

# 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 realize their potential, every day. Freedom 55 Financial will continue to help you reach your goals as these companies come together under the new Canada Life brand. Reach out with any questions: <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	The promise of the new Canada Life brand will come to life with Freedom 55 Financial - in the value of advice. I'll still be your financial security advisor helping you achieve your financial security goals. Get in touch with me if you have any questions: <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 one brand under the new Canada Life will allow three great companies to combine their strengths and focus on what matters most - you. Through Freedom 55 Financial, we'll continue to provide guidance that empowers people to reach their financial security goals. Don't hesitate to get in touch with any questions: <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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