

A CAQ INITIATIVE

TOOLKIT

2ND ANNUAL

#AuditorProud

SOCIAL MEDIA BLITZ

Partner



CENTER
FOR AUDIT
QUALITY

SEPTEMBER 2016

#AuditorProud

SOCIAL MEDIA BLITZ

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#AuditorProud: An Overview

The Center for Audit Quality (CAQ) will coordinate the second annual #AuditorProud social media blitz on September 22, 2016 to generate buzz around the profession and help recruit the next generation of auditors. On #AuditorProud Day, we celebrate the audit profession and encourage students and others to learn more about what a career in auditing can offer.

Last year, the blitz generated thousands of tweets and other posts from almost 100 different countries!

WHO SHOULD PARTICIPATE

1. Auditors can join us by sharing stories of why they chose a career in auditing, what they love about the profession, and what makes them proud to be an auditor. Audit firms can post about the value of the audit to the economy and the perks of working in the profession.
2. We also welcome policy organizations, educators, student groups, users of audit reports, and audit firm alumni to join in the discussion on the importance of public company auditing and its value to the economy. Former audit employees can also highlight 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 September 22nd, participants will take to social media (Facebook, Twitter, Instagram, LinkedIn, and Snapchat) using the hashtag #AuditorProud, to share messages about the value of a career in the profession and why they chose to be an auditor. Individual auditors and audit firms can also share CAQ or firm-produced fact sheets, infographics, videos, memes, and other resources with their social networks that highlight the value of auditors to our economy and the exciting opportunities a career in the profession can offer.

**For more information contact
Erica Hurtt at the CAQ**

Visit www.discoveraudit.org or contact Erica Hurtt, Senior Director of Communications, Center for Audit Quality, ehurt@thecaq.org.

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Tips for #AuditorProud Participation

-
- ▶ Follow @discoveraudit and @thecaq on Twitter.
 - ▶ Follow DiscoverAudit and the CAQ on Instagram.
 - ▶ Use the #AuditorProud hashtag in your posts to spread the word.
 - ▶ Start by sharing one of the provided sample messages below.
 - ▶ Retweet or share content from @DiscoverAudit, discoveraudit.org, and participating partners.
 - ▶ Encourage your followers, colleagues, and students to share their stories of the value of a career in audit.
 - ▶ Have fun!

Sample Social Updates for Organizations

TWITTER

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

LINKEDIN/FACEBOOK

- ▶ Today, [ORGANIZATION] adds our voice to those who are #AuditorProud. Auditors help build trust in our markets, companies, and the economy. We salute today's auditors and anyone considering a career in this important and dynamic field. <http://bit.ly/tkktkt>

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Sample Social Updates for Individual Auditors

FACEBOOK

- ▶ There are a lot of reasons to be #AuditorProud! Here are a few [Reasons to Discover Audit](#).
- ▶ *(Link to [Path to a Dynamic, Purpose-Driven Career One-Pager](#))* Looking to join me in one of the best careers out there!? You should. #AuditorProud

TWITTER (NO MORE THAN 140 CHARACTERS)

- ▶ I'm #AuditorProud because I work in a career that makes me excited to get out of bed in the morning! @discoveraudit *(118 characters)*
- ▶ Retweet if you're #AuditorProud @discoveraudit *(46 characters)*
- ▶ Fun Fact: Auditors were employed by kings back in the 13th and 15th centuries! No big deal. #AuditorProud @discoveraudit *(120 characters)*
- ▶ Fun Fact: The unemployment rate for auditors is just 2.5%. Much lower than the rate for the general economy #AuditorProud @discoveraudit *(132 characters)*
- ▶ Fast Fact: 53% of Fortune 100 CFOs got their start in auditing. #AuditorProud @discoveraudit *(95 characters)*
- ▶ What job lets you travel to cool countries, brush up on that foreign language you took in college, and take cool selfies? #AuditorProud *(138 characters)*

LINKEDIN

- ▶ Share today why you are #AuditorProud! Join the conversation and spread the word on how rewarding of an auditing career can offer.

INSTAGRAM

- ▶ *[Take a picture holding the CAQ-produced sign]* I am #AuditorProud because of all the smart people I work with! *[Tag fellow auditor friends]*
- ▶ *(Link to [Path to a Dynamic, Purpose-Driven Career One-Pager](#))* #AuditorProud

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Six Ways to Generate Buzz About #AuditorProud

1. CALENDAR/MEETING INVITE

Create a calendar invite and send to all your employees or members in advance of the blitz. This way everyone will be reminded of the blitz no matter where they are that day and won't forget to participate. The calendar invite can also include key details pertinent to the event (e.g., hashtags used for blitz, sample messaging, etc.).

2. SAVE THE DATE

Share the attached Save the Date with your teams and members in advance of the blitz.

3. BRAGGING RIGHTS AND COMPETITION

Challenge colleagues and members with a fun competition tied to the blitz. Offer a prize (free lunch, dessert treats, bragging rights, etc.) for the team with the most posts and/or retweets using #AuditorProud. Or you can use the posts to spur a conversation in the classroom.

4. WHITEBOARD

On the day of the blitz, place a whiteboard in common office areas and encourage employees to write why they're #AuditorProud and snap a pic of the board or themselves in front of the board. This is a great way to spur participation in the blitz.

5. GEOFILTERS

It is no secret that younger generations are active on Snapchat. Consider creating or using existing geofilters for your organization to engage the next generation of auditors.

6. START PROMOTING #AUDITORPROUD ON SOCIAL CHANNELS TODAY!

Let's make the 2016 #AuditorProud blitz even more successful than last year's!

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“Shareables”: Links to Videos, Fact Sheets, and More

Here are some videos, fact sheets, infographics, and other resources you can share on the day of the blitz.

- ▶ [Save the Date!](#) (attached)
- ▶ [Path to a Dynamic Purpose-Driven Career](#) (PDF)
- ▶ [Life of an Auditor](#) (video)
- ▶ [Careers in Auditing: Let's Squash the Confusion](#) (Cindy Fornelli, July LinkedIn Post)
- ▶ [Five Reasons to Discover Audit](#) (PDF)
- ▶ [#DYK Fun Facts About Auditors](#) (PDF)

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