

Project: Global Social Media Plan // February

Topic: Surf's Up

Format: Image

Date: Flexible



Description

For the southern hemisphere, it's time to hit the beach. The posts shows a VW interior and a guy with his surfboard.

Facebook

Posting text (240)

The surf's always up somewhere. [#volkswagen](#)
[#surfing](#)

Twitter

Posting text (140)

The surf's always up somewhere. [#volkswagen](#)
[#surfing](#)

Instagram

Posting text

The surf's always up somewhere. [#volkswagen](#)
[#surfing](#) [#surf](#) [#surfboard](#) [#surfer](#) [#beach](#) [#wave](#)

Image