



## The AICPA's LinkedIn Group builds community and boosts membership

With more than 390,000 members, the American Institute of CPAs (AICPA) is always seeking engaging community-building tools to help its members connect with each other and share best practices. A members-only group on LinkedIn helped the Association create an ideal professional environment for members to interact online, and a channel for AICPA to share beneficial educational and marketing tools with members. In the first half of 2013, the group grew by 40 percent, and attracted 54,000 members.

### Challenge

AICPA's member engagement team wanted to build an online community where its accounting professionals could network with peers and trade ideas about the industry and their businesses. A members-only group was essential, as it would foster the free exchange of ideas within a valuable and relevant peer group. In addition, a group would allow AICPA members to hone their social media skills, and would be touted as a benefit of joining the Association.

### Solution

"Our members see LinkedIn as the natural place for social interactions among professionals," says Stacie Saunders, AICPA's strategist for social media and member engagement. The AICPA created a members-only group on LinkedIn, taking advantage of a branded community where they can influence organic discussions and demonstrate thought leadership.

The Association promoted the group's availability via LinkedIn Display Ads, AICPA's social channels and newsletters, and email signatures.

- Display Ads helped drive membership in AICPA and raise awareness of key accounting profession initiatives
- Interest-specific subgroups allow members to go in-depth on special topics
- AICPA uses group to share news about resources such as webinars and toolkits
- Group is positioned as key benefit of membership in AICPA

### Results

The AICPA group has grown rapidly, and now hosts about 15 percent of the entire Association's membership. "Our members are taking part in vibrant, insightful discussions that go on for months," Saunders says. "And they've told us that being part of the LinkedIn group is a standout benefit of their membership in AICPA."

- **40%** growth in group membership
- **54,000** group members
- LinkedIn is top driver of traffic to AICPA website

“Not only has our LinkedIn group given AICPA members a place to gather online, it’s helped us raise awareness of our brand. And we can highlight our resources to members we might not be able to connect with otherwise, since LinkedIn is where our members are spending time.”



**Stacie Saunders**  
Strategist for Social Media and Member Engagement  
AICPA

## Campaign Screenshots

This screenshot shows a LinkedIn post from Stacie Saunders, a member of the AICPA group. The post features a profile picture of Stacie and the text: "AICPA VIDEO: How is 'templosion' impacting your business? Manager's Choice". Below the text, it identifies her as "Stacie Saunders" with the role "Social Media Strategy | Training | Member Engagement". The post content begins with "Templosion is the implosion of everything into compressed time. The world we live in today is moving at a much faster pace and it's...". At the bottom, it shows "Like (2) • Unfollow • 1 month ago •".

This screenshot shows a LinkedIn advertisement for the AICPA group. The ad features a photograph of two young girls at a lemonade stand. The text on the ad reads: "REMEMBER WHEN YOU FIRST WANTED TO BE A CPA? Join nearly 386,000 like-minded professionals today." The background of the ad is a light blue and white pattern.

AICPA's LinkedIn Group and Company Page help increase engagement with accounting professionals.

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