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**HomeEquity Bank   
Social Post**

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**Help your parents get the financial freedom they deserve in retirement**

**Instructions | How to post on Facebook**

1. Highlight the copy below, right-click and press *copy* on the post­

Many Canadians are concerned about their retired parent(s) ability to maintain financial security. The CHIP Reverse Mortgage from HomeEquity Bank can provide you with a solution to help your 55+ parent(s) regain their financial freedom by unlocking up to 55% of the value of their home in tax-free cash. Contact us to learn more.

1. Right-click and press *save as picture* on the image you choose

Option 1: Option 2:

 

1. Login to your Facebook account and start a new post by clicking on Create a Post
2. *Paste* the post. Remember to edit and personalize the call to action before posting
3. Upload the image that you saved, to the post
4. Click Post

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**Instructions | How to post on Twitter**

1. Highlight the copy below, right-click and press *copy* on the post:

Are you concerned about your retired parents’ financial security? The CHIP Reverse Mortgage from HomeEquity Bank can help your 55+ parents regain their financial freedom by unlocking up to 55% of the value of their home in tax-free cash. Contact us to learn more.

1. Right-click and press *save as picture* on the image you chose:

 

1. Login to your Twitter account and start a new tweet by clicking on the compose box, at the top of your home timeline
2. *Paste* the post. Remember to edit and personalize the call to action before posting
3. *Upload* the image that you saved, to the post
4. Click Post

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**Instructions | How to post on LinkedIn**

For desktop

1. Highlight the copy below, right-click and press *copy* on the post­:

Many Canadians are concerned about their retired parent(s) ability to maintain financial security. The CHIP Reverse Mortgage from HomeEquity Bank can provide you with a solution to help your 55+ parent(s) regain their financial freedom by unlocking up to 55% of the value of their home in tax-free cash. Contact us to learn more.

1. Right-click and press *save as picture* on the image you chose

 

1. Login to your LinkedIn account and start a new post by clicking on Start a Post
2. *Paste* the post. Remember to edit and personalize the call to action before posting
3. *Upload* the image that you saved, to the post.
4. Click Post

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**Instructions | How to post on Instagram**

1. Highlight the copy below, right-click and press *copy* on the post

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Many Canadians are concerned about their retired parent(s) ability to maintain financial security. The CHIP Reverse Mortgage from HomeEquity Bank can provide you with a solution to help your 55+ parent(s) regain their financial freedom by unlocking up to 55% of the value of their home in tax-free cash. Contact us to learn more.

1. Right-click and press *save as picture* on the image you chose

 

1. Send to your mobile device by emailing the video to yourself and saving it onto your phone from there.
2. Login to your Instagram account and start a new post by clicking on the new post icon at the bottom center of your home timeline
3. Select the image you saved and press next
4. *Paste* the post into the caption box and click share. Remember to edit and personalize the call to action before posting