

Project: Global Social Media Plan // August



Topic: Throwback Thursday 1

Subline: Beautiful vintage Beetles are still in use all around the world

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.

□ Answer: VW 1303 (1972-1975)

Facebook

Posting text (240)

Can you name the birth year of this beauty?
#vintage #retro #tbt #vwbeetle #volkswagen

Twitter

Posting text (140)

Can you name the birth year of this beauty?
#vintage #retro #tbt #vwbeetle #volkswagen

Instagram

Posting text

Can you name the birth year of this beauty?
#vintage #retro #tbt #vwbeetle #volkswagen #vw

Image

