

# Checkpoint Australia - Social Media Manager

## An Overview of Tax Content provided by Thomson Reuters

As part of your Social Media Manager subscription you are given access to Tax content written by our Tax team in Australia. Two new articles are added to Social Media Manager each week.

### Locating Thomson Reuters (TR) Content

1. Hover your mouse over the **Content** tab
2. Select **My content**
3. Content can be accessed from the right hand window in the **Shared with Me** section
4. Select one of the headings to view the available articles
5. Ensure you are viewing the most recently added content by sorting by **Newest**
6. And by clicking the refresh button

The screenshot displays the Thomson Reuters Social Media Manager interface. The top navigation bar includes 'PUBLISH', 'ACTIVITY', 'MONITOR', 'CONTENT' (highlighted with a blue '1'), 'REPORTS', and 'PROFILES'. Below this, there are icons for RSS feeds and 'My content' (highlighted with a blue '2'). A 'NEW LIBRARY' button and a 'SORT: NEWEST' dropdown menu are visible. A search bar is on the right. The main content area shows three article cards with dates: 21/07/2023, 14/07/2023, and 07/07/2023. A right-hand sidebar shows 'MY LIBRARIES' with 'My Content' (highlighted with a blue '3') and 'SHARED WITH ME' sections. The 'SHARED WITH ME' section lists various content types like 'BT&F Article', 'PTax Article', and 'Super & FP Article'. One item, 'BT&F LI/FB Post (SMM-ANZ-...)', is highlighted with a blue '4'. A 'COMPOSE' button is in the top right corner.

### What tax content is available with my subscription and how is it formatted?

Articles are categorised into the following groups:

- BT&F = Business Tax & Finance
- PTax = Personal Tax
- Super & FP = Superannuation & Financial Planning

Each article is available in 4 different formats:

- Article = full article
- Image Post = one paragraph summarizing the article along with an image
- LI/FB = ideal for LinkedIn/Facebook. Includes an image with approximately 2 sentences, designed to create interest in viewing further information
- Twitter = Ideal for Twitter. Includes an image with approximately 2 sentences, designed to create interest in viewing further information