

# Social Media Guidelines

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## New Canada Life social media guidelines

You may be wondering what you can share about our new Canada Life brand on social media. Here's what you need to know:

- As of April 3, 2019, you are free to share this exciting news on your social networks
- Please tag our new social spaces in your messages
  - **Twitter:** @CanadaLifeCo
  - **Facebook:** facebook.com/CanadaLifeCo
  - **LinkedIn:** linkedin.com/Company/Canada-Life
  - **Instagram:** @CanadaLifeCo
- Feel free to engage with our social channels online by tagging any of our accounts or using the hashtag #MyCanadaLife

## Content examples

Here are some examples of the types of messages you may want to share with your social networks:

Platform	BRAND STORY
Facebook	For over 100 years Great-West Life, London Life and Canada Life have been helping Canadians reach their potential. I'm thrilled to keep helping you reach your financial goals as these brands come together under the new Canada Life brand. Reach out with any questions: #MyCanadaLife <a href="http://www.canadalife.com/welcome">www.canadalife.com/welcome</a> <b>OR</b> <a href="https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k">https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k</a>
Twitter	Do you have questions about the new @CanadaLifeCo brand? Get in touch with me to learn more about it: #MyCanadaLife <a href="http://www.canadalife.com/welcome">www.canadalife.com/welcome</a> <b>OR</b> <a href="https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k">https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k</a>
LinkedIn	The transition to the new Canada Life brand will allow us to combine our strengths and focus on what matters most - you. I'll continue helping you achieve your financial goals: <a href="http://www.canadalife.com/welcome">www.canadalife.com/welcome</a> <b>OR</b> <a href="https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k">https://embed.vidyard.com/share/rGNBNVf9pzvNZEgfocTT9k</a>

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