


Project: Global Social Media Plan // April

Topic: Leopard Print

Format: image

Date: Flexible Content



Description	The Beetle goes back to the nineties with this leopard-print optic that has returned to style (e.g. #animalprint 1.8 m posts on Instagram).
Facebook	
Posting text (240)	Leopard print is in fashion again. #animalprint #style #vwbeetle #volkswagen
Twitter	
Posting text (140)	Leopard print is in fashion again. #animalprint #style #vwbeetle #volkswagen
Instagram	
Posting text	Leopard print is in fashion again. #animalprint #style #vwbeetle #volkswagen
Image	
 A side-profile photograph of a classic Volkswagen Beetle. The entire car, including the roof, windows, and wheels, is covered in a dense, intricate leopard print pattern. The car is set against a plain, light-colored background.	