-------------------------------

**HomeEquity Bank**Social Post

-------------------------------

**Instructions | How to post on Facebook**

1. Right-click and copy the post on the next page
2. Login to your Facebook account and start a new post by clicking on Create a Post
3. Copy and paste the post below. Remember to edit and personalize the call to action before posting.
4. Click Post

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructions | How to post on Twitter**

1. Right-click and copy the post on the next page
2. Login to your Twitter account and start a new tweet by clicking on the compose box at the top of your home timeline
3. Copy and paste the post. Remember to edit and personalize the call to action before posting. When editing, ensure your post is within the 140-character limit for Twitter.
4. Click Post

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructions | How to post on LinkedIn**

For desktop

1. Right-click on the sharable YouTube Link below
2. Login to your LinkedIn account and start a new post by clicking on Start a Post
3. Copy and paste the post. Remember to edit and personalize the call to action before posting.
4. Click Post

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Instructions | How to embed the video onto your website**

1. Click on the YouTube link to be redirected to the video on YouTube
2. Click on the share button under the video, click on embed and copy the code
3. Insert the code of the video onto the webpage you want the video to display on

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Post | Copy the post below**

Every Canadian deserves to live retirement on their terms. Contact (insert your call to action) to find out how <https://youtu.be/xHpyTtRbuUg>

**Call to action**

We would recommend using one of the following:

- Your email

- Your phone number

- A link to a contact us form on your website