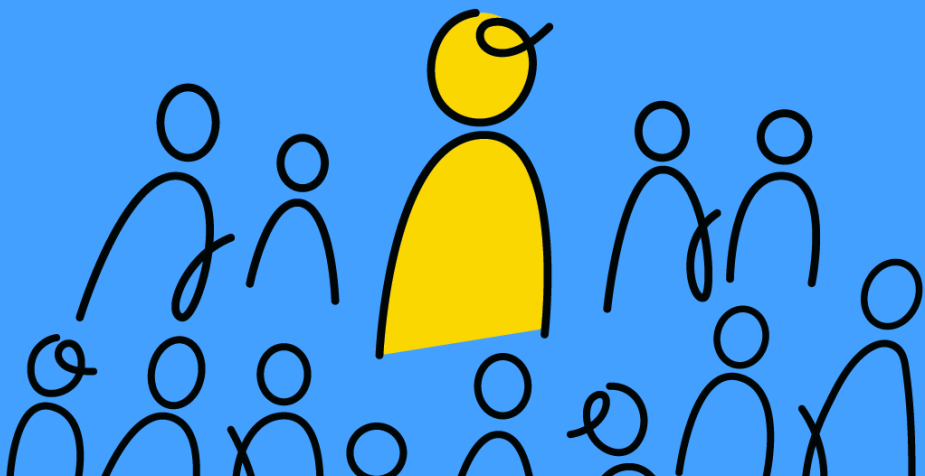


90 Questions & Thought Starters to Spark Engaging Social Media Posts



Social media is the perfect space for showcasing your firm's expertise and sparking genuine conversation with clients, prospects, and your wider business community.

But posting isn't always easy, especially when you're trying to balance informative, timely content with light-hearted engagement and practical advice.

That's where this question-bank comes in.

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This collection brings together our favourite question ideas across topics from general finance and tax to technology, sustainability, and even a bit of “this or that” fun.

Every prompt is designed to help you break the ice, educate, and get your followers responding and sharing their own experiences, without ever feeling intrusive or off-putting. These question prompts are a perfect fit alongside all the fabulous, ready-to-use articles in BOMA’s content library.

With BOMA, you can easily pair these engagement questions with articles covering the latest tax tips, industry trends, compliance updates and client success stories, so you always have something relevant and trusted to share.

Whether you’re a seasoned social media pro or diving into marketing action for the first time, use these questions to spark conversation, drive engagement, and show the approachable side of your firm.

Your next standout post is just a question away so dive in and discover your next standout question and remember to personalise each question to match your firm’s tone of voice, brand values, and audience.

Pair them with eye-catching images or graphics for even greater impact so get started below and make your social posts truly your own!

1. General Financial Awareness & Education

1. What's one financial habit you wish you'd started 10 years earlier?
2. Do you know the difference between tax evasion and tax avoidance?
3. Have you set your financial goals for the next year? If yes, what's your top priority?
4. What's a common financial mistake you see people make?
5. How comfortable are you when reading financial statements—do you find them straightforward or complicated?
6. How often do you review your business finances?
7. How important is understanding your cash flow for peace of mind in business or life?
8. What's one finance term you wish more people understood?
9. Do you find budgeting empowering or daunting?
10. What's a myth you often hear about personal or business finance?

2. Tax Season Engagement

1. Do you prefer to file tax returns early or at the last minute?
2. What's your least favourite part of tax season?
3. Share a tax deduction fact that still surprises you.
4. If you could ask an accountant one question about your taxes, what would it be?
5. What was the most surprising thing you learnt about tax this year?
6. Do you prefer to DIY your tax return or work with a professional? Why?
7. How do you stay organised during tax season?
8. Do you celebrate when your tax return is done—and how?
9. What's the biggest tax myth you've heard?
10. Have tax rules ever caught you out unexpectedly?

3. Business & SME Focused

1. What's something you're proud of achieving in your business lately?
2. Do you prefer apps, spreadsheets, or paper for tracking expenses?
3. Accounting software: what you love vs what you loathe.
4. What's one finance task you wish you could automate?
5. If you had an extra hour a week, what business task would you spend it on?
6. What's your top tool or app for staying financially organised?
7. How do you handle ups and downs in business income?
8. Have you ever had a cash flow scare—what did you do?
9. What one piece of advice would you give a new business owner?
10. Do you have a go-to resource for business finance tips?

4. Myth-Busting & Clarification

1. What's one thing you've always wanted to ask an accountant but felt silly doing so?
2. True or false: You can claim home office expenses if you occasionally work from home?
3. Do accountants only focus on taxes? What else do you think we do?
4. Do you know the difference between turnover and profit?
5. Can you explain the difference between accounts receivable and accounts payable?
6. Is the "one-person business = simple finances" myth true or false?
7. Are business receipts always needed for every claim?
8. Can a loss-making business still have strong cash flow?
9. Is GST/VAT as scary as it sounds?
10. What's the most persistent financial myth you hear in your industry?

5. Tips & Advice

1. What's the best financial advice you've ever received?
2. How do you stay financially organised throughout the year?
3. Do you use budgeting tools for your personal or business finances? Any favourites?
4. What's your number one tip for staying on top of bookkeeping?
5. What are your favourite finance-related podcasts or books?
6. Has a change in your processes made a noticeable difference to your finances? What worked for you?
7. Do you schedule regular finance check-ins? Why or why not?
8. What habit saves you the most time in business admin?
9. How do you motivate yourself to stick to financial routines?
10. What learning resource has improved your financial knowledge the most?

6. Industry & Topical Issues

1. How are you preparing for changes in [insert relevant legislation]?
2. Do you feel ready for the impact of AI on your business finances?
3. How confident are you in understanding your financial reports?
4. Are you keeping up with the latest changes in accounting standards?
5. How do current economic changes affect your business plans?
6. What industry trend do you think will affect your business the most?
7. Are you optimistic about the future of your industry?
8. How do you see the role of accountants changing?
9. Have you attended any industry events or webinars recently?
10. What's one change you'd like to see in the accounting profession?

7. Future-Proofing & Technology

1. How has accounting tech (cloud, automation, AI) changed your business?
2. Which feature do you wish your accounting software had?
3. Planning to adopt AI-powered tools this year?
4. What's your must-have tech tool for managing finances?
5. Rate your confidence using accounting software: expert, average, or needs work?
6. Automating processes or better analytics: which is key for future growth?
7. How do you keep up with accounting trends: blogs, webinars, or podcasts?
8. Is cyber security a rising concern for your business?
9. Which innovation would you love to see next in accounting?
10. All-digital record keeping or part paper: which do you prefer?

8. Polls & “This or That” Style

1. Coffee or spreadsheets: what gets your brain working in the morning?
2. What's the funniest business expense you've ever heard of someone claiming?
3. If money weren't an issue, what would your dream business look like?
4. Describe your end-of-year accounts in three emojis.
5. What's your go-to way to de-stress during busy season?
6. Share a finance meme that sums up your week.
7. If your job had a mascot, what would it be?
8. Tax time: all-nighter or steady progress?
9. Share a number pun or joke that always makes you smile.
10. What's your favourite accountant stereotype (and is it true)?

9. Light-Hearted & Relatable

1. Would you rather have an extra hour to work on your accounts or relax?
2. Tax season: coffee-powered or spreadsheet-powered?
3. When tracking expenses, do you prefer an app or a spreadsheet?
4. Which is more daunting: forecasting or business planning?
5. Do you reconcile accounts daily, weekly, or monthly?
6. Are you an “early bird filer” or “deadline chaser” for tax returns?
7. Do you handle your own bookkeeping or outsource?
8. If you could automate one task: invoicing or payroll?
9. Team meeting: snacks provided or bring your own?
10. Workshop or networking event: which would you pick?

BOMA is rated 5 Stars on Xero Marketplace & Google



"Boma has been awesome to help me with my email newsletters, blogs and social media content! A platform that is easy to use and they send out the new content often so we know what new information we can post or send to clients. Also the team are really helpful! Cheers Boma team!"

Stacey Armstrong, Manage My Cashflow



"Get into it!!! Boma is SUPER, super easy to use and intuitive, I LOVE IT! It's a timesaver platform for me, incorporating all of our social media (Facebook and LinkedIn) and our newsletter in one platform. Hip Hip Hooray for Boma!"

Michelle Fox-Bishop, Rural Accountants





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