

UHY MEMBER FIRM SOCIAL MEDIA PACK 23

SAMPLE INTERNATIONAL CONTENT TO USE ONLINE AND THROUGH SOCIAL CHANNELS



PUBLICATION OF UHY GLOBAL MAGAZINE ISSUE 15

To support the launch of issue 15 of UHY Global magazine, we have produced a short blog which you may wish to use on your website, together with some sample social media channel posts, to help you strengthen your international credentials and membership of UHY, the network for doing business.

We are already promoting the online availability of UHY Global issue 15 on LinkedIn, Twitter and Facebook.

Printed copies of UHY Global issue 15 are currently being distributed to member firms around the world. Meanwhile, the digital edition is now available to read online with everything the print copy has, and more.

In addition to the usual mix of features and news, UHY Global issue 15 has:

- Client story from Uruguay
- The latest member firm directory
- Service feature on outsourcing
- Listing of UHY services – and in the digital edition you can also click through to the series of network videos

PLEASE FOLLOW UHY INTERNATIONAL ONLINE



HOW TO PROMOTE THE BLOG

1. You can post the blog on your own website, in your international section, your blog section, or news. The full text is available at the end of this document.
2. You can make the link to UHY Global issue 15 online edition available on your website or link to it from the blog. Alternatively, link directly to it on the UHY international website. [UHY Global issue 15](#)
3. If you promote your member firm through social channels, you can link back to the blog or directly to the online magazine. Here are some post suggestions:

Our global network #UHYInternational has published issue 15 of UHY Global magazine and we are pleased to make it available to our clients. You can read about it in our blog www.uhy-ekirevizija.rs or [view it online](#).

The new online issue of #international #business magazine #UHY Global features expert insight from our member firms on key business topics, a client story, news, service features and celebrations of our people. Read a summary blog here - www.uhy-ekirevizija.rs or view the magazine [online now](#).

The latest #UHY Global, the magazine that explores the world's business talking points, including the evolving workplace, RCEP trade deal, blockchain and hybrid working, a client story and list of global UHY services. Read our blog on UHY Global issue 15 here - www.uhy-ekirevizija.rs or view the magazine [online now](#).

TWITTER NOTE: YOU MAY NEED TO ADJUST THE CHARACTERS TO KEEP WITHIN THE 280 LIMIT.

4. You can use this graphic or use graphics in your own style.

For Linked In and Facebook:



For Twitter:



NB. these are thumbnails for illustration only. Full resolution images are available to download from UHY Exchange.

5. If you are a UHY member firm whose expert was quoted in one of UHY Global issue 15's features, please ask [Leigh Lyons](#) in the executive office for a PDF or Word version of the relevant feature (text only). You can use this to help promote UHY Global magazine, as well as your own member firm. The client story is also available as a full colour PDF.

HERE IS THE BLOG TEXT IN FULL.

UHY GLOBAL MAGAZINE ISSUE 15 AVAILABLE NOW

EXPERT INSIGHT AND ANALYSIS FOR WORLD BUSINESS

The 15th edition of UHY Global magazine is now available to [read online](#). UHY Global draws



on current analysis and commentary, including input from UHY's member firm experts across the international network, to provide insight for today's global business community. This thought-provoking and engaging read explores the issues and challenges of international business, themes you may well be grappling with in today's uncertain world.

Features in the new issue include an exploration of the relentless march of technology, examining its impacts on the professional services sector; while our analysis of blockchain asks whether this revolutionary technology could spread beyond the sphere of cryptocurrencies.

Our cover feature explores the revolution in working practice, accelerated by the pandemic, which has created a new dynamic in employment markets.

Other content includes a look at the world's largest free trade deal in the Asia-Pacific region (the Regional Comprehensive Economic Partnership), the rise of hybrid meetings and

conferences, the growing popularity of outsourcing and a round-up of global news and people stories from across the UHY network.

You will also find information on the UHY network itself – service and contact listings, a client story and insights into the life and career of the senior partner of our member firm in Lima, Peru. The online edition also gives you hyperlink access to source reports, additional graphics, narrative and direct contact details of UHY contributors – so if you want to find out more about any of our topics, UHY Global online makes it easy. If you prefer an offline read, the print version is downloadable as a PDF from the online menu bar.

[Browse it now.](#)