



TQ & SQ OF A CA

Ameet Patel
Pune Branch of ICAI
13th May 2017



"It is not the strongest
or the most intelligent
who will survive but
those who can best
manage change."

- Charles Darwin

TQ & SQ – Elephants in the room?

- Is Technology and/or Social Media an elephant in the room?
- Do you avoid talking about it?
- Is it “an obvious problem or risk no one wants to discuss, or a condition of groupthink no one wants to challenge”?

Why technology & SM are important for CAs?

- There is a massive risk of most of our present functions being taken over by robots, machines, websites, software, mobile apps etc.
- Here are a few survey results that are a harbinger of times to come

Top 10 jobs most at risk from robots

Job	Likelihood of becoming automated
Insurance underwriters	98.90%
Loan Officers	98.36%
Credit Analysts	97.85%
Real Estate Brokers	97.29%
Compensation and Benefits Managers	95.57%
Postal Service Clerks	95.41%
Nuclear Power Reactor Operators	94.68%
Budget Analysts	93.78%
Accountants and Auditors	93.51%
Geological and Petroleum Technicians	91.28%

Will your job be replaced by a robot in next 20 years?

- Oxford study

Probability	Job
99.00%	Data Entry Keyers
99.00%	Library Technicians
99.00%	New Accounts Clerks
99.00%	Photographic Process Workers and Processing Machine Operators
99.00%	Tax Preparers
99.00%	Insurance Underwriters
99.00%	Mathematical Technicians
99.00%	Title Examiners, Abstractors, and Searchers
98.00%	Models
98.00%	Bookkeeping, Accounting, and Auditing Clerks
98.00%	Legal Secretaries

Thus, the writing on the wall is quite clear

- Most of the traditional work that we have been doing for past few decades will be taken over by technology companies
- Most surveys predict that accountants are likely to be one of the worst affected by technology
- And the worrying part is that this day is **NOT** far off!

**So lets talk a
bit about
Technology**

TQ & SQ – a very hazy dividing line

- Today, when one talks about Technology, invariably, Social Media comes into the discussion. Both are inseparable for the young generation.
- So, today, in our discussion, we will use both terms interchangeably

**Therefore,
lets first talk
about**



SQ – Social Media Quotient

- Are you a Social Animal or are you anti social?
- Do you have a Face Book presence?
- Do you avoid checking your FB presence on a regular basis?
- You don't even know what Twitter is?
- What is LinkedIn?

Why Do You Need Social Media?

- Marketing techniques change as rapidly as tax laws and accounting standards. To remain competitive in the marketplace, grow your practice and manage your firm's online reputation, you have to keep up with the demands of your client base and reach new prospects.
- Prospects are more tech-savvy today than they were 10 years ago. Many of them grew up with technology, or have adapted to it, so they expect to be served differently. They don't wait for brochures or prospect meetings to learn about your firm. **They do their homework online before you even have the chance to shake their hand.** What do prospects see when they Google your firm? What's their first impression of your firm when they research you? Are you satisfied with the quality and quantity of information that will guide them to the decision to engage your services?

What do clients want?

Social media isn't just about business development. It's also about client retention and recruitment. Clients look to you to provide real-time answers to an array of questions. They expect you to be accessible and to communicate with them regularly through channels they already utilize, including email, social media and mobile. They want more advisory interaction with you without having to pick up the phone or come into the office.

Why Social Media?

So, why do you need social media marketing? Your social presence, or lack thereof, can be critical to your firm's continuity. If executed properly, social media is a measurable solution that will:

- Raise awareness of your brand and services
- Allow you to tune in to what's being said about your brand
- Enhance word-of-mouth marketing
- Provide a real-time mechanism for client and prospect communication
- Increase client loyalty and provide richer client experiences
- Build consumer trust
- Offer more opportunities to convert
- Increase inbound traffic and conversion rates
- Improve search engine rankings for your firm's website

So, do answer these questions in your mind:

- Do you communicate with your clients regularly?
- For communication, do you use channels that your clients want or prefer?
- Are you easily accessible to your clients?
- Are you proactive with your clients or reactive?
- How much time do you take to respond to a client's query?
- Do you regularly update your website?
- Do you engage with your clients / prospects on a regular basis?

Social Media – some sound bytes

- **Amy Jo Martin** - Social media is the ultimate equalizer. It gives a voice and a platform to anyone willing to engage.
- **Amy Jo Martin** - Social media is changing the way we communicate and the way we are perceived, both positively and negatively. Every time you post a photo, or update your status, you are contributing to your own digital footprint and personal brand.

Social Media – some sound bytes

- **Timothy Ferriss** - Online I see people committing 'social media suicide' all the time by one of two ways. Firstly by responding to all criticism, meaning you're never going to find time to complete important milestones of your own, and by responding to things that don't warrant a response. This lends more credibility by driving traffic.
- **Raymond Arroyo** - Whether via social media or in person, building your relationships is a long-term process, and the ultimate goal is to strengthen your network one person at a time.

Social Media – some sound bytes

- **Amy Jo Martin** - We all have personal brands and most of us have already left a digital footprint, whether we like it or not. Proper social media use highlights your strengths that may not shine through in an interview or application and gives the world a broader view of who you are. Use it wisely.
- **Padmasree Warrior** - I think social media, it in a way forces companies to be more authentic or more transparent because it gives a voice to the consumer and a reach to the consumer that they didn't have before.

Social Media – some sound bytes

- [Aaron Lee \(@askaaronlee\)](#) - “These days, **social media waits for no one**. If you’re LATE for the party, you’ll probably be covered by all the noise and you might not be able to get your voice across. It could only mean that if you want to be heard by the crowd, you have to be fast; and on social media, that means you have to be REALLY fast.”
- [Bonnie Sainsbury \(@bsainsbury\)](#) - “Social media will help you build up loyalty of your current customers to the point that they will willingly, and for free, tell others about you.”

Message from the PM of India – Narendra Modi

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**

Social Media – what do you know about it?





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



- Using social media to gather more INFORMATION ABOUT CUSTOMERS

- TRACKING CUSTOMERS' SOCIAL MEDIA CONVERSATIONS to gain invaluable insight

- 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



Baker Tilly Virchow Krause, LLP is a full-service accounting and advisory firm whose professionals connect with clients through refreshing candor and clear industry insights. Founded in 1931, we have grown steadily over the years, broadening our service offerings and expanding our geographic ... more

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[Baker Tilly Virchow Krause, LLP](#) Baker Tilly is proud to again be named to the Vault Accounting 50

Baker Tilly Named to Vault Accounting 50 for Fifth Straight Year

prweb.com · "We are honored to again be named to the Vault Accounting 50 list, and to be recognized by our employees and peers as both an innovative service provider and employer of choice." CHICAGO (PRWEB) April 15, 2014 Accounting and advisory firm Baker...

14 hours ago



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Recent Updates

[KPMG](#) "Following the financial crisis, there was huge volatility and a much greater awareness of possible risks. The expectation now is that audit could play a bigger role in helping to understand the possible impacts of those risks." Jeremy Anderson, ... more



What misperception of audit would you bring clarity to?

youtube.com · Four KPMG audit leaders from across the globe clear up some misperceptions around the audit.



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Deloitte - First impressions

- IT department revises Direct Tax Code draft bill
- Managing the growing risk of fraud and corruption
- Government panel recommends FDI in Telecom sector
- RBI clarifies rules for new bank licenses

Economic Outlook

- 2014 Industry Outlook: Challenges, trends and strategies that may shape your business in the coming year
- Global economic outlook Q2, 2013
- Asia Pacific economic outlook June, 2013
- India Economic Outlook May, 2013
- Guide to Fiscal Information on key economies in Africa 2012-13

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Job Seekers

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Press/Journalists

Find news and press releases from across KPMG's global network of firms and get in touch with our press contacts.

Alumni

Renew relationships with old friends and colleagues and find out how we support our alumni in many countries.

Tax rates online

The online rates tool helps compare corporate, notional or individual income tax rates within a country or a tax type across multiple countries.

Global social dashboard

11 percent UK retailers expect 50 percent of their online sales to come through mobile devices
#ecommerce100
<http://t.co/Pkx2RTLzki>

Who cares about goodwill impairment?

The current IFRS model of mandatory annual impairment testing of goodwill without amortisation is due for a re-think, according to a series of interviews with stakeholders.

TaxNewsFlash

KPMG's TaxNewsFlash series provides a summary of the latest tax developments being reported by KPMG firms from around the globe.

Latest news

- Team Australia, from the University of Queensland Wins the 2014 KPMG International Case Competition (KICC)
- Leading Students Prepared to Travel for Right Job
- KPMG Report Highlights Stakeholder Support for Re-thinking Treatment of Goodwill under IFRS

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Changing the game for our clients

Together, PwC and Strategy& are helping clients develop practical strategies to address their biggest challenges - and turn ideas into action.

PwC and Strategy& (formerly Booz & Company) have come together to form a new kind of consulting business.

PwC's 6th Annual Digital IQ Survey

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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Global Annual Review

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**

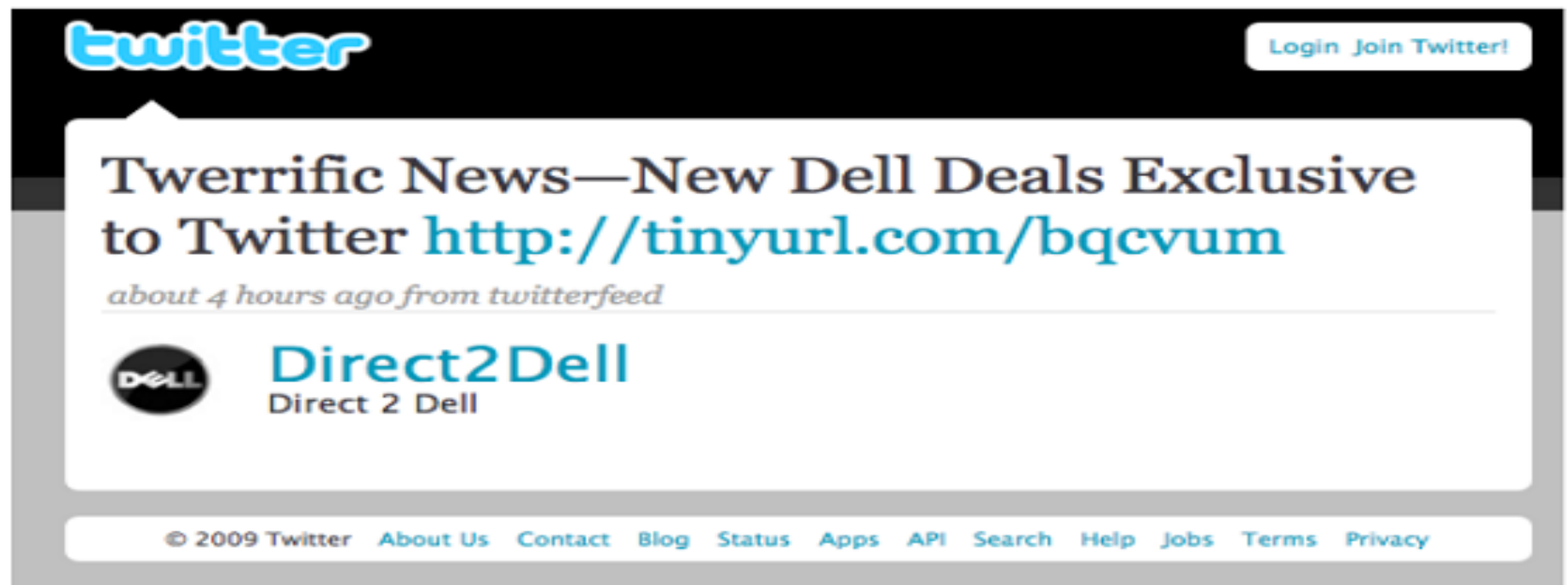
? ? ?

It helped....



Dell Starts Offering Exclusive Discounts Through Twitter

by Erick Schonfeld on February 3, 2009

79 Comments 



The screenshot shows a Twitter interface. At the top left is the 'twitter' logo. At the top right is a button that says 'Login Join Twitter!'. The main content is a tweet from 'Direct2Dell' (Direct 2 Dell) with a profile picture of the Dell logo. The tweet text reads: 'Twerrific News—New Dell Deals Exclusive to Twitter <http://tinyurl.com/bqcvum> about 4 hours ago from twitterfeed'. At the bottom of the tweet area is a footer with copyright information and links: '© 2009 Twitter About Us Contact Blog Status Apps API Search Help Jobs Terms Privacy'.

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



Harshdeep 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



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



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



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



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



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



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



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



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



Harshdeep 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:)



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



Harshdeep 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....



Harshdeep 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 interface. At the top, the browser address bar displays 'Secure | https://www.threadless.com'. Below the browser bar, there are navigation links for 'Order Status', 'Help', and 'LOG IN / JOIN US!'. The main navigation bar includes the Threadless logo and three primary categories: 'SHOP', 'PARTICIPATE', and 'CREATE'. A search bar is located on the right side of the navigation bar.

The 'PARTICIPATE' dropdown menu is open, showing the following options:

- Score Designs
- Read our Blog
- Forums
 - Everything
 - General
 - Art & Design
 - Tips & Tricks
 - Projects
 - Artist Shops

Below the navigation bar, there is a promotional banner for a t-shirt. The banner features a central image of a Grim Reaper figure wearing a black hooded cloak and holding a scythe. The figure is wearing a t-shirt with a graphic design of a Grim Reaper. To the left of the figure, there is a blue circular badge that says '\$15 THIS WEEK ONLY!'. To the right of the figure, there is a white circle with the word 'NEW!' inside, followed by the text 'MORT DESIGN BY PIGBOOM'. At the bottom right of the banner, there is a blue button that says 'SHOP NOW'.

Text on the page includes: 'Shop Threadless t-shirts and more featuring designs created by independent artists!', 'Order Status', 'Help', 'LOG IN / JOIN US!', 'threadless', 'SHOP', 'PARTICIPATE', 'CREATE', 'Search', 'Artists made \$1.5M. Help keep it going!', and 'Artist Shop for free!'.

And it helped this plumber



The image shows a screenshot of a Facebook post. At the top right, there is a magnifying glass icon and the word "Filters". The main post features a profile picture of a person with a blue face, a name that has been redacted with a blue box, and the text: "needs to find a plumber...asap!!! Anyone know a plumber I could contact?". Below the text are the options "11:19pm · Comment · Like". There are two comments below the post, both with blue faces and redacted names. The first comment says "Devashree shared this" followed by "at 11:22pm May 27" and "Larry @ 408.449.7077". The second comment says "at 11:25pm May 27" and "Thanx Devashree!!!".

Filters

 [Redacted Name] needs to find a plumber...asap!!! Anyone know a plumber I could contact?
11:19pm · Comment · Like

 Devashree shared this at 11:22pm May 27
Larry @ 408.449.7077

 [Redacted Name] at 11:25pm May 27
Thanx Devashree!!!

Can this happen to a CA too?

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 interface with a blue header bar containing the word "Tweet", a search icon, a compose icon, and a menu icon. The main content is a tweet from Ameet Patel (@patelameet) posted on June 3, 2014, at 4:05 PM. The tweet reads: "@tatadocomo Absolutely disgusted with my experience of ordering a wifi dongle online. Will never buy your product again." Below the tweet are four replies from Tata Docomo (@tatadocomo) and one reply from Ameet Patel. The replies from Tata Docomo are: "We apologize for the inconvenience caused to you, kindly DM us your contact details so that we can get in touch with you.", "We have forwarded your complaint to concerned department and will revert to you shortly.", "Please be patient. We will address your concern asap. Kindly bear with us during the interim.", and "Just how short is your 'shortly'? I have paid for my dongle in advance. I regret it now." The reply from Ameet Patel is: "Just how short is your 'shortly'? I have paid for my dongle in advance. I regret it now." At the bottom of the screen, there is a text input field with the placeholder "Reply to Ameet Patel", a "140" character count, and a "Tweet" button. The system status bar at the very bottom shows the time as 10:32 AM and various icons for signal, battery, and connectivity.

Tata Docomo @tatadocomo
@patelameet We apologize for the inconvenience caused to you, kindly DM us your contact details so that we can get in touch with you. 4d

Tata Docomo @tatadocomo
@patelameet We have forwarded your complaint to concerned department and will revert to you shortly. 4d

Ameet Patel @patelameet
@tatadocomo Just how short is your "shortly"? I have paid for my dongle in advance. I regret it now. 4d

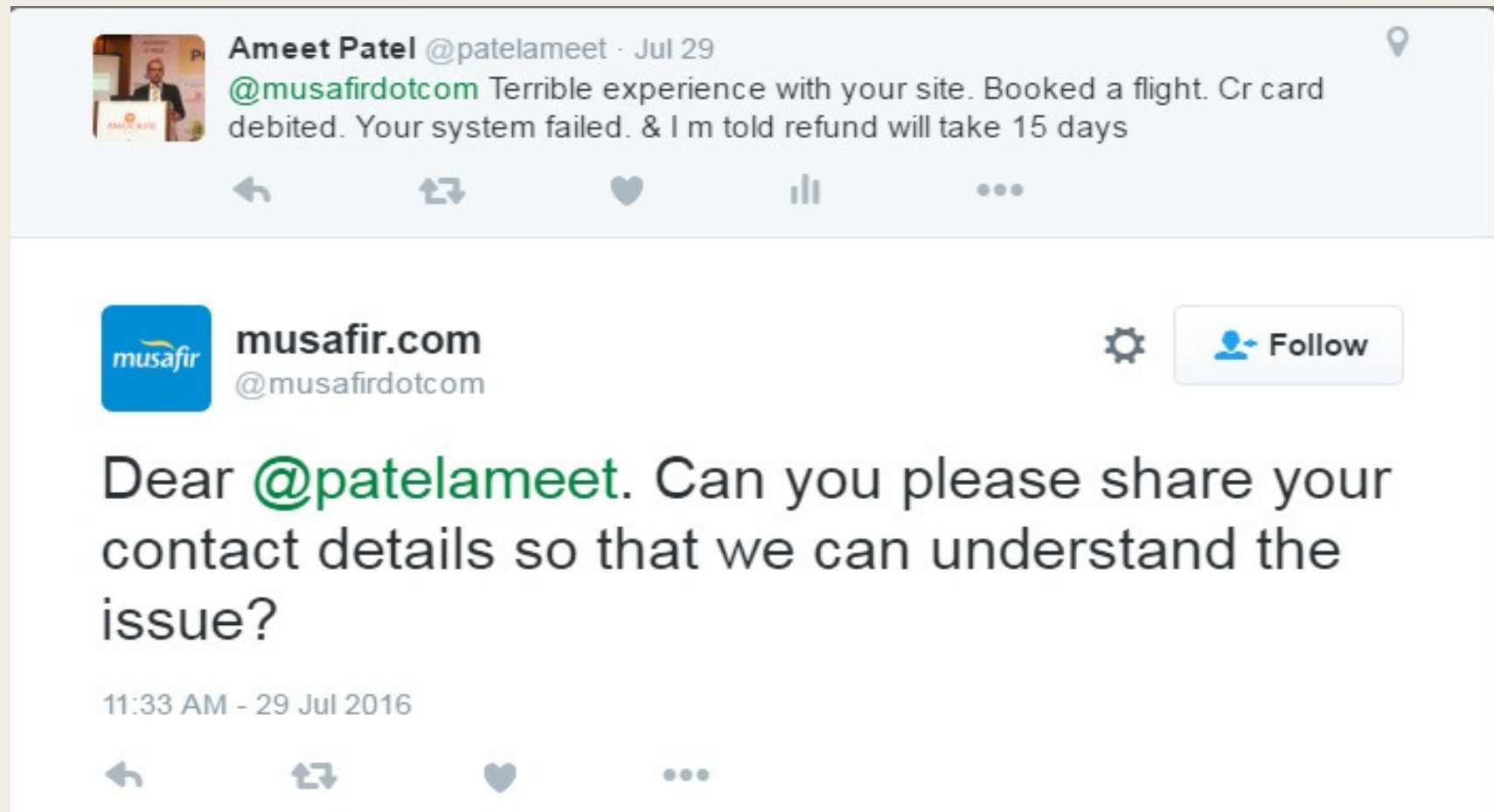
Tata Docomo @tatadocomo
@patelameet Please be patient. We will address your concern asap. Kindly bear with us during the interim. 4d

Reply to Ameet Patel 140 Tweet

10:32 AM

See How quickly Tata Docomo responded to my tweet

Example of Reputation Monitoring



The screenshot shows a Twitter thread. The top tweet is from Ameet Patel (@patelameet) dated July 29, 2016. The text of the tweet reads: "@musafirdotcom Terrible experience with your site. Booked a flight. Cr card debited. Your system failed. & I m told refund will take 15 days". Below the tweet are icons for reply, retweet, like, and a menu. The bottom tweet is from Musafir.com (@musafirdotcom) dated 11:33 AM on July 29, 2016. The text of the reply reads: "Dear @patelameet. Can you please share your contact details so that we can understand the issue?". The Musafir.com profile header includes the logo, name, handle, a settings gear icon, and a "Follow" button. The bottom of the reply tweet shows icons for reply, retweet, like, and a menu.

Ameet Patel @patelameet · Jul 29
@musafirdotcom Terrible experience with your site. Booked a flight. Cr card debited. Your system failed. & I m told refund will take 15 days

musafir.com @musafirdotcom
Dear @patelameet. Can you please share your contact details so that we can understand the issue?

11:33 AM - 29 Jul 2016

See How quickly Musafir.com 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

AngelList – Where the world meets Start ups

Beyond - Beyond helps millions of professionals network with each other and find jobs to advance their careers.

Data.com Connect - An online community to share ideas, get feedback, and discuss industry best practices.

E.Factor - An online community paired with a virtual marketplace designed for entrepreneurs by other entrepreneurs.

Gadball - A LinkedIn alternative that features profile and resume creation and job searching.

A few important professional networking sites

Gust - Connects startups with a large pool of investors across the world to help raise early-stage funding.

Meetup - A networking website for finding like-minded groups and meetup opportunities locally.

Networkingforprofessionals - Is a business network that combines online business networking and real-life events.

Myopportunity - Opportunity is a business network built around a lead generation tool that connects you to other professionals who could bring you leads, sales, and clients.

PartnerUp - Is a Google+ community connecting small business owners and entrepreneurs.

Plaxo - Is an enhanced address book tool for networking and staying in contact.

**Kinds of
campaigns that
CAs can run on
Social Media**

Linked



TM

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



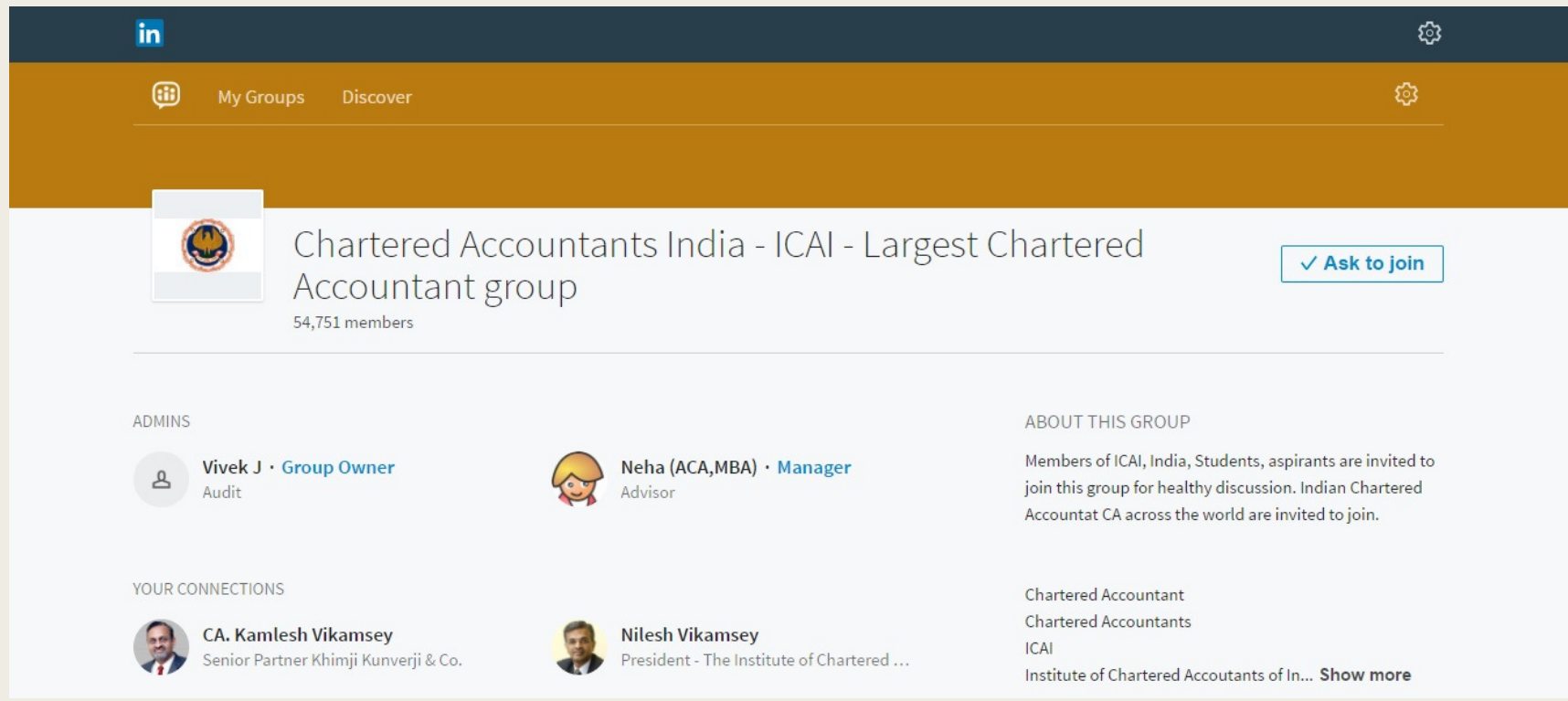
LinkedIn Network Statistics Lives!

I know I can't be the only one missing the ability to see LinkedIn network statistics broken down by first, second, and third degree.



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 interface for the 'Chartered Accountants India - ICAI - Largest Chartered Accountant group'. The page features a dark blue header with the LinkedIn logo and a gear icon. Below the header is a brown navigation bar with 'My Groups' and 'Discover' options. The main content area displays the group's profile picture, name, and a '54,751 members' count. A blue button with a checkmark and the text 'Ask to join' is visible. The 'ADMINS' section lists 'Vivek J · Group Owner' (Audit) and 'Neha (ACA,MBA) · Manager' (Advisor). The 'YOUR CONNECTIONS' section lists 'CA. Kamlesh Vikamsey' (Senior Partner Khimji Kunverji & Co.) and 'Nilesh Vikamsey' (President - The Institute of Chartered ...). The 'ABOUT THIS GROUP' section contains the text: 'Members of ICAI, India, Students, aspirants are invited to join this group for healthy discussion. Indian Chartered Accountat CA across the world are invited to join.' Below this, it lists 'Chartered Accountant', 'Chartered Accountants', 'ICAI', and 'Institute of Chartered Accountants of In...' with a 'Show more' link.

Join LinkedIn Groups









My groups

My pending groups

[Create group](#)

Filter my groups

GROUPS THAT I MANAGE

-  **BCAS - Domestic Taxation**
(7) pending members 
-  **BCAS - XBRL** 
-  **BCAS - Practice Management**
(1) pending member 
-  **BCAS - Service Tax**
(4) pending members 

It's a great place for searching for a job too!



Try Premium
for Free

Tax Specialist

Mumbai, Maharashtra, India

Search

Top People **Jobs** Posts Companies Groups Schools

Sales Training- Carew USA - Certified Sales Training By Carew International USA. Contact Us Now! Ad ...

Showing 29 results.

Sort by: Relevance ▾



Tax Specialist

Highpoints Technologies Pvt Ltd

Mumbai, IN

Tax Residency Certificate (TRC) coordination, preparation & applicationPre-requisitesIndustry experience of minimum 1 - 2 yearsIndia payroll experience - preferredWillingness to... www.timesjobs.com

2 months ago



Lead Pre-Sales, Indirect Tax

Thomson Reuters

Mumbai, IN

Able to apply product knowledge and sales skills to advance the sales process, from probing and conducting a needs analysis, to developing a package for the customer, continuing... www.applytracking.com

1 connection works here

6 days ago



Deloitte - Executive - Business Tax (0-2 yrs) Mumbai

Deloitte India

Saved job searches

Save this search to get notified as new jobs become available.

Create search alert

Filter jobs by

Distance within 25 mi (40km) ▾

Location ▾

Company ▾

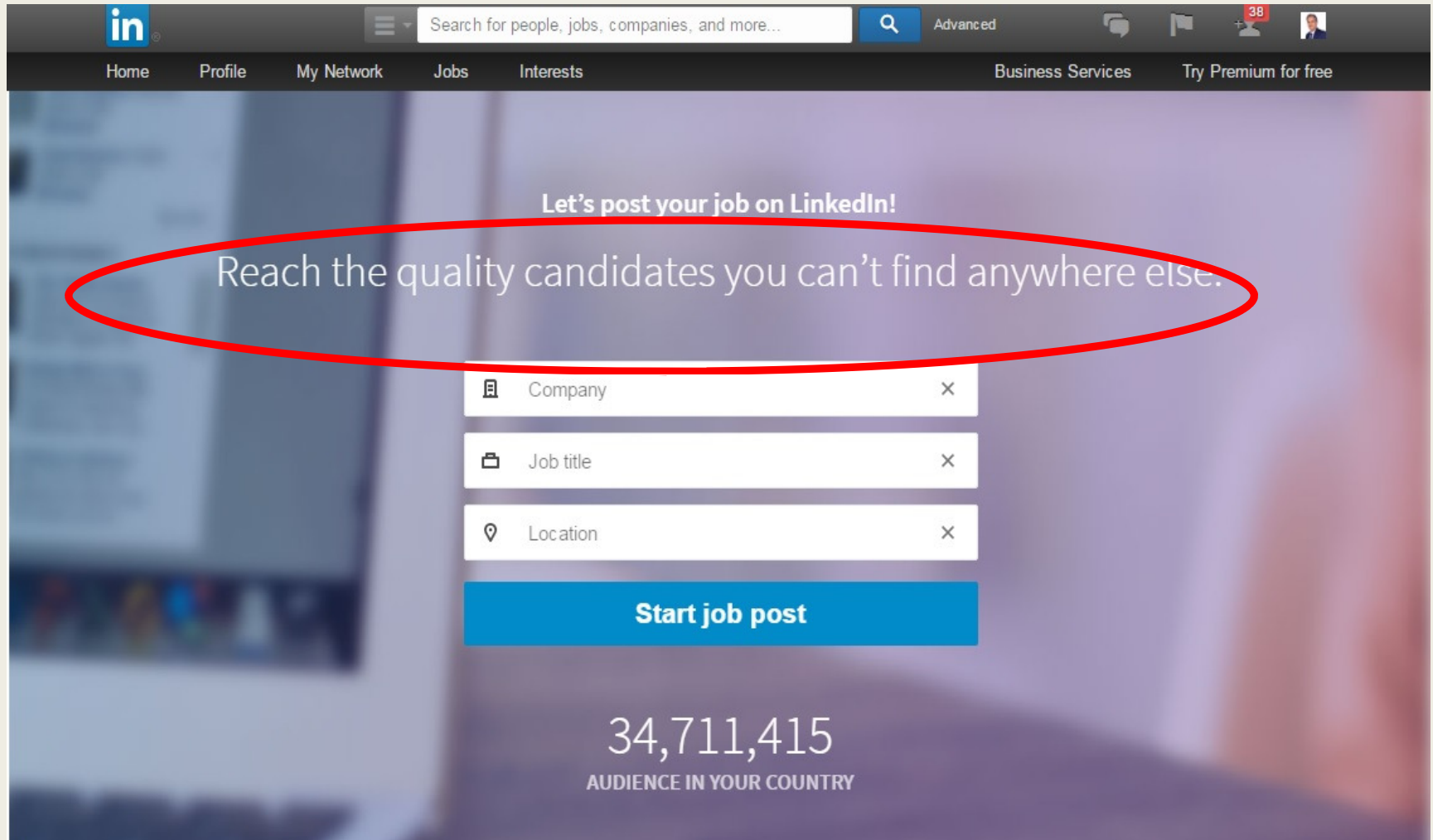
Date Posted ▾

Experience Level

Messaging



Using LinkedIn for sourcing staff



The image shows a screenshot of the LinkedIn website's job posting interface. At the top, there is a navigation bar with the LinkedIn logo, a search bar containing the text "Search for people, jobs, companies, and more...", and several icons for communication and notifications. Below the navigation bar, there are tabs for "Home", "Profile", "My Network", "Jobs", and "Interests". On the right side of the navigation bar, there are links for "Business Services" and "Try Premium for free".

The main content area features a promotional message: "Let's post your job on LinkedIn!" followed by the text "Reach the quality candidates you can't find anywhere else.", which is circled in red. Below this text are three input fields for filtering job posts: "Company", "Job title", and "Location", each with a small icon and a clear button (X). A prominent blue button labeled "Start job post" is positioned below these fields.

At the bottom of the main content area, the text "34,711,415" is displayed in a large font, with "AUDIENCE IN YOUR COUNTRY" written in a smaller font underneath it.

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. SATHE” or “CA So And So”. Write your full name without any prefix. Write your qualification in the proper field and not as a prefix.

How not to use LinkedIn! Impersonal & rude invites

Ameet I found you on LinkedIn



Tue 4/25, 2:07 AM
You

Reply



Ameet Patel



Hi Ameet, it would be good to stay in touch. Can we connect on LinkedIn?

Student at Shri Narsee Monjee College of Commerce & Economics
Juhu Development Scheme Vile Parle West Mumbai 400 056
Mumbai Area, India

View profile

Accept

[Unsubscribe](#) | [Help](#)

You are receiving Invitation emails.

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

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

Follow us on:

- [f](#) /PwCIndia
- [t](#) /PwC_IN
- [in](#) /company/pwc-india
- [yt](#) /PwC

PwC India @PwC_IN 22 Nov
Meet Tanvie, who has recently joined our gTransformation team in Gurgaon! #PwCCampus pic.twitter.com/kUiYxuXjW

Tanvie Vinayak
Analyst, Management Consulting

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

New@PwC

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

PwC India @PwC_IN 21 Nov
#PwC employees put in over 155,000 volunteering hour last year! #PwC_Innovation @PwC_LLP @PwC_Canada_LLP @PwC_NZ pic.twitter.com/QgLmRU3OfW

Don't just tell me, show me
At PwC, we believe in adhering to the highest standards of excellence.

We are responsible!

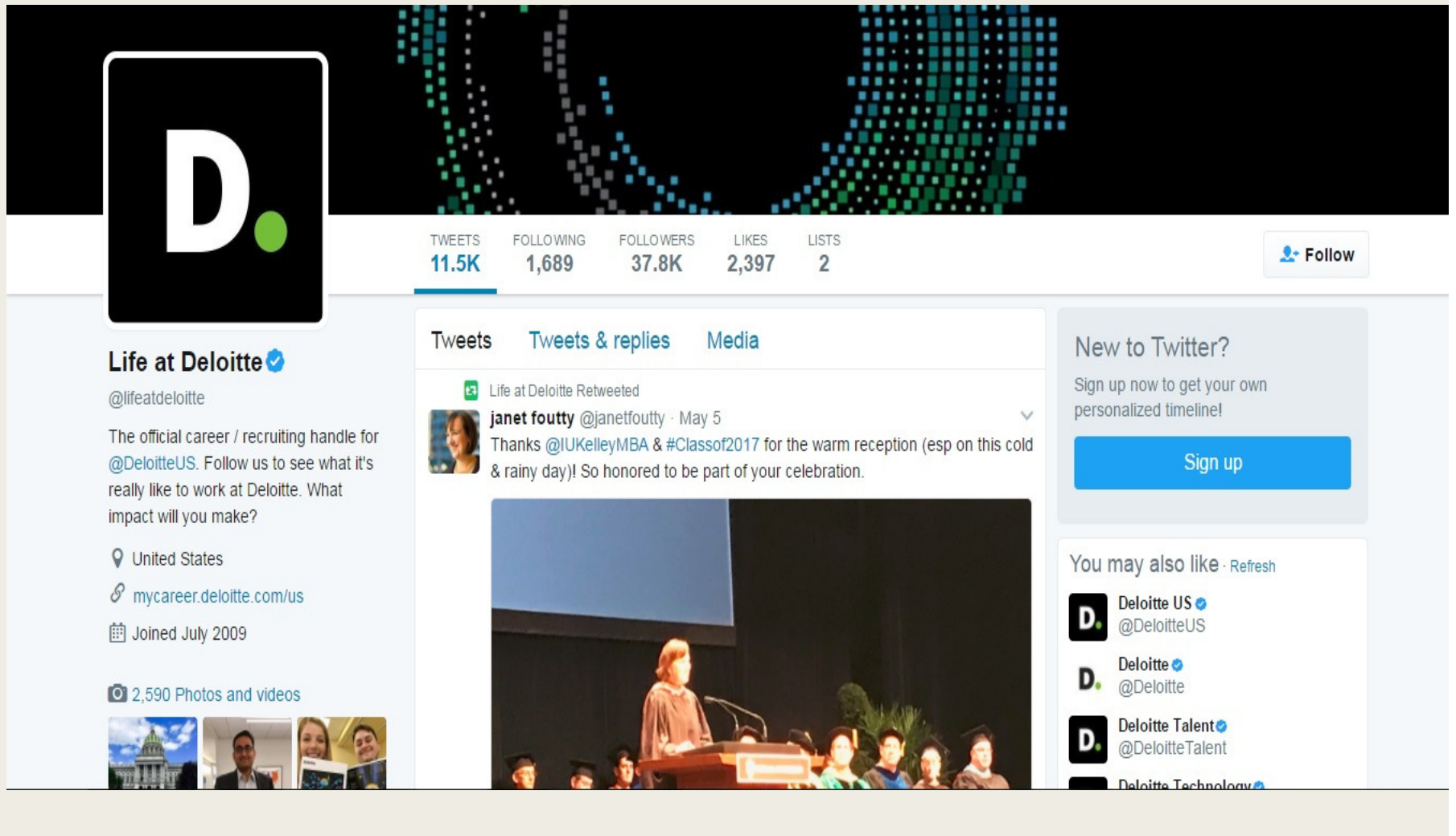
47,000 people participating in community activities

566,000 provision of professional services

Start | Internet Explorer | File Explorer | Windows Media Center | Recycle Bin | Mail | Skype | Chrome

13:20 26/12/2013

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



The image shows a screenshot of the Twitter profile for 'Life at Deloitte'. The profile picture is a black square with a white 'D.' logo. The bio reads: 'The official career / recruiting handle for @DeloitteUS. Follow us to see what it's really like to work at Deloitte. What impact will you make?'. The location is 'United States' and the website is 'mycareer.deloitte.com/us'. The account was joined in July 2009 and has 2,590 photos and videos. The stats show 11.5K tweets, 1,689 following, 37.8K followers, 2,397 likes, and 2 lists. A 'Follow' button is visible. The main tweet is a retweet from Janet Foutty (@janetfoutty) dated May 5, thanking @IUKelleyMBA and #Classof2017 for a warm reception. The tweet includes a photo of a woman speaking at a podium during a graduation ceremony. On the right, there is a 'New to Twitter?' sign-up prompt and a 'You may also like' section with suggestions for Deloitte US, Deloitte, Deloitte Talent, and Deloitte Technology.

Life at Deloitte ✓
@lifeatdeloitte

The official career / recruiting handle for @DeloitteUS. Follow us to see what it's really like to work at Deloitte. What impact will you make?

United States
mycareer.deloitte.com/us
Joined July 2009
2,590 Photos and videos

TWEETS **11.5K** FOLLOWING **1,689** FOLLOWERS **37.8K** LIKES **2,397** LISTS **2** [Follow](#)

Tweets Tweets & replies Media

Life at Deloitte Retweeted

janet foutty @janetfoutty · May 5
Thanks @IUKelleyMBA & #Classof2017 for the warm reception (esp on this cold & rainy day)! So honored to be part of your celebration.

New to Twitter?
Sign up now to get your own personalized timeline!
[Sign up](#)

You may also like · Refresh

- D.** Deloitte US ✓ @DeloitteUS
- D.** Deloitte ✓ @Deloitte
- D.** Deloitte Talent ✓ @DeloitteTalent
- D.** Deloitte Technology ✓



BLOGS

Some popular Blogs

- @AccountingOnion
- @BloombergLP
- @Reuters

No. That's it!

You can't expect to be spoon fed all the time.

Find your own blogs





Quora

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

The screenshot shows the Quora interface for the question "How can a CA use Social Meida". The page includes a search bar with the question text, navigation buttons for "Ask Question", "Read", "Answer", "Notifications", and "Ameet". Below the search bar are topic tags: "Online Social Networks", "Digital Marketing", and "Social Media Marketing". The question title is "How can Financial Advisors use Social Media?" with a subtitle "Financial Advisors, Insurance & Mutual Fund agents too." Interaction buttons include "Answer", "Request", "Follow 6", "Comment", "Share", and "Downvote". A "Request Answers" section lists users like "Request From Quora", "Dirk Van Der Walt", "Anthonin Fabre", and "Rosh Sillars" with their respective answer counts. A "Set Up Your Account" sidebar lists tasks like "Visit your feed", "Follow 6 more topics", and "Find your friends on Quora". A "Related Questions" section is also visible at the bottom.

Quora How can a CA use Social Meida

Online Social Networks Digital Marketing Social Media Marketing

How can Financial Advisors use Social Media?

Financial Advisors, Insurance & Mutual Fund agents too.

Follow 6 ...

Have this question too? Request Answers:

- Request From Quora** We will distribute this question to writers, and notify you about new answers.
- Dirk Van Der Walt**, Bcom. Marketing & Communication, University of Pretoria South Africa (1999)
28 Answers in Digital Marketing
- Anthonin Fabre**
8 Answers in Social Media Marketing
- Rosh Sillars**, Author, consultant, national speaker. I developed my first business relationship through social media in 19...
10 Answers in Social Media Marketing

View More or Search

Promoted by ActiveCampaign

Grow Your Business With Email Marketing Automation

Set Up Your Account

- Visit your feed
- Follow 6 more topics
- Find your friends on Quora
- Upvote 5 more good answers
- Ask your first question
- Add 3 credentials
- Answer a question

Related Questions

How do financial advisors find prospects?

Do most financial planners use social media these days? Do they stay away because of the digital footprint?

What are the best examples of the financial industry using social media?



Accounting Edit

* Options 16897 Followers

Follow Topic

Top Stories Questions Answers About Manage

Add Question

Write Post

Write Review

★★★★★ 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

4

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

Share Topic

Twitter Facebook

Related Topics

Accountants
726 Followers

Small Businesses
175981 Followers

Finance
688611 Followers

Taxes
16962 Followers

Accounting Software
899 Followers

Power of Twitter – No. of followers (as on 8th May, 2017)

Barack Obama	8.77 crores
Amitabh Bachchan	2.66 crores
Narendra Modi	2.97 crores
PMO India	1.78 crores
Sachin Tendulkar	1.59 crores
Arvind Kejriwal	1.13 crores
Kiran Bedi	91.40 lakhs
Shashi Tharoor	52.70 lakhs
Barkha Dutt	60.40 lakhs



Power of Facebook Pages – No. of Likes (as on 8th May, 2017)

Name of Page	No. of Likes
Narendra Modi	4,16,72,433
Madhuri Dixit Nene	2,59,26,513
IPL Indian Premier League	1,98,25,386
Reliance Jio	20,28,978
Kotak Mahindra Bank Ltd	6,98,914
ICAI	57,695
ICAEW	84,476
ICFAI University	66,769

Power of Twitter – And where are CAs?

Name of Person	No. of followers
Chirag Chauhan	6,224
Arun Anandgiri	7,009
Richard Rekhy	5,491
Mukesh Butani	2,968
Ameet Patel	2,255
Lubna Kably	2,112
Ketan Dalal	1,273
Kamlesh Vikamsey	3,664
Shailesh Haribhakti	337

Importance of a SM presence – Sample Google Search – Page 1

Google Arun Anandgiri  

[All](#) [Maps](#) [News](#) [Images](#) [Videos](#) [More](#) [Settings](#) [Tools](#)

About 12,900 results (0.49 seconds)

[Arun Anandgiri | LinkedIn](https://in.linkedin.com/in/arun-anandagiri-8a748913)
<https://in.linkedin.com/in/arun-anandagiri-8a748913>
India - Editor at Taxsutra - taxsutra.com
View **Arun Anandgiri**'s professional profile on LinkedIn. LinkedIn is the world's largest business network, helping professionals like **Arun Anandgiri** discover ...

[PDF] (Case No. 93/2013) Mr.Arun AnandgiriInformant And The Institut...
www.cci.gov.in/sites/default/files/932013_0.pdf ▾
Feb 28, 2014 - Mr.Arun AnandgiriInformant. And. The Institute of Chartered Accountants of India. (ICAI) ...Opposite Party. CORAM: Mr. Ashok Chawla.

Management Team | Taxsutra
www.taxsutra.com/management ▾
Arun Giri is considered among the premier financial reporters in India, with special ... Arun has, over the years, been known for consistently breaking the biggest ...

CA ARUN ANANDAGIRI PuneICAI - Pune Branch Of WIRC
puneicai.org/staff/test-one1/ ▾
CA ARUN ANANDAGIRI. Flat No. 16, Abhishek Complex, Happy Colony, Kothrud, Pune 411029.
Arun_Anandagiri-260x222 ...

Importance of a SM presence – Sample Google Search – Page 2

[Arun Anandagiri: Latest News, Videos and Photos | Times of India](#)

timesofindia.indiatimes.com/topic/Arun-Anandagiri ▼

Latest **Arun Anandagiri** News, Photos, Blogposts, Videos and Wallpapers. Explore **Arun Anandagiri** profile at Times of India.

[Punes ICAI condemns threat to member | Latest News & Updates at ...](#)

www.dnaindia.com > [India News](#) > [Mumbai News](#) ▼

Dec 4, 2011 - Joshi was reacting to the threat of physical assault allegedly made against city-based chartered accountant **Arun Anandagiri** by a fellow ...

[Arun Anandagiri elected ICAI Pune Branch Chairman | Sunshine Pune](#)

punesunshine.blogspot.com/2017/03/arun-anandagiri-elected-icai-pune.html ▼

Mar 1, 2017 - **Arun Anandagiri** elected ICAI Pune Branch Chairman. The election to office bearers of Pune Branch of Institute of Chartered Accountants of ...

[Delhi high court dismisses CCI's appeal against ICAI - Livemint](#)

www.livemint.com > [Politics](#) > [Policy](#) ▼

Aug 12, 2014 - The case arose when an 'information' was filed with the CCI by chartered accountant **Arun Anandagiri**, alleging that the ICAI had abused its ...

[Arun Anandagiri Profiles | Facebook](#)

<https://www.facebook.com/public/Arun-Anandagiri> ▼

View the profiles of people named **Arun Anandagiri**. Join Facebook to connect with **Arun Anandagiri** and others you may know. Facebook gives people the ...

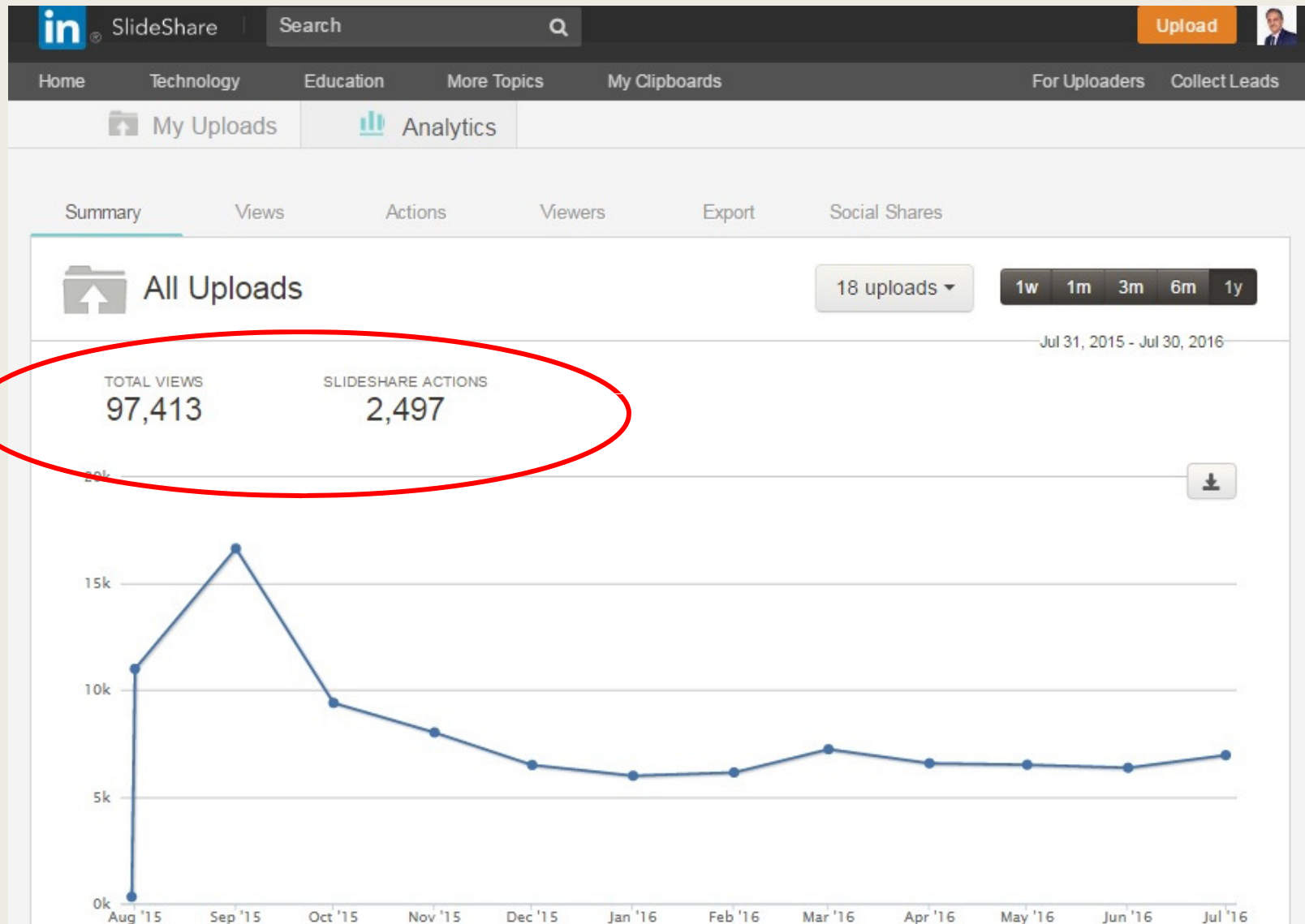
[Images for Arun Anandgiri](#)



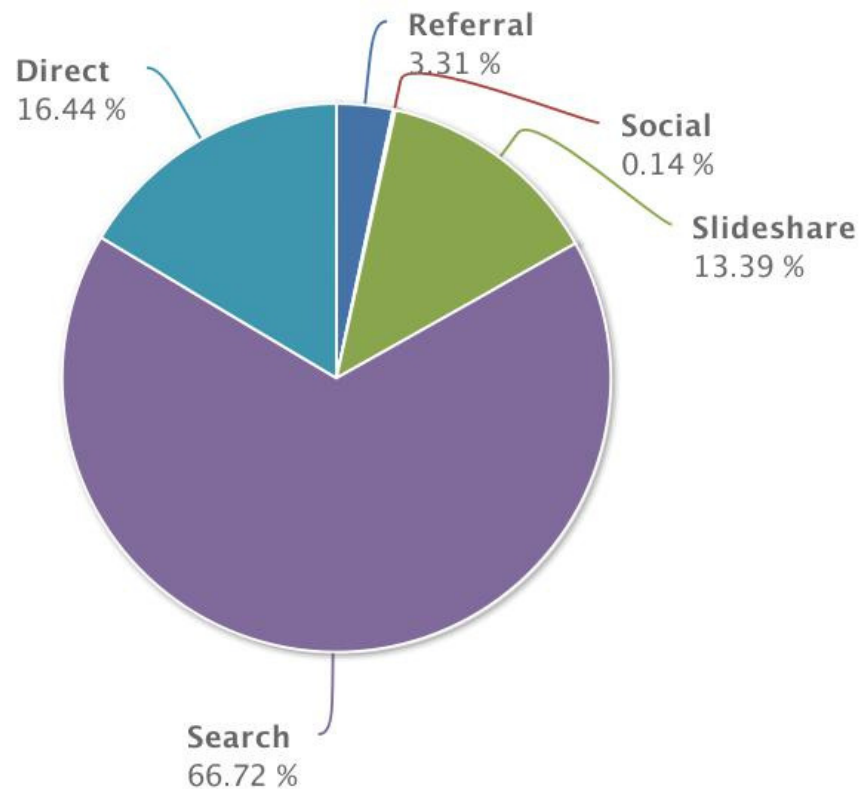
SLIDESHARE

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

Power of Slideshare



Power of Slideshare



This shows that millions of people are constantly searching on the internet for content & information

Cloud Computing

What is Cloud Computing?

To put it very simplistically, it is akin to having a server on the internet instead of in your office

Just think!

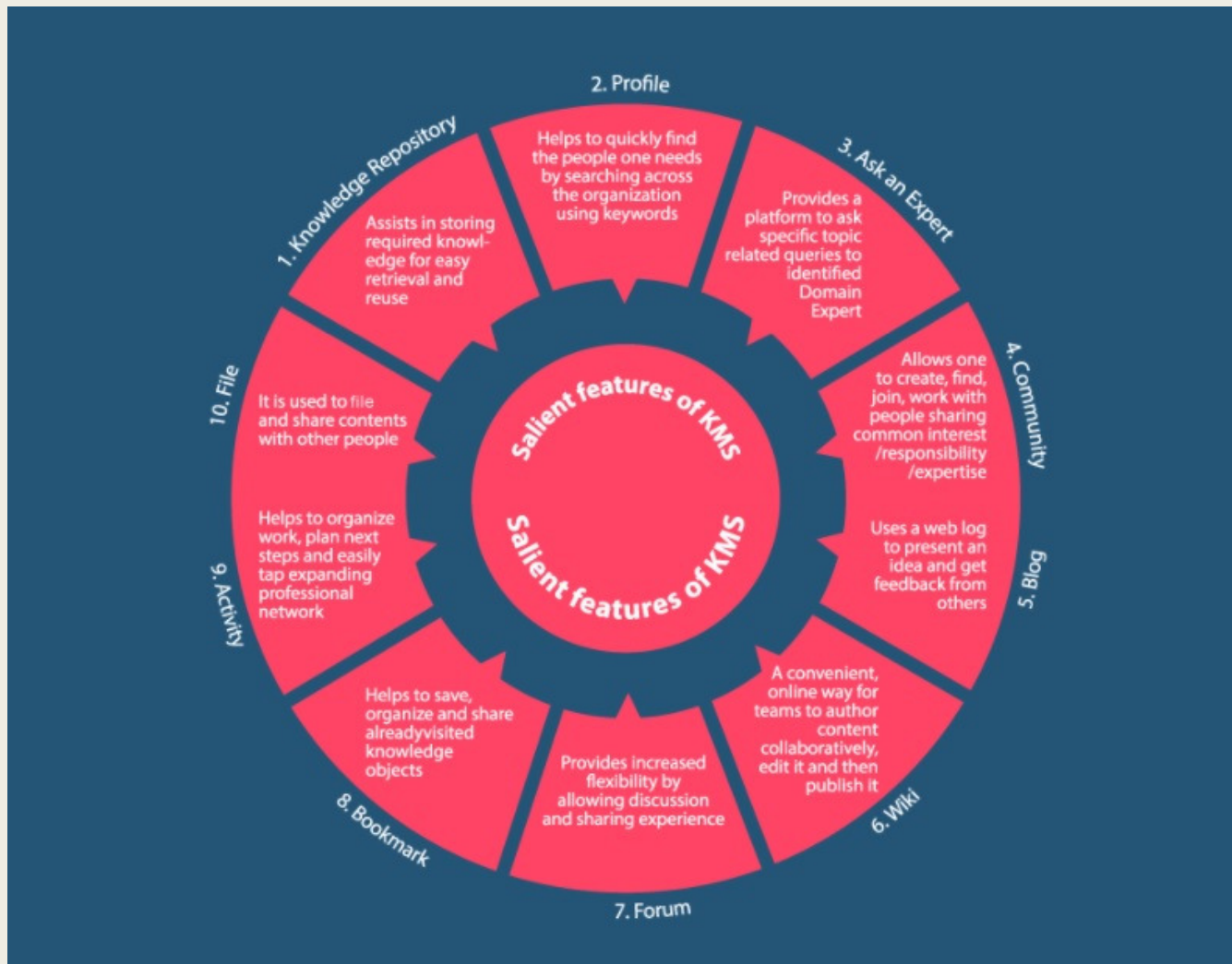
If your accounting package, Audit tools, tax computation software, e-TDS utilities, payroll processing software, attendance records, billing software, spreadsheets, documents, emails etc. were all stored or saved somewhere on the internet (cloud), would you need to go to your office every day from 9 to 9 ?

Working in the cloud

Advantages

Once clear role matrix is in place, processes are in place, document creation is standardised and staff is trained, the supervisor can be more confident and can rely on the work output. This can enable a person to work from anywhere and anytime. Allows users to collaborate on same document – e.g. google docs or Dropbox

KNOWLEDGE MANAGEMENT SYSTEM LAUNCHED BY GOVERNMENT OF INDIA



What the world is accustomed to today?

Today, everything is:

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

Do You

- Buy goods online?
- Use Net Banking?
- Book movie / flight / drama tickets online?
- Read news online?
- Use Mobile Banking apps?
- Check cricket scores online?
- Monitor your daily walks through apps?
- Consider Google as your one stop shop?

YES?

Well, you are not alone!

- Most of your clients also do the same!
- Most of your future clients definitely do the same!
- So, does your firm offer anything to any of your clients online?
- Will you attract any online person to your firm?

What you have seen is only the tip of the iceberg

You
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long

A Few Stray Thoughts to take home

- Mobile app for clients & inhouse team
- Cloud based data server
- Payment gateway to allow clients to pay your fees online
- Automated responses to emails / queries from clients
- System driven reminders to clients for various due dates
- Updated website / blogs / SM posts that tell the world about your knowledge

Thank You

You can contact me on:

Linkedin patelameet

 **@patelameet**

ameet.patel@mca.co.in

Manohar Chowdhry & Associates

CHARTERED ACCOUNTANTS

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Mahim West, Mumbai – 400 016, Maharashtra, India.
Tel: +91 22 24445064 | Web: www.mca.co.in

Chennai • Bengaluru • Dubai • Gurgaon • Hyderabad • Mumbai
Coimbatore • Kochi • Madurai • Mangaluru • Vijaywada • Vizag



Some Reference Material

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.