Save Time and Effort While Increasing Social Engagement

CHECKPOINT® Marketing for Firms Social Media Briefs

Social media has changed the way we receive and exchange information. Its potential to effectively shape your online reputation and positioning for new business is often left untapped by accounting firms. An impressive social media presence combined with a robust content strategy can position your firm as a thought leader, expand online visibility, and help you build profitable relationships. As a novice, where do you start? As a skilled marketer, how do you keep up?

At the heart of every compelling social media strategy is content. Finding relevant content on a regular basis that resonates with your audience can be challenging. We can help.

Thomson Reuters Checkpoint Marketing for Firms Social Media Briefs are:

- Written by tax and accounting experts
- Designed specifically for social media
- Easy and convenient to publish

These succinct tips nurture your clients and other social media followers with ideas they can implement right away. Each Social Media Brief subscription includes:

- One weekly article covering an insightful topic ready to post on your social media sites, websites, or blog
- Multiple content sharing options customized for each social channel, including:
  - Image post containing a concise summary of a full article accompanied by a large image to encourage social engagement
  - Link post designed to drive traffic to your blog or website using a compelling introduction and a link
  - Full article posted on your blog, website, email, newsletter, or LinkedIn’s “personal post” section, increasing visibility
- Engaging images designed to render optimally with each post on Facebook, LinkedIn, and Twitter
- Social media best practice resources including whitepapers, webinars, and tips to enhance your online marketing strategy

Sample Estate Planning Facebook Post

Sirius & Ichabod CPAs @siriuscpa 
1 min - 
Not just for college anymore: 529 plans can also help achieve estate planning and other goals. http://bit.ly/35Yks2t

Sample Estate Planning Twitter post

Sample LinkedIn link post with large image
Multiple Topical Areas

Mix-and-match individual tax, small business tax, business, estate planning, not-for-profit, and audit and accounting tips to showcase your firm’s specific areas of expertise and meet your social media followers’ interests and needs.

INDIVIDUAL TAX BRIEFS
Tax savings, planning, and compliance tax tips for individuals
Topics include income and deductions, tax planning for investments, tax-advantaged retirement plans, education tax breaks, gift and estate taxes, and more.

SMALL BUSINESS TAX BRIEFS
Tax savings, planning and compliance tips for businesses
Topics include depreciation deductions, net operating loss rules, employment taxes, ACA tax implications, new tax law changes, and more.

BUSINESS BRIEFS
Tips to help business owners run their businesses more effectively
Topics include strategic planning, financial management, fraud detection and preventions, succession planning, human resources, technology, and more.

ESTATE PLANNING BRIEFS
Estate protection, tax minimization and asset distribution tips
Topics include wills, powers of attorney, gifts and bequests, trusts, insurance, charitable giving, and more.

ACCOUNTING AND AUDIT BRIEFS
Assurance, audit, and compliance tips
Topics include internal controls, risk management, governance issues, financial statement preparation, and more.

NOT-FOR-PROFIT BRIEFS
Provide guidance and tips for nonprofit organizations
Topics include compliance and audits, fraud prevention, tax and accounting issues, fundraising, employee benefits, human resources, and more.

FRAUD BRIEFS
Tips for businesses and individuals related to preventing and detecting fraud
Topics include investigating occupational fraud (such as financial statement fraud, corruption and asset misappropriation), uncovering concealed assets (such as in divorce), cybersecurity, identity theft, and more.

EMPLOYER BRIEFS
Tips to help keep employers up to date and in compliance with issues related to their staff members
Topics include retirement plans, health care benefits, other fringe benefits, employee benefit plan audits, compensation, payroll issues, performance management, employee engagement, recruiting, and more.

Please call +1 800 431 9025 or visit tax.tr.com/checkpointmarketing