



Checkpoint Marketing for Firms Social Media Manager

Part of Social Media Solutions

Streamline your social media workflow

Distributing content effectively across multiple social media sites and navigating the ever-evolving social media landscape requires skill, knowledge, and the right resources. Let Checkpoint® Marketing for Firms Social Media Manager be your guide. Post to all your social media accounts, source ready-to-use content, and evaluate performance from one central, digital platform. Increase efficiency by posting to all social media platforms from one integrated tool.

- Increase productivity by scheduling posts or posting in real-time across multiple channels with our user-friendly interface.
- Open up new business opportunities and influence client retention by engaging with clients and prospects.
- Measure ROI with comprehensive metrics across all social media channels.
- Monitor your firm's reputation and social accessibility by reviewing comments, reviews, reposts, and reactions.
- Integrate your Checkpoint Marketing content seamlessly into the platform for convenient, efficient publishing.

The screenshot displays the Thomson Reuters Checkpoint Social Media Manager interface. On the left, a sidebar titled 'PROFILES' includes 'Add profiles' and lists 'My profiles' (23/00), 'Profile lists', and 'Shared with me'. The main content area is titled 'Social' and contains five cards for managing social media profiles: Facebook, Instagram, Twitter, LinkedIn, and Google My Business. Each card has an 'ADD' button. To the right, there is a sidebar with sections for 'Social', 'Blogs', 'Monitoring', and 'Apps', along with a 'Install Client Connect' button.



THOMSON REUTERS®

Maximize productivity with distinct modules

Connect

Monitor all social media activities from a single source. Connect up to 18 social media sites with unlimited profiles — including individual and corporate profiles, groups, and more.

Compose

Compose posts that resonate with your audience. Content is automatically adapted to each social media platform, resulting in visually engaging posts. Save time and post simultaneously to multiple sites or schedule posts in advance. Share web content with ease using our simple Google Chrome browser plug-in.

Schedule

Schedule content to automatically post at the time you prefer or at recommended times. Over time, our queue feature learns which times of day result in the most engagement from your audience, giving you the option to automatically schedule posts accordingly.

Manage

Manage your content within the platform to plan out posts in advance or use it as a content repository. Add customized libraries to organize content you've cultivated or curated (ask us about our Checkpoint Marketing Social Media Solutions content and integration options). Access the content in these libraries when composing your posts for quick publishing.

Engage

Engage with your online communities from one primary dashboard. Easily respond to comments, posts, and messages from all social channels within your Priority Inbox, while also monitoring your inbound news feeds, trending topics, and other sources. Increase followers and gain more subscribers by creating contact groups for ongoing nurturing and prospecting.

Measure

Measure your online marketing performance at a glance with simple Quick Reports. Customize more sophisticated reports, and import your Google Analytics for a fully integrated and comprehensive look at your online metrics. The built-in scorecard gives you a snapshot of your interactions, audience size, influence, and clicks as a performance indicator. Export branded reports to share with stakeholders and demonstrate your return on investment.

Monitor

Monitor your firm's brand, understand your competition's positioning, and enhance your firm's reputation by influencing discussions. Filter mentions of your brand and specific keywords through sentiments such as positive, neutral, or negative, while also checking reviews on sites, like Yelp and Glassdoor, to identify potential problems or acquire testimonials.

Boost

Boost your social media strategy with content integration options and expert guidance. In addition to providing hands-on implementation, we will help you define key performance indicators needed to reach your social media marketing objectives. Our experts will keep you informed of best practices and leading-edge industry insights. Optional built-in posts help you engage your online audience efficiently and effectively. Several content options are available through our Social Media Solutions program. These can be seamlessly integrated into the Social Media Manager platform to help you further streamline your efforts and fully engage your audience.

Checkpoint Marketing for Firms Social Media Solutions

Content. News. Strategy. Metrics.

Please call **800-431-9025** for more detailed information about our Social Media Briefs and other content solutions.

Visit tax.tr.com/checkpointmarketing

