

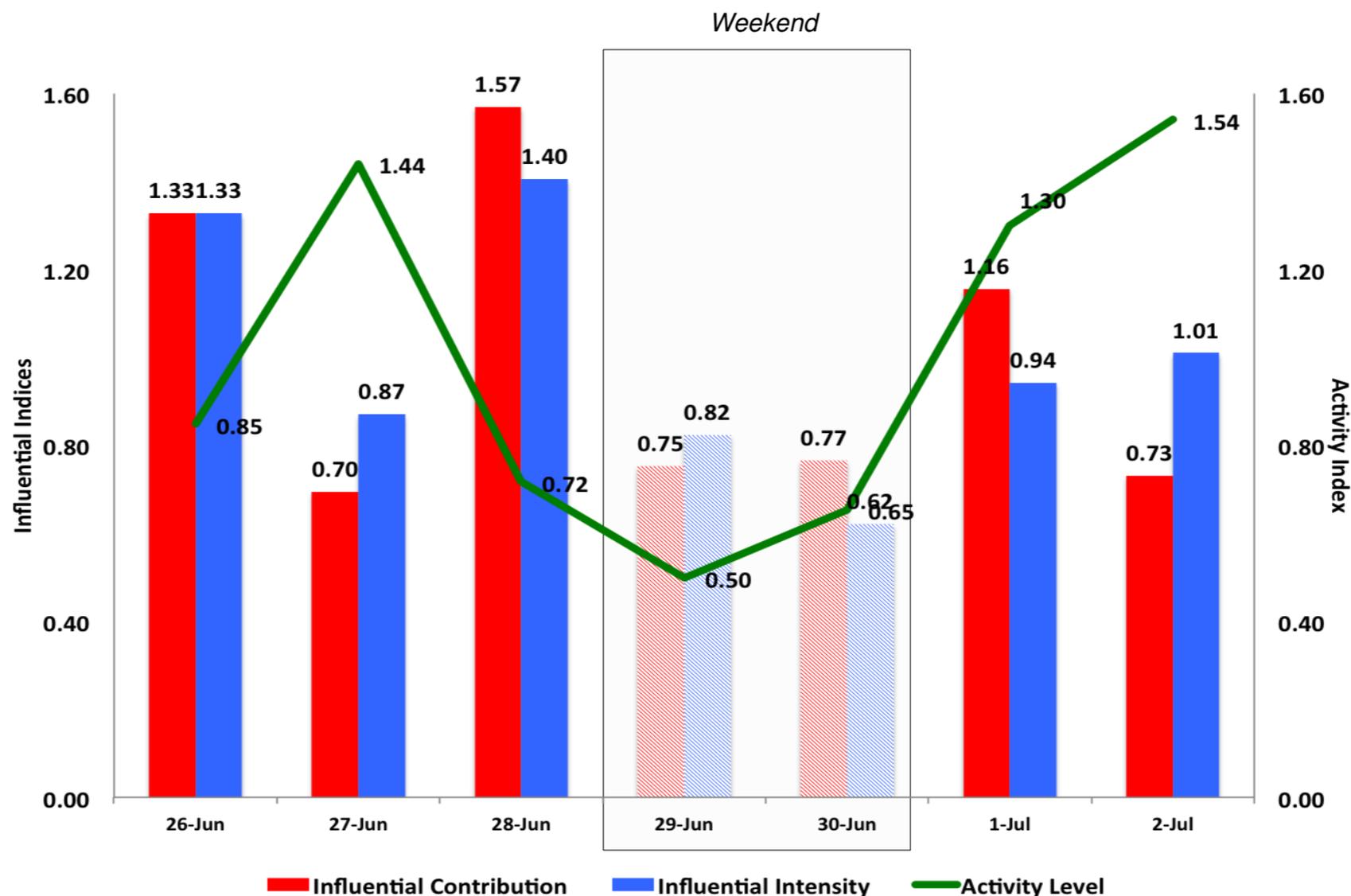
nsight2day™

Corporate Tax Reform Social Media Update

June 26 – July 2, 2013

In Brief. Tax reform chatter peaked twice last week with news of the announcement by Sen. Max Baucus (D-MT) and Sen. Orrin Hatch (R-UT) that they plan to “zero-out” the tax code and ask their colleagues to make a case for each deduction and credit. The most popular comments in general, as well as those made by our nsight2day “Influentials,” were in response to the senators’ blank slate approach, with a few Influentials voicing skepticism.

Social Media Activity Levels*



Analysis. Influentials' total volume of comments on tax policy and the intensity of their focus on tax policy spiked dramatically on June 26th when they learned that the Senate's two main tax legislation writers, Democrat Max Baucus (D-MT) and Republican Orrin Hatch (R-UT), were poised to deliver a speech outlining a new principle for tax reform. Sens. Baucus and Hatch announced on June 30th a new approach to rewriting the tax code, whereby supporters of each tax preference will be asked to justify its continuation. The proportion and intensity of Influencer comments online reflect that they viewed the announcement as significant even if they are skeptical. More importantly, the drop in Influentials' share of the dialogue, while overall volume has climbed following the senators' announcement, indicates that Influentials' contributions have catalyzed tax reform conversations .

*The Social Media Activity Levels are composite metrics based on activity on major social media sites such as Twitter, Facebook, and various blog sites. Note: weekend social media activity levels are usually substantially lower than the other days of the week.



Notable Aspects of the Online Conversations

Key Terms and Issues this Week

1. **Tax Reform.** Follow @simplertaxes and engage followers and advocates around those tax preferences that have the greatest positive effects for your company and for representatives' constituents #taxreform.
2. **Tax Road Show.** Keep an eye on the news surrounding The Simpler Taxes for America Tour to inform how you engage and who you engage.
3. **Territorial Tax.** Learn how other countries' experience with #territorial #tax offers political and economic lesson to the U.S. as the debate evolves around tax reform.

Trending Influentials' Comments



Joe Thorndike [@jthorndike](#) (June 27)
And believe in the impossible RT [@taxfoundation](#): Max Baucus and Orrin Hatch tax reform plan: Wipe slate clean
<http://goo.gl/2FiIX>



Lauren French [@laurenfrench](#) (June 26)
Max Baucus and Orrin Hatch plan to zero-out the tax code and ask senators to make case for deductions + credits
<http://politi.co/14xZMAY>



Liz Malm [@elizabeth_malm](#) (June 27)
Yeah right! In what universe will this actually happen?
"Senators propose 'blank slate' approach to tax reform"
[Washington Post's story here...](#)



Bruce Bartlett [@BruceBartlett](#) (July 2)
More on why zero-based tax reform is a dumb idea.
<http://ow.ly/mA5Kt>

Most Popular Message



Financial Times [@FinancialTimes](#) (June 30)

Whole Foods chief backs corporate tax tactics [FT story here...](#)



