

Project: Global Social Media Plan // March

Topic: Safety Pin

Format: image

Date: Flexible Content

Description	Everyone needs little helpers - only a few are as cute as this safety pin.	
Facebook		
Posting text (240)	Safety first – whatever you do. #safetyfirst #volkswagen	
Twitter		
Posting text (140)	#safetyfirst – whatever you do. #volkswagen	
Instagram		
Posting text	Safety first – whatever you do. #safetyfirst #volkswagen #car #blue #knitting #diy	
Image		