

Accountancy's top social media influencer

Published: January 13, 2026, 3:35 am

This [was published](#) by the Institute of Chartered Accountants in England and Wales this morning:

Accountancy's top social media influencer, as ranked by #ICAEWROAR, reveals where firms are missing a trick when it comes to building an online presence.

For chartered accountants, establishing a social media presence matters. Effective use of X, the platform previously known as Twitter, can enhance credibility, help to nurture client relationships, showcase expertise, and play a vital role in strengthening professional reputation. This allows finance professionals to distinguish themselves in their field.

"Lots of accountants miss out on boosting their careers because they ignore or underestimate the power of online influence, especially on X," says Richard Murphy.

Murphy should know. The ACA-qualified accountancy influencer has 250,000 followers on X and is first in the most recent [#ICAEW ROAR](#) rankings for the platform, topping the list for the fifth time in its six-year history.

#ICAEWROAR is a league table of the UK's leading online accountancy influencers and uses the [#ICAEWROAR algorithm](#) to weight posts according to topical engagement rather than simply the number of posts - quality over quantity. The algorithm considers everything from visibility, relevance and tone of voice to reaction and audience engagement.

I was pleased to note this publicity.

The timing is also opportune. I am seriously wondering whether I can stay in membership of the ICAEW now as it still seems to have done nothing [with the £148 million \(or maybe more by now\) of funds](#) by which it has been enriched since 2015 as a result of fines paid by its members and their regulated firms who failed to deliver services to a standard expected of them.

I am aware that they are not amused by my criticisms. I have a decision to make. Their governance and ethics are now falling short of the standard I expect of a body of which I am a member.