



Elevate Your Profile & the Taxand Brand: Become a Taxand Social Media Advocate

At Taxand, our people are our greatest strength. When you share our global insights, you help amplify our impact support our member firms - and build your own reputation as a global tax expert.

Why Become a Social Media Advocate?

1. **Build Your Personal Brand:** Position yourself as a thought leader in the global tax community.
2. **Expand Your Network:** Engaging with global content increases your visibility with clients and peers worldwide.
3. **Boost Taxand's Reach:** LinkedIn's algorithm prioritises posts with employee engagement. Your "Like" helps our content reach thousands more.
4. **Showcase "One Taxand":** Demonstrating our global connectivity reinforces our position as the world's leading independent tax organisation.

How to Support: LinkedIn

1. Follow & Direct

Ensure you are following the [Taxand Global LinkedIn Page](#). Click the 🔔 **bell icon** on our page to get notified whenever we post so you never miss an update.

2. Subscribe to Taxand News on LinkedIn

Subscribe to the [Taxand News: Global Updates LinkedIn newsletter](#). Click the 🔔 **bell icon** on our page to get notified whenever we post so you never miss an update.

3. The "Golden Hour" Engagement

Engagement is most powerful in the first 60 minutes after a post goes live.

- **Like/Celebrate:** A quick click goes a long way.

- **Comment:** This is the most effective way to boost a post. Even a brief "*Great insights on the new OECD guidance*" significantly increases the post's reach.

4. Share with Context

Don't just hit "Repost." To provide value to your specific network:

- Click " **Click 'Repost'** → '**Repost with your thoughts** (Share with your thoughts and commentary).
- Add 1–2 sentences on why the post matters (e.g., "*Essential reading for our clients operating in the EU...*").
- Use our global hashtag: **#Taxand**

How to Support: X

Taxand's presence on X is key for real-time news and industry dialogue.

- **Follow:** Make sure you're following [@Taxand](#) (or your local firm's handle).
- **The Repost (RT):** Quickly amplify global news by hitting the repost icon.
- **Quote Post:** Add your opinion or a key takeaway from the tax alert to spark a conversation with industry influencers and journalists.
- **Tagging:** Mention [@Taxand](#) so the global team can engage back with your post!

Content tips:

- **Be Authentic:** Use your own voice. You don't need to be overly formal; speak to your network like a colleague.
- **Tagging Matters:** If a colleague authored the article shared on the Taxand page, tag them in your post! It builds community and boosts visibility.
- **Share thought leadership content:** Find a host of articles from our global firms on the [Insights](#) page of the Taxand website ready to be shared on social. Or, contribute your own thoughts on recent global tax updates, whether through a regular LinkedIn post or a LinkedIn article on your profile.

Connect to the Taxand Global page from your LinkedIn Profile

Ensure your LinkedIn "Experience" section is linked correctly to the official Taxand Global page (see the detailed how to guide for a set by step process.)

The Impact

When we all move together, we move the needle. A single post shared by 50 advocates can reach over 50,000 potential clients and recruits.

Questions? Reach out to [Cathy Yeoman](#) in the Taxand Global Team