

**Project:** Global Social Media Plan // June

**Topic:** Father and Son

**Format:** image

**Date:** Flexible Content



## Description

The Beetle has a long tradition and is a true icon within the Volkswagen family.  
#family = 210.087.215 hits on Instagram

## Facebook

Posting text (240)

Dad, tell me about the '60s again. #family  
#vwbeetle #volkswagen

## Twitter

Posting text (140)

Dad, tell me about the '60s again. #family  
#vwbeetle #volkswagen

## Instagram

Posting text

Dad, tell me about the '60s again. #family  
#vwbeetle #volkswagen #vw

## Image

Dad, tell me about  
the '60s again!

