

Project: Global Social Media Plan // January
Topic: Learn your Name in Morse Code Day 2017
Format: video
Date: 11 January



Description	Celebrate “Learn Your Name in Morse Code Day” with morsing “VW Golf”.
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Facebook	
Posting text (240)	What’s being tapped out in Morse code here? #volkswagen #morsecode

Twitter	
Posting text (140)	What’s being tapped out in #morsecode here? #volkswagen

Instagram	
Posting text	What’s being tapped out in Morse code here? #volkswagen #morsecode #vw #volkswagen #car #riddle #pattern #exciting

Image	
	<p>The image shows a 6x4 grid of Volkswagen Golf icons. The icons are arranged to form the Morse code for the letters V, W, G, O, L, and F. The pattern is as follows: Row 1: 4 icons (all silver) - represents 'V' Row 2: 3 icons (all blue) - represents 'W' Row 3: 3 icons (all silver) - represents 'G' Row 4: 3 icons (all blue) - represents 'O' Row 5: 4 icons (all silver) - represents 'L' Row 6: 4 icons (all silver) - represents 'F'</p>