

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

**Topic:** Adventure

**Format:** image

**Date:** Flexible Content



## Description

The new Passat is the perfect companion for a holiday in the mountains.

## Facebook

Posting text (240)

Ready for the slopes! #snow #winter #vwpassat

## Twitter

Posting text (140)

Ready for the slopes! #snow #winter #vwpassat

## Instagram

Posting text

Ready for the slopes!

#snow #winter #vw #volkswagen #car #ontheroad  
#adventure #explore #vwpassat

## Image

