

Project: Global Social Media Plan // June
Topic: Easy Open Move
Format: GIF
Date: Flexible Content



Description		Dance clips are extremely popular on social media, and so is the Tiguan. Volkswagen brings both together to feature the Easy Open function. #breakdance = 803.704 hits on Instagram
Facebook		
Posting text (240)	What is your easy open move? #breakdance #vwtiguan #volkswagen	
Twitter		
Posting text (140)	What is your easy open move? #breakdance #vwtiguan #volkswagen	
Instagram		
Posting text	What is your easy open move? #breakdance #vwtiguan #volkswagen #vw	
Image		
		