



CHECKPOINT® MARKETING FOR FIRMS

SOCIAL MEDIA INFOGRAPHICS AND FUN FACTS

Part of Social Media Solutions

Catch Your Fans' Attention With Visual Content on Social Media

Social media marketing is more important than ever, but it can be hard to make your content stand out — and you only have a few seconds to make an impression. Compelling imagery is the best way to ensure prospects and clients stop scrolling and take the time to read your posts. In fact, infographics and other visual data are liked and shared on social media three times more than any other type of content.

You may not have the internal resources to pump out the expertly-designed content that social audiences crave on a regular basis. It can take hours just to source relevant, accurate information to share with your firm's audience, rewrite it to maximize visual impact and incorporate it into a striking design. That's why we created Thomson Reuters Checkpoint Marketing for Firms **Social Media Infographics and Fun Facts**.

Increase your firm's visibility in busy newsfeeds and improve engagement with beautifully designed visuals that incorporate tips, trivia and professional recommendations tailored to your audience. These infographics and other data visualizations are:

- More appealing than text
- Attention-grabbing
- Easy to understand
- Engaging
- Persuasive
- Memorable

Our Social Media Infographics and Fun Facts are written by tax and accounting experts, creatively designed and delivered to you ready to publish. An annual subscription includes:

- 52 ready-to-post visuals designed for social media, delivered once weekly
- Your choice of delivery via email or through our Social Media Manager platform
- A mix of content, including short infographics, lists and trivia on various tax, accounting, business and finance topics, which might include entertaining and informative subjects such as:
 - Quirky state and federal tax laws and other interesting nuggets
 - Frequently asked questions about deductions and other matters
 - Intriguing trivia about tax rates, the IRS and other fun facts
 - Unique statistics that your clients will find fascinating
 - Historical insights on less-known facts, laws, practices and people
- Captivating imagery that can be repurposed on your website, email newsletters or other messaging

Call **866.240.8477** for more detailed information about our social media and marketing solutions.

Visit tax.tr.com/checkpointmarketing

Is your exec comp "reasonable?"

Prove it.

Corporations can't deduct dividend payments, but they can deduct executive compensation. To prevent abuse of this rule, the IRS requires exec comp to be "reasonable" — something even tax authorities have trouble defining. Your exec comp is more likely to withstand scrutiny if you take four simple steps.

- 1** Document compensation decisions in your board of director meeting minutes.
- 2** Don't pay compensation in direct proportion to stock owned by your executives.
- 3** Keep compensation in line with what peer businesses are paying executives.
- 4** Pay at least some dividends (assuming your company is profitable).

Additional rules and limits apply. Contact us for more details.

Example content

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Content. News. Strategy. Metrics.

