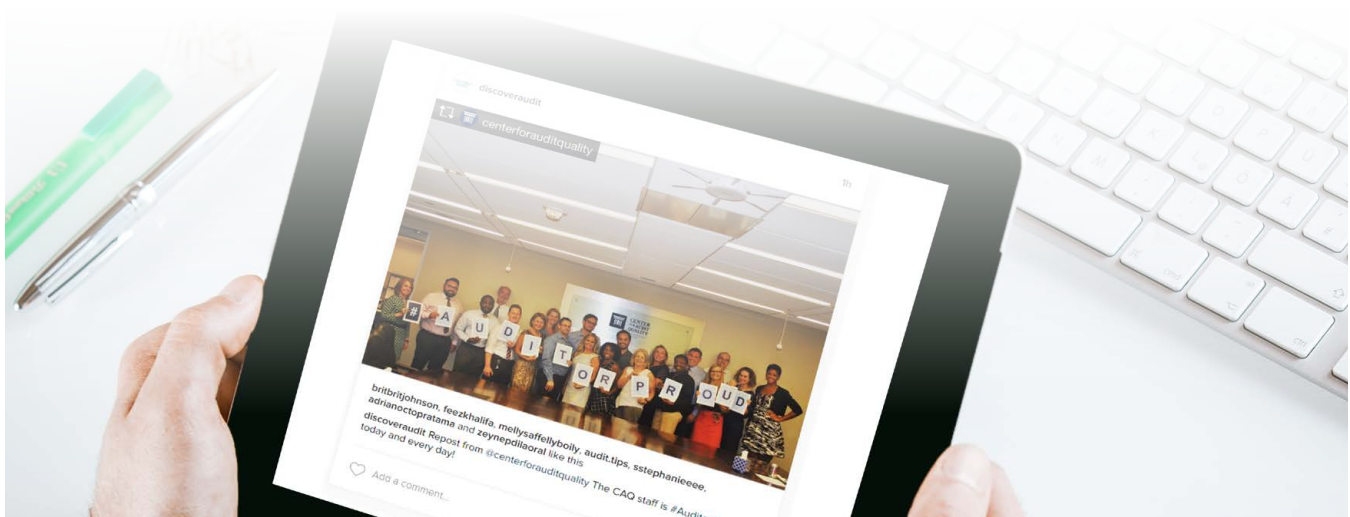
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1. Follow @discoveraudit and @thecaq on Twitter, Instagram, and Facebook.

**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 public company auditing firms and organizations. Share the love!
4. Encourage your followers, students, and colleagues to share their stories of the value a career in audit can offer. Don't forget to use #FutureAuditor in your posts!
5. Tag your alma mater and share with #FutureAuditors why you attended your college/university.
6. Have fun!



# Sample Social Media Messaging for Colleges/Universities

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## Twitter



**John Doe**  
@johntheauditor

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



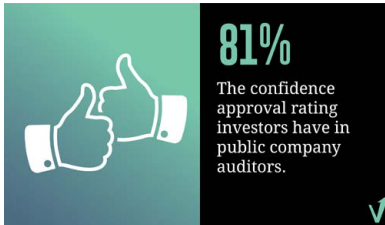
**John Doe**  
@johntheauditor

Excited to celebrate [#AuditorProud Day](#)! We hope our students are celebrating today as well! [#FutureAuditor](#)

## Instagram



**Jane H.**



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

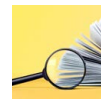


**Jane H.**



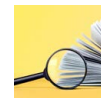
[University/College Accounting students] is [#AuditorProud](#)!

## LinkedIn/Facebook



**J. Bankman**  
1 hr

[University/College] is proud to be [#AuditorProud](#)!



**J. Bankman**  
1 hr

Thinking about joining an innovation-driven profession? You should consider a career in audit! [Link to Cindy Fornelli blog, A High-Tech, Dynamic, Expanding Profession? Why Yes, It's Auditing]

# Sample Social Media Messaging for Educators

[Click to go back to TOC](#)

## Twitter



**John Doe**  
@johntheauditor

Have you ever wondered what a day in the life of an auditor looks like? Check out @discoveraudit's video #AuditorProud <http://bit.ly/2weKFjF> [link to What to Expect When You Choose a Career in Auditing video]



**John Doe**  
@johntheauditor



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



**John Doe**  
@johntheauditor

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



**John Doe**  
@johntheauditor

Retweet if you're #AuditorProud! @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]



**Jane H.**



Proud to teach the next generation of auditors – the backbone of our economy! #AuditorProud #FutureAuditors [include picture of Accounting class students]



# Sample Social Media Messaging for Educators

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## LinkedIn/Facebook



**J. Bankman**

1 hr

The Center for Audit Quality's *Main Street Investor Survey* really highlights the importance of auditors in the US and around the world. [#AuditorProud](#) [Link to CAQ 2016 Main Street Investor Survey]



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



**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.



# Sample Social Media Messaging for Non-Auditors

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## Twitter



**John Doe**  
@johntheauditor

I uploaded a selfie for [#AuditorProud](#) Day on [@discoveraudit](#) website. You should too! [#FutureAuditor](#) [Tag other followers/friends]



**John Doe**  
@johntheauditor

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



**John Doe**  
@johntheauditor

I'm not an auditor, but I depend on one and work with a lot! [#AuditorProud](#)

## Instagram



Jane H.



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



Jane H.



Who run the world? Girls! <http://bit.ly/2umHgBD> [Link to Discover Audit blog, Four Ways Women Rule in the Auditing Profession]

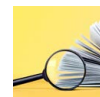
## LinkedIn/Facebook



**J. Bankman**

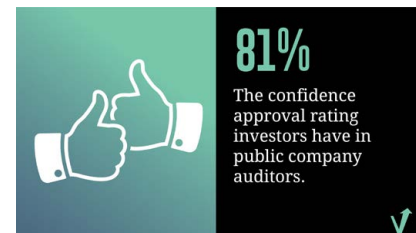
1 hr

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



**J. Bankman**

1 hr



Fast Fact: According to a CAQ survey, investors have a lot of confidence in public company auditors—81%! [Link to Fast Fact Infographic]

# Six Ways to Generate Buzz about #AuditorProud

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## 1. Save the Date

Share the attached Save the Date with your accounting and audit students in advance of the blitz.

## 2. Teaching Moments

Educators can use the blitz as a way to spur conversation in the classroom about the role auditors play in our economy and the various career paths open to students.

## 3. Bragging Rights and Competition

Educators can also challenge students with a fun competition tied to the social media event. Offering a prize (free lunch, snacks, bragging rights, one extra day on project, etc.) for the team/student with the most posts and/or retweets using #FutureAuditor.

## 4. Campus Flyer

Create a flyer (or use the CAQ's Save the Date attached with this toolkit) and circulate it campus (or business school)-wide for posting in common areas. The flyer should include #AuditorProud and #FutureAuditor, date of event (Thursday, September 28<sup>th</sup>), and your university/college's and CAQ's social channels to encourage students to follow for more blitz related updates.

## 5. Geofilters

It is no secret that younger generations are active on social media, particularly Snapchat. Consider creating a #FutureAuditor geofilter for your students and colleagues to engage the next generation of auditors.

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

Let's inspire the next generation of #FutureAuditors and beat the 2016 #AuditorProud blitz numbers and make the 2017 #AuditorProud blitz even more successful!

# 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 on the day of the blitz. If you've found any other great resources similar to the ones below, please feel invited to share those on the day of the blitz 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)

[What Large Firms Expect from New Accounting Grads](#) (Journal of Accountancy)

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

[Accounting Adds Up to a Challenging and Rewarding Career](#) (Huffington Post)

[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)