


Project: Global Social Media Plan // June

Topic: Be Different

Format: video

Date: Flexible Content



Description	Celebrating diversity. Various Volkswagen models represent the diversity of people all over the world. #tolerance = 236.756 hits on Instagram
Facebook	
Posting text (240)	Black or white, tiny or big, young or old: Let's celebrate differences! #tolerance #volkswagen
Twitter	
Posting text (140)	Black or white, tiny or big, young or old: Let's celebrate differences! #tolerance #volkswagen
Instagram	
Posting text	Black or white, tiny or big, young or old: Let's celebrate differences! #tolerance #Volkswagen #vw
Image	
 A side-profile photograph of a blue Volkswagen Golf SportWagen, a station wagon, set against a solid light green background. The car is centered in the image area.	