Win at social media.
The accounting edition.

The practical guide to building real reach as an accounting firm — built on what hundreds of accountants do with Willow every week.

10 OFFICES, ONE CALENDAR · ACS

127K REACHED · GODDERIS

5 yrs ON WILLOW · CARBOFISC

Most social media advice ignores your industry. This guide doesn't.

Willow works with accounting firms every day — from solo bookkeepers to multi-office practices. We've seen what builds real reach for an accountancy, and what wastes time better spent on clients. This book is the distilled version.

The structure follows our Six Pillars framework — still the most reliable way to think about social media for a professional firm. But every chapter goes deep on the accounting sector specifically: concrete strategies, real client results, and the workflow that survives tax season.

No theory you can't use. No examples from sneaker brands. Just what works for accountants, with the numbers to prove it.

ABOUT WILLOW

We bring inspiration. You bring your expertise.

Willow combines a planning and publishing platform with expert human coaching — so you always know what, how, and when to post. Built in Belgium, trusted by 1,000+ businesses since 2018.

EU SERVERS | GDPR COMPLIANT | SINCE 2018

CONTENTS

How to win at social media as an accountant.

The Six Pillars. Deliver on all six, and social media works.

PILLAR 1

Consistency

A steady rhythm your audience can rely on — and your firm can sustain.

PILLAR 2

Value

Every post answers a question, solves a problem, or teaches something.

PILLAR 3

Content mix

Original, curated, and social — the rule of thirds keeps a feed alive.

PILLAR 4

Employees

Personal profiles carry further than firm pages. Use them.

PILLAR 5

Engage

Social media is a conversation. Firms that only broadcast lose.

PILLAR 6

Personality

People pick accountants they trust. Show the humans behind the numbers.

75%

of B2B buyers use social media to inform their purchasing decisions — including the decision of who does their books.

SOURCE: IDC RESEARCH ON B2B BUYING BEHAVIOR

Consistency starts with knowing exactly who you're posting for.

Consistency goes way beyond posting four times a week. Posting consistently to the wrong audience is just consistent waste. So before you write a single post, build a profile of your ideal client.

One profile, three ingredients. Write them down — they decide every content choice you'll make in the next six chapters.

Demographics

Who they are — sector, company size, life stage. A starting founder and an established family business read very different feeds.

Pain points

What keeps them up at night. For most of your clients, the books are a stress problem — name the stress.

Interests

What they actually read and follow. Meet them there, not where you wish they were.

EXAMPLE — TAX PLANNING FOR SMALL BUSINESSES

An accountant specializing in tax planning for small companies.

Their feed should answer the questions small-business owners actually ask: which costs are deductible, what the latest tax change means for them, when to switch legal structures.

And if your ideal clients are young, first-time entrepreneurs? Then bite-sized, plain-language content isn't a nice-to-have — it's the whole game.

Tailored content reads like it was written for one person.

EXAMPLE — FREELANCERS

An accountant who guides freelancers doesn't post about "our full-service offering." They post about the tax return deadlines freelancers actually miss, which costs are deductible for a one-person business, and how to plan for the social-contribution bill that surprises everyone in year two.

That's content a freelancer saves. Saved content converts.

The test for every post: would your ideal client stop scrolling? If only a fellow accountant would, it's a post for peers — fine, but know which audience you're serving.

LM

Lien Maes

ACCOUNTANT FOR FREELANCERS · ILLUSTRATIVE

Three deductions almost every freelancer forgets in their first year:

→ The professional share of your rent and utilities.
→ Training and books that keep your skills sharp.
→ The work portion of your phone and internet.

Not sure which apply to you? That's a fifteen-minute call, not a year-end panic.

142 REACTIONS 23 COMMENTS 11 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Your competitors are running the experiment for free. Read the results.

Other accounting firms are already posting. Their feeds tell you what your shared audience responds to — and what it scrolls past. Analyze three things:

- → **Type of content** — how do they share testimonials and success stories, and which formats earn real engagement?
- → **Tone of voice** — how do they explain tax and accounting concepts? Formal, plain-spoken, personal?
- → **Audience engagement** — who comments, and do they respond?

Then do the important part: don't copy any of it. Use the insights to sharpen a voice that's unmistakably yours. A feed that looks like every other firm's is invisible.

WILLOW COACH NOTE

"This step is the one firms skip — and it shows. If you don't have the hours to map your competitors properly, that's a coaching session, not a reason to skip it."

W

Willow coaching team
ACCOUNTANCY SECTOR

Pick a target. Then make every post earn its place.

"Be more visible" is not a target. Choose what social media should actually do for your practice — the choice changes what you post.

TARGET 01

Brand awareness

Become the firm people have already heard of. Share successes, milestones, behind-the-scenes, and the team — recognition compounds.

TARGET 02

Professional network

Expand the referral engine. Engage with other professionals, join the sector conversations that matter, share insights that demonstrate expertise.

TARGET 03

Leads & conversions

Turn followers into clients. Success stories, clear expertise, and an unmissable way to contact you.

TARGET 04

Educate your audience

Simplify the numbers your clients struggle with. Explainers, myth-busting, and guidance build authority faster than any ad.

The reasons accountants don't post — addressed head-on.

Every accountant we coach arrives with at least one of these. They're understandable — and all of them are wrong.

MISCONCEPTION 01

"My audience isn't on social media."

Finding a good accountant takes time, and most people start by asking their network. Being visible on social media with a clear strategy is how you stay top of mind — so when the question "know a good accountant?" comes up, the answer is you.

MISCONCEPTION 02

"Social media isn't professional."

LinkedIn and Facebook are professional environments — but professional doesn't mean boring or formal. Your content can and should reflect your firm's culture and values. Dry is a choice, not a requirement.

MISCONCEPTION 03

"Nobody wants accounting content."

Nobody wants brochures. Everybody wants answers: tax-season tips, accounting strategies for their business, what a new rule means for them. Valuable beats promotional — every time.

MISCONCEPTION 04

"I don't have the time."

The most common one — and the most solvable. Scheduling can be largely automated, and consistency matters more than frequency: one or two good posts a week beats silence, and beats a burst of five posts followed by three quiet months.

MISCONCEPTION 05

"I wouldn't know what to post."

You answer client questions all day. Every recurring question is a post. Chapter II turns that observation into a system — the rule of thirds — so the blank page stops being a thing.

Effortless content creation isn't a talent. It's the combination of a solid strategy and the right tools.

ACS Accountants run social for 10 offices — without losing control.

10
OFFICES & PAGES · ONE CALENDAR

+316%
GROWTH · CAMPUS NOORDERKEMPEN PAGE

+600
NEW FOLLOWERS · YEAR ONE

THE SETUP

Wouter Scholiers manages social media for ACS's ten offices and brands — from one Willow calendar, with one consistent rhythm per page.

Multi-office firms usually have multiple half-dead pages. ACS has ten that post on schedule, every week, without a marketing department chasing anyone.

The lesson for chapter I: consistency scales — when it's a system, not a person.

9 in 10

B2B buyers say online content has a moderate to major effect on their purchasing decisions.

SOURCE: B2B BUYER BEHAVIOR RESEARCH

The rule of thirds. One formula, no blank page.

Believe it or not, an accounting firm has plenty to post. Split your calendar three ways and each third feeds the others.

⅓

Original content

Updates about you and your practice — tax tips, success stories, myth-busting, milestones. The third that builds authority.

⅓

Curated content

Tax and accounting news, useful resources, sharp commentary on changes that hit your clients. The third that keeps your feed current.

⅓

Social engagement

Reposting your team, celebrating clients, joining conversations. The third that makes you part of a community instead of a billboard.

Give advice away. It comes back as clients.

The easiest content to create is the advice you already give all day: updates on tax rules, deduction tips, accounting basics for starters. One rule — don't give generic accounting advice. Give advice that fits your niche exactly.

EXAMPLE — CREATIVE SECTOR

An accountant serving creative entrepreneurs posts what they can and can't deduct: the camera, the studio space, the co-working subscription, the conference trip. Specific beats general.

Nobody hires that accountant because of one post. They hire the accountant whose name they've seen being useful for six months.

Free advice doesn't cannibalize your practice. The people who can do it themselves were never your clients — the rest now know who to call.

POST BLUEPRINT — TIPS & ADVICE

- → **Hook** — a question a client actually asks
- → **Answer** — plain language, no article numbers
- → **Proof** — one concrete example or figure
- → **Soft CTA** — “save this” or “ask us”

SAMPLE OPENING LINE

“Can I deduct that conference trip? Probably — if you can show it's relevant to your work. Here's the test the tax office actually uses.”

Success stories are the most powerful social proof.

A business that just chose you as their accountant. A client you helped through a stressful audit. A testimonial from a company you've served for ten years. These posts do the selling you can't do yourself — a third party saying "they deliver" beats any claim you could make.

Make it routine: ask satisfied clients for a testimonial regularly, and put your current clients in the spotlight while you're at it. They get free visibility; you get credible proof.

One strong success story per month outperforms weekly self-promotion. Scarcity keeps it credible.

VB

Van Belle & Co

ACCOUNTING FIRM · EXAMPLE POST

Two years ago, a bakery came to us with shoeboxes of receipts and a tax bill that didn't make sense.

This week they opened their second location — with clean books, a real cash-flow forecast, and no surprises from the tax office.

We didn't bake a single loaf. But we're still proud of this one.

96 REACTIONS   14 COMMENTS   5 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Debunk a myth. Become the source of truth.

For most starting entrepreneurs, accounting is a mystery — they know the basics at best. That fog is full of myths that need clearing: what's deductible, when VAT applies, what an audit actually involves. Correcting them publicly is the fastest way to demonstrate expertise.

THE FORMAT THAT WORKS

→ **The myth** — state it the way clients actually say it.

→ **The reality** — short, plain language. No article numbers.

→ **Why it matters** — the cost of getting it wrong.

→ **One action** — what the reader should check or do today.

THE PROMO TRAP

"You see it constantly: accountants start posting and it's all promotion. Cap promotional posts at 10–20% of your monthly calendar. Valuable advice and testimonials always beat telling people you're good."

L

Laura
SOCIAL MEDIA COACH · WILLOW

Humanize the firm. It's the content people actually engage with.

BEHIND THE SCENES

A day in the life. The new junior's first week. The team during tax-season crunch, the office tour, the celebration when the last return is filed. This is the content that makes your firm feel like a place — and your accountants feel like people a client could call.

It consistently earns the highest engagement of any accounting content category. Don't fight it; schedule it.

MILESTONES

Work anniversaries, a new certification, a speaking slot at a sector event, a marathon finished. Professional and personal milestones both work — they give your network a low-stakes reason to interact with the firm.

Tag the people involved. Every congratulation in the comments is reach you didn't pay for.

You read the tax news anyway. Your clients don't.

NEWS & UPDATES

A rule changes. A deadline moves. A new obligation lands on every company over a certain size. You understood it before breakfast — your clients will misunderstand it for weeks. Share the development, add two sentences of "what this means for you," and you've turned reading you already do into authority.

Willow client GRAEF does exactly this — when company-law statutes were reformed, their post told clients what it meant before the competition had noticed.

RESOURCES & RECOMMENDATIONS

Articles, books, tools, official guidance — anything that helps your audience manage their finances. Recommend only what you'd hand a client across the desk; your feed is your reading list, and people judge it.

POST BLUEPRINT — NEWS REACTION

→ **The development** — what changed, in one line

→ **What it means** — the impact on your client

→ **Your take** — the sentence only an expert can add

→ **Next step** — what to check this week

SAMPLE OPENING LINE

"New reporting threshold as of January. If your turnover crossed it last year, here's the one form you don't want to miss — and the date it's due."

Celebrate other people. It's the cheapest reach you'll ever get.

REPOST YOUR TEAM

When someone on your team posts something good, repost it from the firm. It signals support, encourages the next post, and puts the firm in front of their network. LinkedIn is built for exactly this.

CELEBRATE CLIENTS & COLLEAGUES

A client opens a second location. A sector colleague publishes something sharp. Repost it — and make it more valuable by adding your own take. One insightful sentence, not "Great post!"

Celebrating client wins you contributed to is the most elegant self-promotion in existence: their success story is your case study.

LinkedIn first. Your clients run businesses — they're here.

Professional networking, thought leadership, and the owners and managers who decide who does their books — all in one place. Share tax updates, accounting tips, and sector insights to put your expertise on display.

Articles, webinars, and recommendations round out your credibility. Post consistently about your firm's activity and you become the accountant your network already knows.

75% OF B2B BUYERS USE SOCIAL MEDIA IN PURCHASE DECISIONS

5× PERSONAL PROFILES OUT-REACH COMPANY PAGES

IDC RESEARCH · WILLOW ACCOUNT DATA

The other platforms — each earns its place differently.

Facebook

Community and reviews. Share tax advice and financial news, or go further: a group where clients and non-clients can ask quick questions puts your advice one tap away.

And encourage happy clients to leave a review on your page — reviews recruit your next clients while you sleep.

Instagram & TikTok

Accounting has a reputation for being dry. These platforms are where you prove otherwise: infographics, short videos, team culture, the human side of the practice.

Some firms now share bite-sized advice on TikTok with real success — humor plus expertise reaches an audience your competitors ignore.

X

Quick takes on fiscal and economic news. Only invest here if fast public commentary is genuinely your medium — for most accounting firms, LinkedIn and Facebook carry the load.

Should you be on every platform? Absolutely not.

Spreading a small firm across four platforms produces four mediocre presences. One well-run channel beats them all. Quality over quantity — every time.

Start where your ideal client persona from chapter I actually spends time. Corporate clients? LinkedIn. Local entrepreneurs and private individuals? Probably Facebook. Master that channel — learn its dynamics, build the habit, grow the audience — then expand only when the first one runs itself.

01 RESEARCH WHERE YOUR AUDIENCE IS MOST ACTIVE

02 FOCUS ON ONE PLATFORM FIRST — MASTER IT

03 EXPAND ONLY WHEN IT ADDS REAL VALUE

Godderis went from hesitation to 127,000 people reached.

127K	PEOPLE REACHED
50	POSTS · FIRST 6 MONTHS
3	GENERATIONS · FRANCKY, XANDER & MICHELLE

THE SETUP

Godderis Accountancy is a family-run firm that hesitated about social media for years — too busy, too unsure what to post. With Willow, fifty posts in six months reached 127,000 people, and the firm's recruitment pipeline noticed first.

The content mix did the work: advice, team, milestones — not promotion.

The lesson for chapter II: a deliberate content mix beats a busy one — and it recruits as well as it sells.

5×

Personal profiles reach roughly five times further than company pages on LinkedIn. Your team is your distribution.

OBSERVED ACROSS WILLOW CUSTOMER ACCOUNTS

Your firm page has hundreds of followers. Your team has thousands.

Add up the LinkedIn connections of everyone in your firm. That combined network dwarfs your company page — and it trusts its members in a way no firm account is ever trusted. People choose services recommended by people they know.

Encouraging your team to take part in the firm's social media isn't a nice-to-have. It's the single highest-leverage move in this book.

Start small: a like costs one second, a comment costs ten. Posting comes later.

STRATEGY — TEAM SPOTLIGHT

People love to see people. Put one team member in the spotlight on a fixed rhythm: their skills, a win, a lesson learned. They'll repost it to their own network — and their network will meet your firm.

Willow client Wingman Accountants introduces someone from the team every two weeks. It's their most reliably engaging format — and candidates see it too.

Tagging your team is free promotion in their entire network.

Every time you tag a team member in a firm post, that post becomes visible to their connections. Every comment it earns extends the reach again. These are consistently the highest-engagement posts a firm publishes.

If attracting the right employees is a priority for your firm — and in accountancy, it almost always is — this is the low-hanging fruit. Candidates research firms through the people who work there.

FROM THE WILLOW TEAM

"Tagging your team members provides free promotion for your firm inside their networks. These posts get the highest engagement rates we see — and every comment buys extra visibility."

R

Rani
CONTENT MARKETEER · WILLOW

Your team wants to post. Remove every excuse not to.

FEED THEM CONTENT

A steady stream of high-quality, shareable material: firm updates, sector news, thought leadership. If finding something to share takes more than a minute, nobody shares.

GIVE THEM TOOLS

A shared content calendar everyone can see, contribute ideas to, and draft in. Pre-drafted templates that need one personal sentence, not a blank page.

Willow's shared calendar and a newsroom tuned to your fiscal field do exactly this — the whole team sees what's coming and what's worth sharing.

LOWER THE BAR

Nobody needs to write essays. A repost with one added insight is a contribution. Make the minimum viable participation genuinely minimal.

Guidelines prevent problems. Recognition creates momentum.

GUIDELINES & TRAINING

A short social media policy — acceptable behavior, confidentiality lines, how to represent the firm — protects everyone and removes the fear of "saying the wrong thing." Pair it with one training session on best practices.

In a firm that handles client financials, this isn't bureaucracy. It's what makes partners comfortable letting the team post at all.

RECOGNIZE & REWARD

Celebrate the people who consistently share, comment, and contribute. Public appreciation, a personal note, a small incentive — visibility inside the firm fuels visibility outside it.

What gets recognized gets repeated.

Always tag your team members in a LinkedIn post, when possible.

30 min

The activity a LinkedIn post earns in its first thirty minutes decides how far the algorithm carries it.

WILLOW COACHING INSIGHT — OBSERVED ACROSS CUSTOMER ACCOUNTS

A post's fate is decided before most of your team has seen it.

Posting content is half the job. The other half is what happens in the thirty minutes after — likes, comments, and shares in that window tell the algorithm the post deserves an audience.

So make it routine: when a firm post goes live, the team hears about it immediately — and shows up. A handful of genuine comments in the first half hour routinely doubles a post's reach.

The LinkedIn algorithm rewards engagement by showing the post to your network's network. Engagement early is worth triple.

BE THE EXAMPLE

If you run the firm's social media, model the behavior you're asking for. Don't just request engagement on firm posts — engage with your team's posts, your clients' posts, your peers' posts.

Engagement culture is set from the top, like every other culture in a firm.

Reply to everything. The public is reading over your shoulder.

COMMENTS & MESSAGES

Respond promptly, personally, and with substance. A detailed answer to one person's question about your services is a public demonstration of expertise to everyone who reads it.

OTHER PROFILES

Follow your clients — personal and company pages — and show up for their wins. A client posts a milestone? Congratulate them visibly. It strengthens the relationship, and it puts you on the radar of every business reading along.

THE BOLDER PLAY

Comment on your competitors' posts. Agree, disagree, add nuance — visibly and professionally. Their audience is your audience; a sharp comment in the right thread positions you as a thought leader in front of it.

Carbofisc turned a free trial into five years of compounding presence.

5 yrs
ON WILLOW — AND COUNTING

4
CHANNELS MANAGED FROM ONE CALENDAR

+10%
AUDIENCE · YEAR OVER YEAR, STILL GROWING

THE SETUP

Alain Carels started with a free trial. Five years later, Carbofisc runs a multichannel strategy across four platforms — sustained through every tax season since.

No viral moments, no reinvention. Just a presence that kept showing up while competitors started and stopped — and an audience that keeps compounding because of it.

The lesson for chapter IV: showing up — for your audience and in their comments — is a long game. It pays the longest.

84%

of B2B decision makers start their buying process with a referral. Personality is what makes you the firm people refer.

SOURCE: B2B BUYER BEHAVIOR RESEARCH

In a world of numbers and facts, personality is the differentiator.

01 — YOUR WHY

Why did you become an accountant? The story behind the choice — order from chaos, helping entrepreneurs sleep at night — resonates more than any credential.

02 — CHALLENGES

The brutal tax season, the client crisis you untangled, the lesson that cost you. Resilience humanizes; perfection alienates.

03 — BEHIND THE SCENES

Office, deadlines, sector events, what you're working on right now. Give a glimpse of the daily reality of the work.

04 — VALUES & MISSION

Sustainability commitments, community initiatives, the principles that guide the practice. Like-minded clients select on this.

05 — COLLABORATE

Work with adjacent professionals — a joint webinar with an advisory firm on managing capital as a small business reaches both networks at once.

06 — HUMOR, CAREFULLY

A lighthearted accounting joke or anecdote lands well — when it fits your brand. Stay professional; dry beats wacky.

What personality looks like in the wild.

Sofie Janssens
PARTNER · ILLUSTRATIVE

We close the office for a full afternoon every quarter. No clients, no email.

The team picks one thing to learn together — a new tool, a tax change, sometimes just how to explain things more simply.

Our clients never see those afternoons. They feel them in every conversation.

96 REACTIONS 8 COMMENTS 2 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

Wingman Accountants
TEAM SPOTLIGHT · ILLUSTRATIVE

Meet Karim — three years with us, and the person most likely to turn a messy VAT question into a clear plan before your coffee gets cold.

Outside work: long-distance runner, terrible at chess, excellent at explaining things twice without sighing.

The face behind the inbox you'll actually enjoy emailing.

178 REACTIONS 27 COMMENTS 5 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

The same expertise, with a person attached.

TD

Thomas De Wit

ACCOUNTANT · EXAMPLE POST

Fifteen years ago I filed my first tax return for a client. I checked it eleven times and still didn't sleep that night.

Last week that same client sold his company — a deal we prepared for three years.

Accounting looks like numbers from the outside. From the inside, it's fifteen years of someone trusting you with their life's work.

That's the job. That's why I still love it.

204 REACTIONS 31 COMMENTS 8 REPOSTS

ILLUSTRATIVE EXAMPLE — WRITTEN IN THE WILLOW STYLE, NOT A SCREENSHOT

WHY THIS WORKS

→ **A real arc** — first return to final sale. Not "thoughts on client service."

→ **Vulnerability with a point** — the sleepless night isn't the story; the trust is.

→ **The reframe** — numbers on the outside, relationships on the inside. That's the firm's pitch, told as a story.

→ **Zero self-promotion** — and yet it's the best marketing on this page.

An efficient workflow makes time and space for creativity.

Consistency is a system, not a personality trait.

PLAN CONTENT IN ADVANCE

A content calendar — topics, formats, dates — turns "what should we post?" from a weekly crisis into a quarterly planning session. Batch the thinking; spread the publishing.

AUTOMATE THE POSTING

Schedule posts ahead so the rhythm survives busy periods — in an accounting firm, that means it survives tax season. Willow schedules across LinkedIn, Facebook, Instagram, and X from one calendar, at the times your audience is actually online.

WILLOW COACH TIP

"Don't get too many people involved in the content process. Streamlining the flow inside your team avoids delays — and delays are how posting rhythms die."

J

Josephine
CUSTOMER SUCCESS MANAGER · WILLOW

The 2026 toolkit. Four jobs, four tools.

SCHEDULING & INSPIRATION

Willow

Calendar, publishing, a newsroom tuned to your fiscal field, and analytics — plus a human coach. Since June 2026, Willow Create drafts your posts from a profile of your firm, not a generic prompt. The blank page is over.

VISUAL DESIGN

Canva

Templates and pre-designed elements for post visuals. Set up brand colors and fonts once; everything after stays consistent without a designer.

VIDEO EDITING

CapCut / iMovie

Professional-looking short video without technical knowledge. Video consistently out-engages static posts — one explainer a month is a fine start.

EVERGREEN RESERVE

Your own archive

FAQs, explainers, and tax tips that stay relevant. Build a reserve of evergreen posts to repurpose — it's the buffer that keeps the calendar full from February through tax day.

+316%

ACS's Campus Noorderkempen page didn't grow by luck. It was measured, reviewed, and adjusted — month after month.

WILLOW CUSTOMER DATA — ACS ACCOUNTANTS

Decide what winning means before you measure anything.

Pick the goal first — website traffic, audience growth, or leads — then choose the two or three metrics that prove it. Without that, analytics is just a dashboard of numbers going up and down for no reason anyone can act on.

Review monthly. Not daily (noise), not yearly (too late). Monthly is where patterns become visible and strategy can still respond.

You'd never let a client run their business without numbers. Don't run your social media without them.

Engage

LIKES, COMMENTS, SHARES, SAVES — DOES IT RESONATE?

Reach

UNIQUE VIEWERS & IMPRESSIONS — DOES IT TRAVEL?

Convert

CLICKS, DOWNLOADS, INQUIRIES — DOES IT PAY?

Double down on what works. Kill what doesn't. Repeat.

ANALYZE & REFINE

Look for the patterns: which themes consistently perform, which days and times your audience shows up, which formats earn comments instead of just likes. Then shift the calendar toward the winners.

Pulling metrics platform-by-platform is tedious — Willow's analytics put every channel in one view, so the monthly review takes minutes, not a morning.

EXPERIMENT & ADAPT

What works today won't work forever. Platforms change, formats rise and fall, audiences move. Hold a small share of your calendar — one post in five — for experiments.

Staying current is a commitment. A Willow coach who works with accountants every day makes it theirs instead of yours.

Agency, freelancer, or tool? Wrong question.

The right question: will the setup you choose deliver on all six pillars? If not — whoever runs it — you're in for a disappointing ride.

AGENCIES

Excellent creatives, stunning visuals. But they'll never know your expertise and positioning like you do, and they're slow to react to what's happening today — a deadline change, an event, a client win. €50–300 per post, every post, forever.

FREELANCERS

Same strengths and weaknesses as agencies, with one upgrade: a personal connection. A good freelancer learns your business — but you're betting the whole system on one person's availability.

TOOLS

They organize, save time, and tell you what to post and when. But like running shoes and running apps — you still do the running. The honest version: a tool plus your expertise plus a coach covers all six pillars. That combination is, not coincidentally, what Willow is.

Two birds.
One stone.

Willow is the social media engine for busy professionals: a platform that plans and publishes, Willow Create to end the blank page, and a coach who knows the accountancy rhythm inside out.

Book a demo at willow.co

30 MINUTES — WE'LL MODEL YOUR FIRM LIVE