

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

**Topic:** Thank God it's Friday

**Format:** video

**Date:** Flexible Content



## Description

#tgif is a very popular hashtag used over 350 million times to express the joy people feel when the working week is over and there are two days off to enjoy. Relevant hashtags, e.g., #friyay has 3.7 million posts on Instagram.

## Facebook

Posting text (240)

Thumbs up – it's Friday. #tgif #friyay #vwup #volkswagen

## Twitter

Posting text (140)

Thumbs up – it's Friday. #tgif #friyay #vwup #volkswagen

## Instagram

Posting text

Thumbs up – it's Friday. #tgif #friyay #vwup #volkswagen #vw

## Image

