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 for social media, websites, blogs, and more
- 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:

- Weekly or bi-weekly articles covering insightful topics ready to post on your social media sites, websites, blogs, and more
- 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, and more, increasing visibility
- Engaging images designed to render optimally with each post on Facebook and LinkedIn
- Social media best practice resources including whitepapers, webinars, and tips to enhance your online marketing strategy

Sample Estate Planning Facebook Post

Multiple Topical Areas

Mix-and-match topics 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, 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.

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.

BUSINESS VALUATION BRIEFS

Information for businesses and attorneys that need business appraisals and valuation analysis

Topics include valuation in the context of buying or selling a business, estate planning, divorce, damage analysis, and more.

FRAUD BRIEFS

Tips for businesses and attorneys 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, and more.

CONSTRUCTION BRIEFS

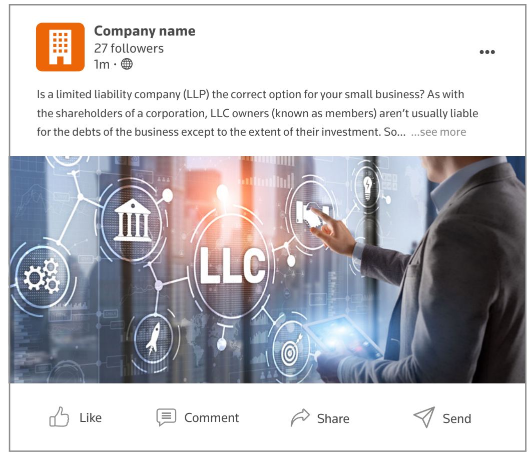
Tax, accounting and financial tips for construction contractors and subcontractors

Topics include tax planning, lease vs. buy decisions, cash flow management, job costing, profitability, risk mitigation, project management, and more.

MANUFACTURING BRIEFS

Tax, accounting and financial tips for manufacturers

Topics include tax planning, supply chain issues, working capital management, profitability, lease vs. buy decisions, inventory methods, and more.



Sample LinkedIn post with image

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

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