

## Checkpoint® Marketing for Firms

**Social Media State and Local Tax Posts**

Part of Social Media Solutions

**Keep your contacts informed on the latest SALT developments**

In today's evolving tax environment, clients demand immediate notifications of tax developments that affect them — and social media makes sharing these updates easier than ever. But how can you ensure that your firm is the first to share this news with well-written, post-ready social media updates? Position your firm as a trusted source for breaking state and local tax news with Social Media State and Local Tax Posts from Thomson Reuters Checkpoint Marketing for Firms.

**Be the first to break SALT news**

Get unparalleled access to the latest state and local tax developments as they unfold. Our editors source the most significant SALT news produced by our renowned RIA editorial team and craft posts that are ideal for social sharing.

Topics covered include:

- State and local income taxes (individual and business)
- Deductions
- Credits and exemptions
- Sales and use taxes
- State court taxes
- Announcements about state-specific relief
- State-issued tax publications
- And more

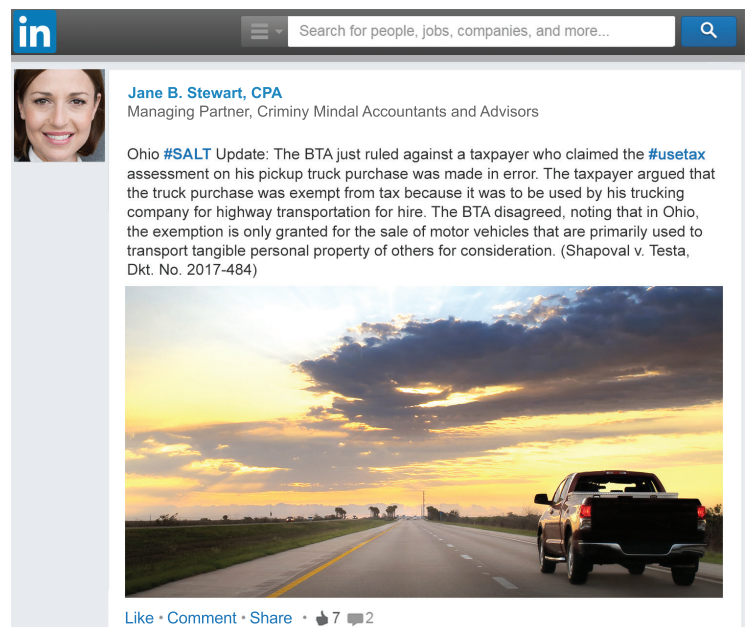
**Customize your subscription**

Your personalized Social Media State and Local Tax Posts subscription can include:

- One to two new posts per state every week
- Updates for the following states: California, Ohio, New York, Texas, Michigan, Illinois, New Jersey, Pennsylvania, Colorado, and Florida (choose one state, multiple states, or all ten)
- An image to accompany each post
- Periodic links to state or other reputable sites for additional details

Combine your customized State and Local Tax Posts with our Federal Tax Posts and other Social Media Solutions for a versatile approach to your overall social media communication efforts.

**Visit [tax.tr.com/SALT-News](http://tax.tr.com/SALT-News) or call 866.240.8477 to learn more.**



The screenshot shows a LinkedIn post from Jane B. Stewart, CPA, Managing Partner at Criminy Mindal Accountants and Advisors. The post title is "#SALT Update: The BTA just ruled against a taxpayer who claimed the #usetax assessment on his pickup truck purchase was made in error." The text of the post explains that the taxpayer argued for a tax exemption based on the truck's use for highway transportation, but the BTA disagreed, stating that the exemption is only for vehicles primarily used to transport personal property. The post includes a photograph of a pickup truck driving on a road at sunset. At the bottom of the post, it shows engagement metrics: "Like · Comment · Share · 7 · 2".

