

Evidence → Insight → Action
Digital data for positive educational change

INTRODUCTION

Accounting Streams is a free, open-access platform transforming accounting education for a more sustainable and inclusive future.

- Global community of learners, educators and researchers
- Integrates technical, social and moral dimensions of accounting
- Free, high-quality resources for students and educators worldwide

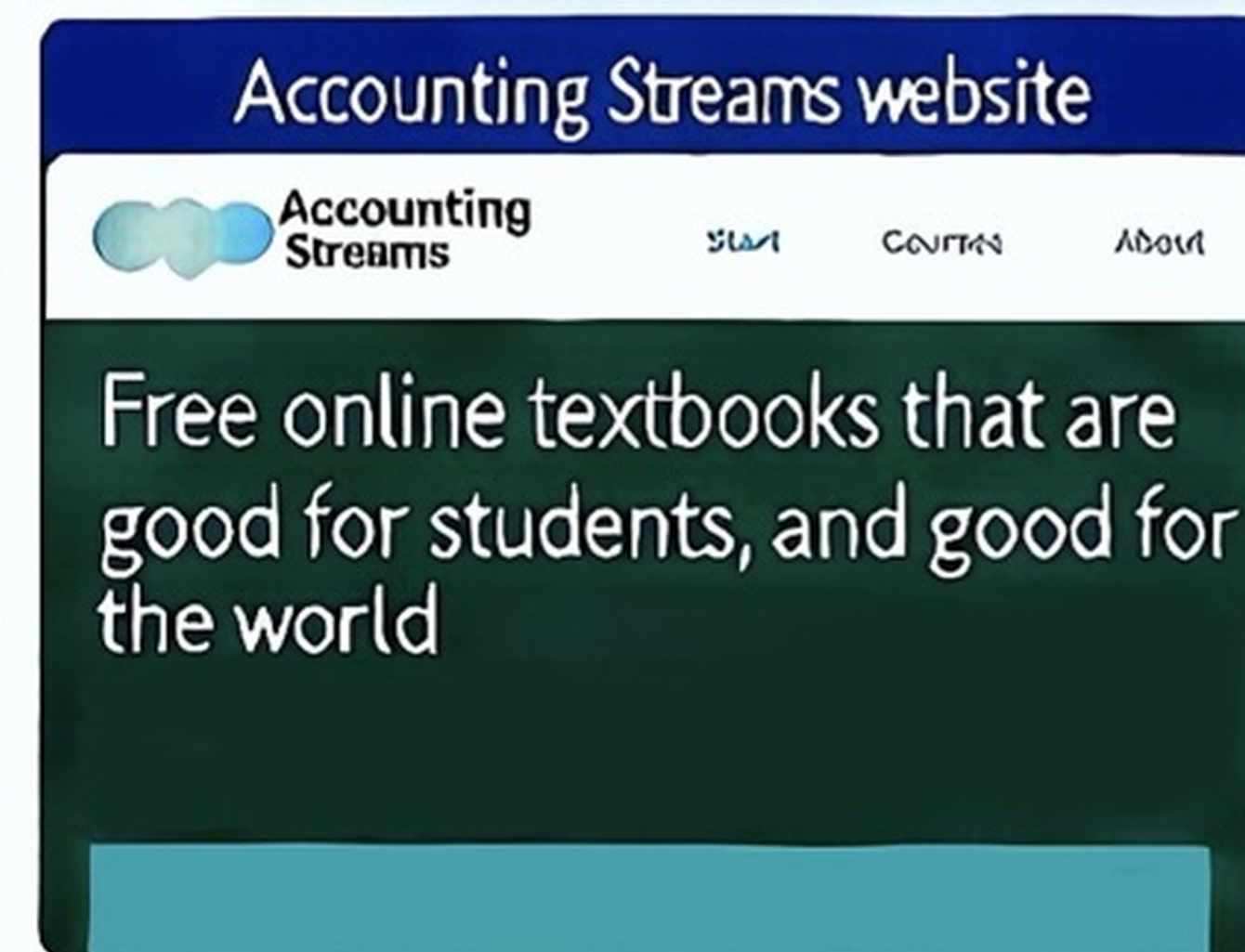


Fig. 1: Accounting Streams homepage (accessed Jul 2026). Source: accountingstreams.org



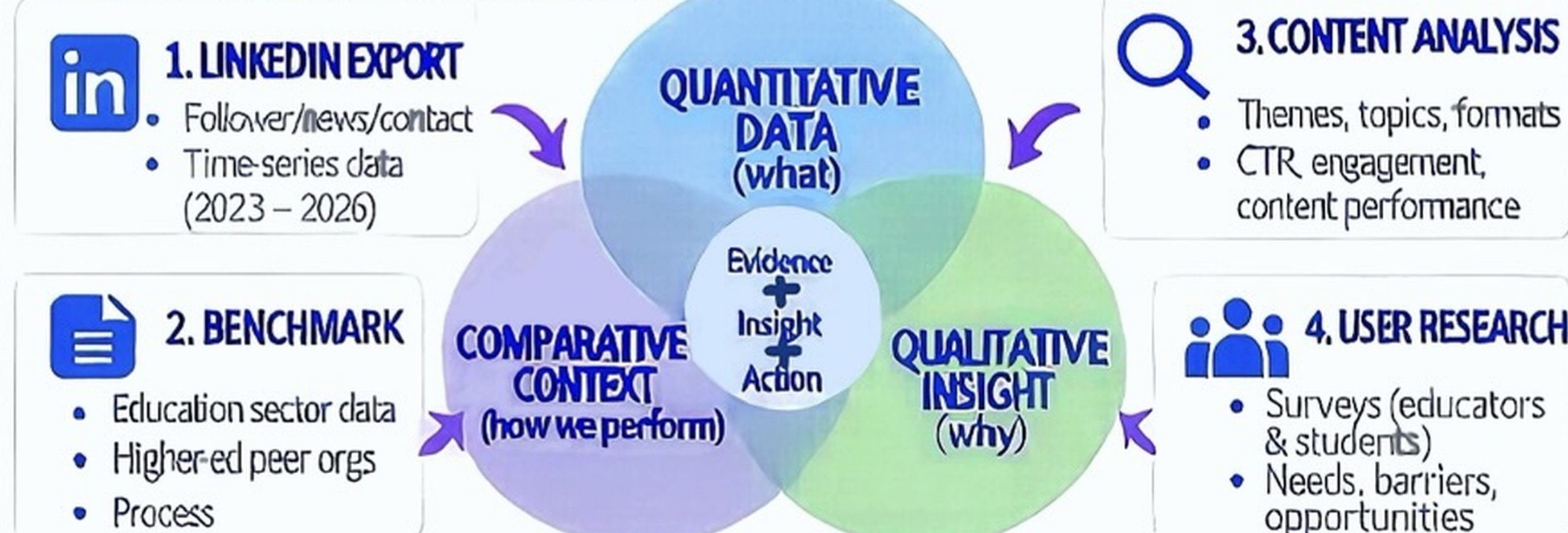
Fig. 2: Accounting Streams LinkedIn page (accessed Jul 2026). Source: LinkedIn

RESEARCH QUESTION

- To what extent has Accounting Streams built and engaged an education-relevant digital audience? Where does the measurable evidence in pathway currently break down, and what additional evidence is needed to assess educational impact?

METHODOLOGY

A mixed-method evidence chain



Collect data → Analyse & compare → Identify insights → Recommend action

DATA SOURCES & KEY METRICS

- Data sources**

 - LinkedIn admin exports (Jul 2025 – Jul 2026)
 - External content log (website, LinkedIn)
 - External benchmarking (higher education, education sector)
 - Survey data (educators and students)
- Key metric definitions**

 - CTR (click-through rate) % of people who clicked a link after seeing a post
 - Engagement rate, % of people who interacted (like, comment, share) with a post
 - Conversion % of followers taking meaningful action (e.g. sign up)

RESULTS

A MULTI-YEAR STORY: FROM FOUNDATION TO ACCOUNTABLE IMPACT



B REACH & AUDIENCE FIT



Audience concentration: follower industries

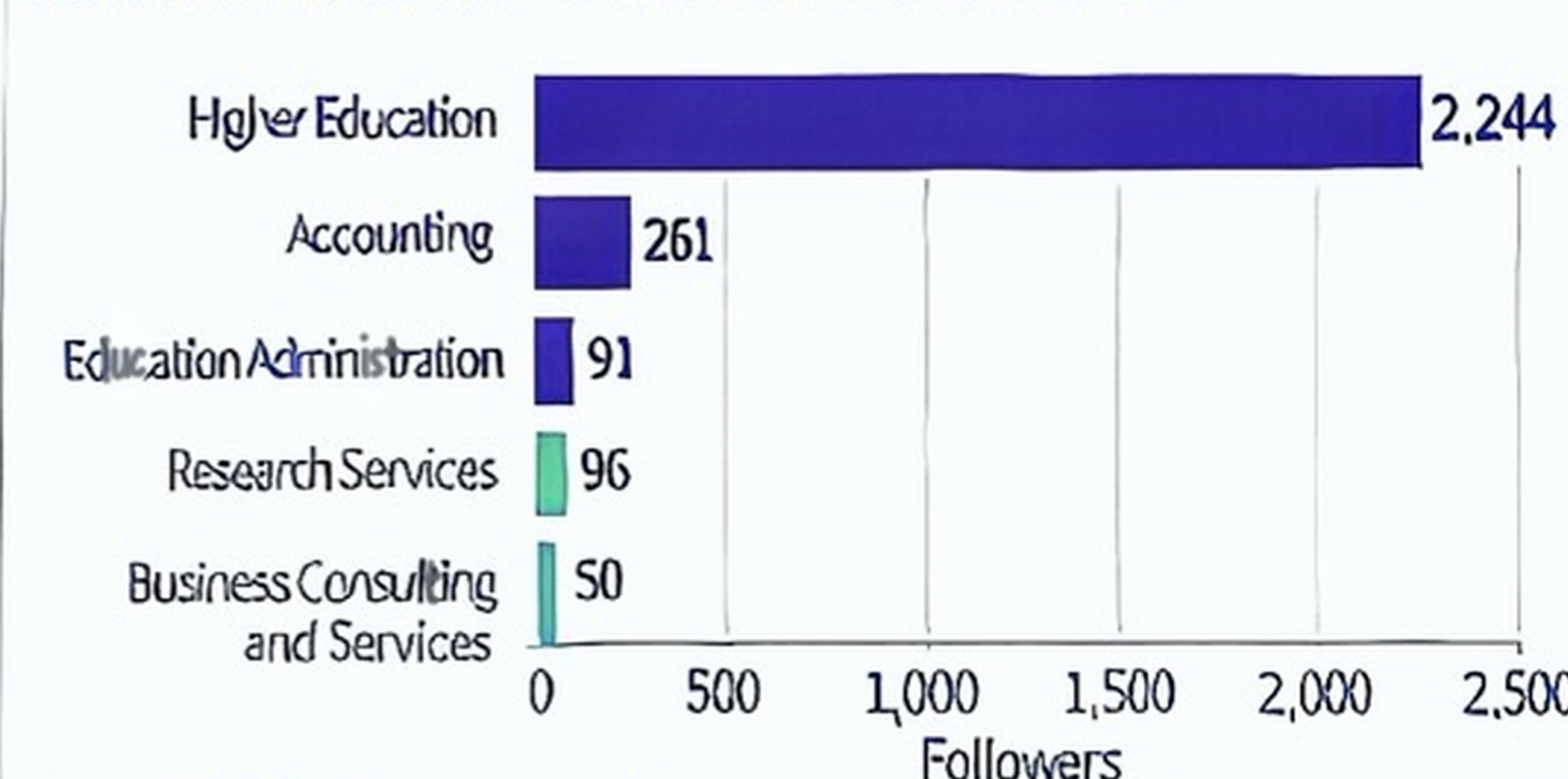


Fig. 3: Top follower industries, LinkedIn followers, Jul 2026. Source: LinkedIn (n = 3,626 followers).

LinkedIn follower trajectory: exported history + current snapshot



Fig. 4: Estimated cumulative followers from export history, extended with Sep 2026 snapshot. Source: LinkedIn.

C CONTENT PERFORMANCE & BENCHMARK GAPS

Which content themes generated attention?

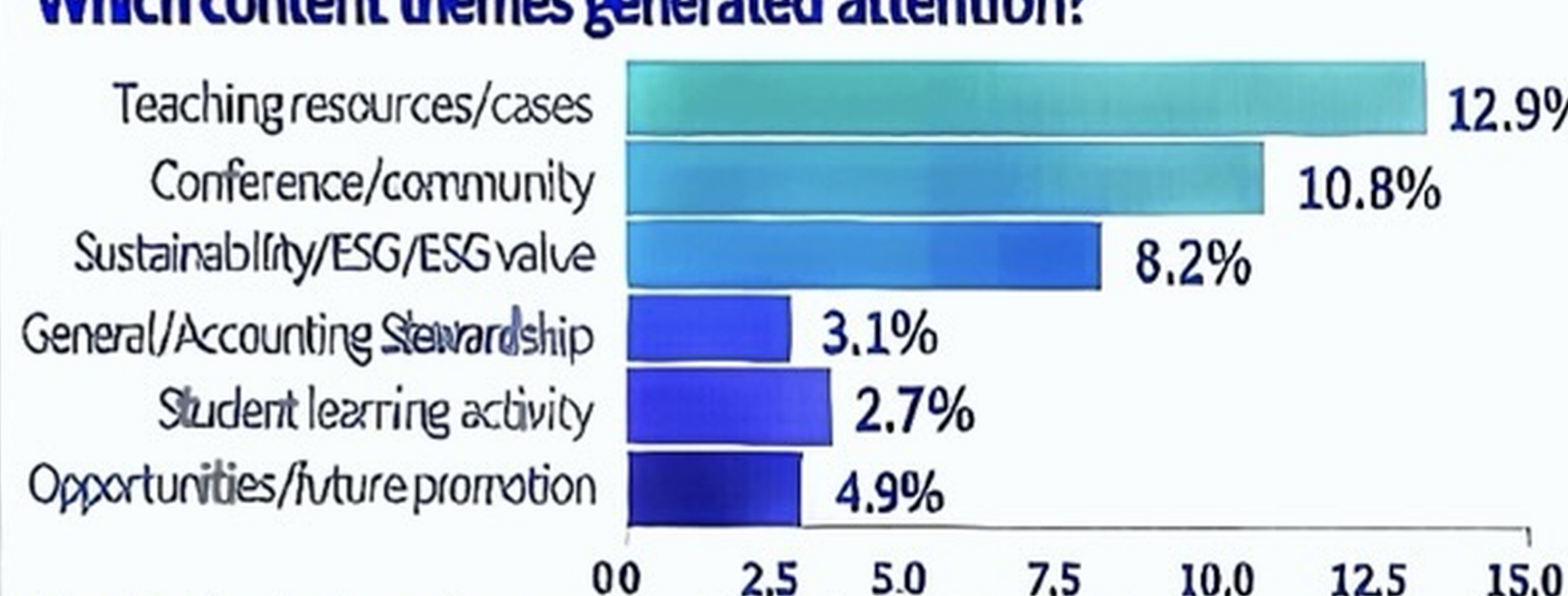


Fig. 5: Content performance by topic, Jul 2025 – Jul 2026. (CTR = clicks / impressions. Source: LinkedIn).

WHAT THE BENCHMARKS SAY

GROWTH	+59.9%	vs. 28% for 15K-follower benchmarks
ENGAGEMENT	10.0%	vs. education benchmark 2.8%
POSTING CADENCE	0.92/week	vs. education guidance 2.3/week
COMMENT DEPTH	0.63/post	vs. top-quartile benchmark 5/post

Values above benchmark = stronger performance.
Values below benchmark = areas for improvement.

D FROM ATTENTION TO ACTION: WHERE IS THE CONVERSION GAP?



SEARCH & DISCOVERABILITY

- 123 search appearances in LinkedIn search (past 12 months)
- Audience who can connect: higher education networks and educators
- Opportunity to improve SEO and cross-platform discoverability

WHAT CONTENT WORKED?

- Teaching resources and case studies generate the most reach and clicks
- Practical, value-driven content resonates with educators and students
- Sustainability and public value themes strengthen engagement

CONCLUSION

CENTRAL FINDING
Accounting Streams has built a strong education-relevant audience. Current analytics demonstrate reach and engagement, while evidence of resource adoption and learning outcomes is still needed to establish educational impact.

- KEY FINDINGS**

 - 3,626 followers: +1,359 in 12 months (+59.9%).
 - Higher education 61.9% (2,244/3,626).
 - 46,908 impressions; 3.89% clicks (8.31% CTR)
- INTERPRETATION**

 - The audience profile matches the intended education community.
 - Growth and clicks show reach and engagement, not adoption.
 - Evidence answers reach and engagement, not educational impact.
- IMPLICATIONS**

 - Link social traffic to resource use with UTM and GA4.
 - Move to education adoption, student use, and learning outcomes.
 - Fifth platform metrics as intermediate indicators, not impact evidence.

LIMITATIONS

- Scope: one LinkedIn page; limited generalisability.
- Coverage: 12-month export; earlier history is incomplete.
- Measurement attention metrics do not measure adoption or learning.
- Attribution: aggregate data cannot link exposure to user support or usual claims.
- Platform data definitions are fixed, and some fields are unavailable.
- Comparison benchmarks differ. The survey sample is small and non-probability.

FUTURE RESEARCH & ACTION

- TRACK** Implement UTM tags and GA4 to measure on-platform conversions.
- ENGAGE** Increase posting frequency (2-3 per week) with targeted content for educators.
- REACH** Partner with universities and academic networks to expand global reach.
- LISTEN** Run wider surveys to understand needs, barriers and perceived impact.
- EXPERIMENT** Test new content formats (e.g. explainer videos, interactive case studies).
- EVALUATE** Measure long-term educational outcomes and adoption.

SELECTED SURVEY QUESTIONS (EXAMPLE)

- How do you first come across Accounting Streams?
- What type of content is most useful to you?
- What challenges do you face in using open resources?
- Which formats and channels would increase your use?

REFERENCES / MEASUREMENT SOURCES

- LinkedIn admin exports (Jul 2025 – Jul 2026) and Sep 2026 snapshot.
- Education sector social media benchmarking (e.g. higher education, HEP).
- Pew Research (2021-2023) and 2028 targets, an illustrative reference for comparative analysis.