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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 3\*\*\**

**Post | Highlight and copy the text below**

**OPTION 1**

A reverse mortgage from HomeEquity Bank is a smart way for Canadians 55+ to access the equity they’ve accumulated in their home as tax-free cash. Even though reverse mortgages have been in Canada since 1986, there is still a lot of misunderstanding.

Learn the truth about Reverse Mortgages by separating the myths and facts. Contact me for more information [Insert contact information]

**OPTION 2**

Learn the truth about Reverse Mortgages by separating the myths and facts. Contact me for more information [Insert contact information]

**Image| Save and upload an image into your post – There are 6 image options to choose from please select one of the images below.**

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

**A person and person sitting on a couch

Description automatically generated with medium confidence** **OPTION 3 OPTION 4**

**OPTION 5 OPTION 6**

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**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