

A CAQ INITIATIVE

TOOLKIT

2ND ANNUAL

#AuditorProud

SOCIAL MEDIA BLITZ

Universities & Students



CENTER
FOR AUDIT
QUALITY

SEPTEMBER 2016

#AuditorProud

SOCIAL MEDIA BLITZ

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#AuditorProud: An Overview

The 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. Professors can join us by sharing stories of why they teach auditing and the rewarding and diverse opportunities awaiting students who pursue a career in the profession. Students can also participate and post about why they chose to study accounting.
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. Professors and students can also share CAQ-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 and varied career paths open to auditors.

**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 in this toolkit.
 - ▶ 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 Professors and Students

TWITTER

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

LINKEDIN/FACEBOOK

- ▶ Today, [UNIVERSITY] 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

- ▶ *(Insert college/university)* had the best program for my chosen career path. The professors are well known within the profession, and I knew I would be able to make a difference in the world by being #AuditorProud..
- ▶ 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
- ▶ *(Post picture wearing college/university sweatshirt/colors)* Still repping for *(insert college/university)* and showing why I'm #AuditorProud!"

TWITTER (NO MORE THAN 140 CHARACTERS)

- ▶ (Student example) I'm #AuditorProud because I work in a career that makes me excited to get out of bed in the morning! @discoveraudit *(118 characters)*
- ▶ (Professor example) Proud to teach the next generation of auditors – the backbone of our economy! #AuditorProud @discoveraudit *(85 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

- ▶ As a student at *(insert university)*, classes are never boring or routine, and that makes coming to class every day all the more exciting! #AuditorProud
- ▶ When I started taking auditing classes, I had no idea how fun and rewarding this profession would be. #AuditorProud

INSTAGRAM

- ▶ *(Link to [Path to a Dynamic, Purpose-Driven Career One-Pager](#))* #AuditorProud

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Six Ways to Generate Firm Buzz About #AuditorProud

1. SHARE THE DATE

Share the Date with your accounting or audit students in advance of the blitz.

2. BRAGGING RIGHTS AND COMPETITION

Professors can challenge students 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.

3. TEACHING MOMENTS

You can also use the posts to spur a conversation in the classroom about what auditors do and the various career paths open to students.

4. WHITEBOARD

On the day of the blitz, place a whiteboard in common areas on campus and encourage students to write why they're #AuditorProud or why they chose to study accounting and auditing. Have them 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 campus/university to engage students.

6. START PROMOTING #AUDITORPROUD ON SOCIAL CHANNELS TODAY!

Let's make the 2016 #AuditorProud blitz even more successful than last year's! We'll be on a few college campuses this fall with some members of the audit profession to promote the effort. Help us show current and prospective students what a wonderful career is awaiting them in the profession.

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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.

- ▶ [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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