

Twitter:

Posts Link to: <https://www.ssga.com/us/etfs/investment-ideas/invest-in-gold-etfs>
AdTrax code:
Exp. Date: 2785362.1.1.AM.RTL
ALPS code (if applicable): 11/30/2020

VIDEO:
AdTrax code: 2792866.2.1.AM.RTL
Exp. Date: 04/30/2021

Standard Tweet Copy
[140 char recommended]
[280 char max]

[Each emoji counts as 2 char]
[Each em dash counts as 2 char]
[Include hashtags]
[Include mentions]
Note a link as: [Bit.ly – placeholder!]

Poll Tweet Copy
[140 char recommended]
[280 char max]
[25 char max for poll answers]
[Min 2 answer options, max 4]

Tweet 1:
Don't underestimate a potential performer. If you think #gold is just a quiet option, #thinkagain 🤔

Learn more about \$GLD and investing in gold: [Bit.ly – placeholder!]

Tweet 2:
It may not make as much noise as equities or bonds, but if you think #gold is just a quiet option, think again 🤔.

Learn more: [Bit.ly – placeholder!]

Tweet 3:
Sometimes, the quiet one really does have the loudest voice.

Learn more about gold and how it can potentially shine when you least expect it: [Bit.ly – placeholder!]

Tweet 4:
Think #gold is just a quiet option? 🤔

#Thinkagain. 🤔

Learn why, and how to get into gold with \$GLD: [Bit.ly – placeholder!]

Tweet 5:
When it's showtime and the environment is stressful, do you expect a big performance?

Learn why gold may be perceived as a quiet option, but can potentially help your portfolio in times of stress: [Bit.ly – placeholder!]

Link Title
[50 char recommended]
[70 char max]

**Think Gold Is Just A Quiet Option? Think Again.
Think GLD Is Just A Quiet Option? Think Again.
Get the Facts About Gold and GLD
Think Again About Investing In Gold**

Video:



Information Classification: Limited Access

LinkedIn Company Page & DSU Post:

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Headline
[150 char recommended]
[Truncates at 224 char]
[1,300 char max]
[DSUs will not carry over tags for SMEs or Companies]

Post 1:
Preconceptions may lead to missed opportunities. Find out why it's time to think again about investing in gold: [Bit.ly – placeholder!]

Post 2:
It may not make as much noise as equities or bonds, but if you think gold is just a quiet option, think again. Learn more: [Bit.ly – placeholder!]

Post 3:
Think gold is just a quiet option? Think again. Learn why, and how to get into gold with GLD: [Bit.ly – placeholder!]

Post 4:
Don't underestimate a potential performer. If you think gold is just a quiet option, think again. Learn more about GLD and investing in gold: [Bit.ly – placeholder!]

Post 5:
Sometimes, the quiet one really does have the loudest voice. Learn more about gold and how it can potentially shine when you least expect it: [Bit.ly – placeholder!]

Post 6:
When it's showtime and the environment is stressful, do you expect a big performance? Learn why gold may be perceived as a quiet option, but can potentially help your portfolio in times of stress: [Bit.ly – placeholder!]

Link Title [Required for any post with URL]
[70 char max]
[Video: 45 char max]

**Think Gold Is A Quiet Option? Think Again.
Think GLD Is A Quiet Option? Think Again.
Get the Facts About Gold and GLD
Think Again About Investing In Gold**

Button [Required for all]
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Learn More

Video:



Information Classification: Limited Access

SPDR® GOLD TRUST has filed a registration statement (including a prospectus) with the SEC for the offering to which this communication relates. Before you invest, you should read the prospectus in that registration statement and other documents the issuer has filed with the SEC for more complete information about the Trust and this offering. You may get these documents for free by visiting EDGAR on the SEC Web site at www.sec.gov. Alternatively, the Trust or any Authorized Participant will arrange to send you the prospectus if you request it by calling toll free at 1-866-320-4053 or contacting State Street Global Advisors Funds Distributors, LLC, One Lincoln Street, Attn: SPDR® Gold Shares, 30th Floor, Boston, MA 02111.