

Project: Global Social Media Plan // October

Topic: Throwback Thursday (1)

Subline: Featuring the Passat Variant (1979)

Format: Image

Date: Flexible Content



Description

Throwback Thursday (tbt) is a huge trend on social media. People use the hashtag to share their memories and remember enjoyable moments.

Facebook

Posting text (240)

Do you remember your first road trip? #tbt
#roadtrip #vwpassat #volkswagen

Twitter

Posting text (140)

Do you remember your first road trip? #tbt
#roadtrip #vwpassat #volkswagen

Instagram

Posting text

Do you remember your first road trip? #tbt
#roadtrip #vwpassat #volkswagen #vw

Image

