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**HomeEquity Bank   
Social Post**

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

**Post | Highlight and copy the text below – There are 2 post copy options to choose from please select one of the 2 below.**

**OPTION 1**

If you are a homeowner age 55+, you can access up to 55% of your home equity with the CHIP Reverse Mortgage. Discover how you can live the retirement of your dreams. Contact us to learn more.

**OPTION 2**

Planning a big trip or a home renovation? Homeowners age 55+ can earn up to 55% of their home value in tax-free cash with the CHIP Reverse Mortgage. Contact us to find out more.

**Image| Save and upload an image into your post – There are 2 image options to choose from please select one of the images below.**

**** **OPTION 1 OPTION 2**

**Instructions | How to post on Facebook**

1. Highlight, right-click and press *copy* on the (1) post­ you chose, found on page 1
2. Right-click and press *save as picture* on the (1) image you chose
3. Login to your Facebook account and start a new post by clicking on Create a Post
4. *Paste* the post and remember to update the Call to Action with your contact information.
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 (1) post­ you chose, found on page 1
2. Right-click and press *save as picture* on the (1) image you chose
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 and remember to update the Call to Action with your contact information.
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 (1) post­ you chose, found on page 1
2. Right-click and press *save as picture* on the (1) image you chose
3. Login to your LinkedIn account and start a new post by clicking on Start a Post.
4. *Paste* the post and remember to update the Call to Action with your contact information.
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 (1) post­ you chose, found on page 1
2. Right-click and press *save as picture* on the (1) image you chose
3. Send to your mobile device by emailing the video to yourself and saving it onto your phone from there.
4. 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
5. Select the image you saved and press next
6. *Paste* the post into the caption box and remember to include the Call to Action with your contact information.
7. Click Share