

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

**Topic:** Classic vs. Modern 1

**Format:** image

**Date:** Flexible Content



## Description

Social media audiences love polls. In the Classic vs. Modern series they can decide between new models and earlier ones. The usage of emoticons on images is contrary to the guidelines of Facebook. Therefore, please use versions without any emoticons for Facebook.

## Facebook

Posting text (240)

Classic vs. Modern – which Beetle do you prefer?  
#vwbeetle #volkswagen

## Twitter

Posting text (140)

Classic vs. Modern – which Beetle do you prefer?  
#vwbeetle #volkswagen

## Instagram

Posting text

Classic vs. Modern – which Beetle do you prefer?  
#vwbeetle #volkswagen

## Image

