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**HomeEquity Bank
Social Post**

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*\*\*\*More detailed instructions for how to post on various social platforms begins on page 2\*\*\**

**Post | Highlight and copy the text below - Remember to edit and personalize the call to action before posting.**

Many retired Canadians have been where you are, and many of them were able to turn around their fortunes with the CHIP Reverse Mortgage. This unique financial tool allows you to access up to 55% of the equity in your home, tax-free. With that money you are able to increase your cash flow, eliminate debt, and even check a few items off your bucket list.

If you would like to learn more about how a CHIP Reverse Mortgage can help you live a more comfortable retirement, please contact me at [Enter your contact information here].

***Twitter Specific Post Below:***

The CHIP Reverse Mortgage allows you to access up to 55% of the value in your home, tax-free!

If you would like to learn more about this can help you live a more comfortable retirement, please contact me at [Enter your contact information here].

**Image| Save and upload image into your post**

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**Instructions | How to post on Facebook**

1. Highlight, right-click and press *copy* on post­, found on page 1
2. Right-click and press *save as picture* on the image
3. Login to your Facebook account and start a new post by clicking on Create a Post
4. *Paste* the post. Remember to edit and personalize the call to action before posting
5. Upload the image that you saved, to the post
6. Click Post

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**Instructions | How to post on Twitter**

1. Highlight, right-click and press *copy* on the Twitter specific post­, found on page 1
2. Right-click and press *save as picture* on the image you want to use, found on page 1
3. Login to your Twitter account and start a new tweet by clicking on the compose box, at the top of your home timeline
4. *Paste* the post. Remember to edit and personalize the call to action before posting. When editing, ensure your post is within the 280-character limit for Twitter.
5. *Upload* the image that you saved, to the post
6. Click Post

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**Instructions | How to post on LinkedIn**

For desktop

1. Highlight, right-click and press *copy* on the post­, found on page 1
2. Right-click and press *save as picture* on the image you want to use, found on page 1
3. Login to your LinkedIn account and start a new post by clicking on Start a Post
4. *Paste* the post. Remember to edit and personalize the call to action before posting.
5. *Upload* the image that you saved, to the post.
6. Click Post

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**Instructions | How to post on Instagram**

1. Highlight, right-click and press *copy* on the post­, found on page 1
2. Right-click and press *save as picture* on the image you want to use, found on page 1. Send to your mobile device by emailing the video to yourself and saving it onto your phone from there.
3. 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
4. Select the image you saved and press next
5. *Paste* the post into the caption box and remember to edit and personalize the call to action before posting.
6. Click Share