

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

**Topic:** Sibling Day

**Format:** image

**Date:** 10 April



## Description

The Beetle and the Beetle Convertible are siblings in the Volkswagen family who are very alike and also different.

## Facebook

Posting text (240)

Which of these brothers would you take out for a drive? #siblingday #vwbeetle #siblings

## Twitter

Posting text (140)

Which of these brothers would you take out for a drive? #siblingday #vwbeetle #siblings

## Instagram

Posting text

Which of these brothers would you take out for a drive?  
#siblingday #vwbeetle #siblings #volkswagen

## Image

