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**HomeEquity Bank**Video Social Post

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**Instructions for how to post this video on Facebook, Twitter and LinkedIn**

<https://youtube.com/shorts/hIPp4-tDYuQ?feature=share>

**All Social Platforms | Post Caption:**

Did you know you can use the CHIP Reverse Mortgage to pay for home renovations? Contact **(insert your call to action)** and we can help you learn more about how the CHIP Reverse mortgage might be the perfect solution for you.

**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

**Instructions | How to post on Facebook**

1. Highlight and right-click the YouTube link
2. <https://youtube.com/shorts/hIPp4-tDYuQ?feature=share>
3. Click **open hyperlink**
4. Once you directed to the video on YouTube, click the **share** button under the video
5. Click the Facebook icon
6. Login to your Facebook account
7. Copy and paste the post caption above. Remember to edit and personalize the call to action before posting.
8. Click **Post**

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**Instructions | How to post on Twitter**

1. Highlight and right-click the YouTube link
2. <https://youtube.com/shorts/hIPp4-tDYuQ?feature=share>

1. Click **open hyperlink**
2. Once you directed to the video on YouTube, click the **share** button below the video
3. Click the Twitter icon
4. Login to your Twitter account
5. Copy and paste the **post caption above**. Remember to edit and personalize the **call to action** before posting. When editing, ensure your post is **within the 280-character limit** for Twitter.
6. Click **Post**

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**Instructions | How to post on LinkedIn**

For desktop

1. Highlight and right-click the YouTube link
2. <https://youtube.com/shorts/hIPp4-tDYuQ?feature=share>

1. Click **open hyperlink**
2. Once you directed to the YouTube video, click the **share** button under the video
3. Choose the platform you want to share the video on
4. Login to your LinkedIn account
5. Copy and paste the **post caption above**. Remember to edit and personalize the **call to action** before posting
6. Click **Post**

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**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

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