

CHECKPOINT® MARKETING FOR FIRMS

SOCIAL MEDIA FEDERAL TAX POSTS

Part of Social Media Solutions

Boost Your Firm's Online Influence

Social media enables you to position your firm as an expert resource and thought leader by extending your visibility and reach. By sharing the most timely and accurate news with your online communities, you take control of your influence and increase opportunities for more profitable engagements. However, continuously sourcing valuable and up-to-date content can be challenging, even for the most experienced social media marketer. It takes time, effort, and up to the minute knowledge to effectively distribute content on your social media sites in a compelling, strategic way.

THE SOLUTION: SOCIAL MEDIA FEDERAL TAX POSTS

That's why we developed Thomson Reuters Checkpoint® Marketing for Firms Social Media Federal Tax Posts. Throughout the week, our editors identify the most noteworthy federal tax news stories produced by our renowned RIA® editorial team and generate related social media posts for you to share with your firm's fans and followers. These posts offer late-breaking information in precisely the right format to maximize engagement on Facebook, LinkedIn, and other social media accounts to help your firm and its partners reinforce your roles as trusted advisors and thought leaders. Choose the posts that are most relevant to your firm to highlight your areas of expertise from IRS guidance and announcements to personal and business tax minimization tips, court cases, new and pending tax laws, and more.

A Social Media Federal Tax Posts subscription includes:

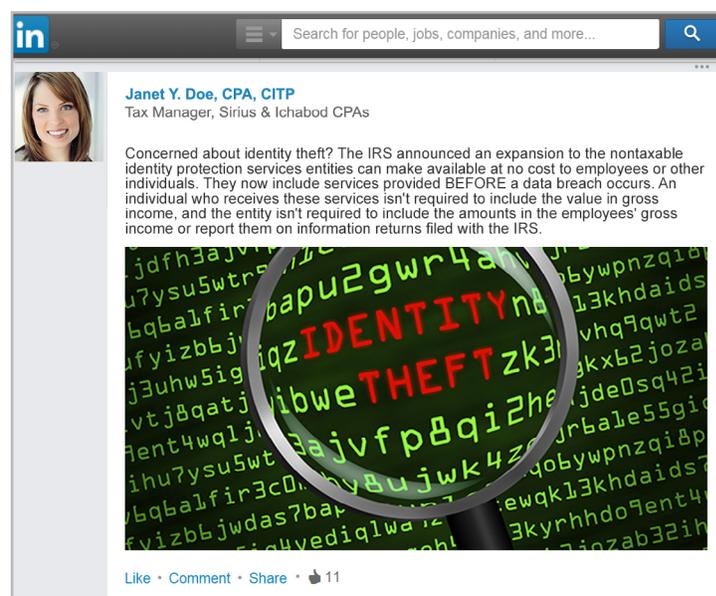
- 10 to 15 timely federal tax posts per week delivered daily
- Posts based on the RIA® Federal Tax Alerts, which practitioners use to stay up to date, rewritten specifically for your social networks — all you need to do is publish them
- An eye-catching image with each post to maximize engagement
- Tips and tricks to help enhance your marketing program

Checkpoint Marketing for Firms Social Media Solutions

Content. News. Strategy. Metrics.

Please call **+1 800 431 9025** for more detailed information about our Social Media Federal Tax Posts and other content solutions.

Visit tax.tr.com/checkpointmarketing



This is an example of how a Social Media Federal Tax Post might appear on LinkedIn

