



Bookmark These Blogs!

The accounting community is talking online in the blogosphere

If you think accounting and social media don't go together then I've got news for you: accountants are blogging big-time.

Chief among the accounting profession's bloggers are the savvy practitioners (mostly American, mostly CPAs) who use web logs (blogs) as a marketing tool, but the blogosphere is becoming increasingly populated by accounting academics, accounting writers and accounting stakeholders who wish to inform, explain and entertain.

There's a wide range of accounting-related conversations taking place right now in the blogosphere — and you can join in! — so bookmark these blogs.

GrossmanCGA

grossmancga.com

Toronto CGA Eric Grossman clearly believes that content should speak for itself. His minimalist approach to blogging stresses information over style.

Grossman tackles a wide variety of topics and trends and features a number of guest contributors, all while remaining humbly in the background (his only identifier is an icon that links to his LinkedIn profile.)

Canadian Tax Accounting Blog

madanca.com/blog

Allan Madan's blog is the antithesis of GrossmanCGA. With plenty of links back to his firm's home page, Madan's blog is a conspicuous marketing tool but it's also visually interesting, featuring Madan himself in a number of informative video clips clearly meant for potential clients.

Its other strengths include a frequently asked questions section, "must read" articles, links to archival posts and an online newsletter.

The Accounting Onion

accountingonion.typepad.com

Tom Selling is "peeling away financial reporting issues one layer at a time" on The Accounting Onion. A CPA living in Arizona, Selling is in some ways typical of the many American practitioners and teachers (Selling is both) who have adopted social media for professional purposes. Its content-rich but heavy on advertising.

All About Estates

allaboutestates.ca

Moving from the personal to the collaborative, All About Estates features accountants and other professionals who blog on a rotating basis on topics related to estates, trusts, tax, litigation, guardianship and elder care. Visually appealing, with strong, authoritative content and great navigation, All About Estates is a rich resource for professionals working in the estates industry.

Accountancy Age Blog

accountancyage.com/blog

Speaking of collaborative, the UK-based trade magazine Accountancy Age has a blog that corrals the content of its writers and editors to deliver news and opinion on accounting and financial issues in the UK and the EU.

Topics range from audit and accounting to risk management, practice management, technology and more. The most recent posts appear on the main page and readers can click through to the blogs of individual contributors.

XBRL Canada

xbrlca.blogspot.com

Finally, the XBRL Canada Blog is an industry website that promotes the adoption of eXtensible Business Reporting Language in Canada. An interesting example of how stakeholders can use social media to promote an agenda, XBRL Canada features news, announcements and links to publications.

Of course, this list is by no means comprehensive, and I suspect that many readers have favourite blogs that they would like to share.

So send me an email through editor@cga-ontario.org. If we receive enough responses, we'll do a follow-up column. Perhaps we'll call it Bookmark More Blogs!

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