

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

**Topic:** Proposal Day

**Format:** Image

**Date:** March 20th



## Description

There's so many ways how to ask the most important question and with over 700k mentions on Instagram, people like to share a photo of this special moment. We will celebrate Proposal Day the Volkswagen way on March 20<sup>th</sup>.

## Facebook

Posting text (240)

Pop the question! #volkswagen #proposalday

## Twitter

Posting text (140)

Pop the question! #volkswagen #proposalday

## Instagram

Posting text

Pop the question! #volkswagen #proposalday  
#engagementring

## Image

