


Project: Global Social Media Plan // May

Topic: Baywatch Revival

Format: image

Date: 17 May



Description	Baywatch was a huge trend in the 90s. Returning these days, people love the lifeguards at the beach. The movie world premiere is on 17 May, already arousing high attention in the social web. Frequently used hashtag, e.g., #beach 139 million.
Facebook	
Posting text (240)	Look who's watching the bay! #lifeguard #beach #vwamarok
Twitter	
Posting text (140)	Look who's watching the bay! #lifeguard #beach #vwamarok
Instagram	
Posting text	Look who's watching the bay! #lifeguard #beach #vwamarok #volkswagen #car #volkswagen
Image	
 A photograph showing a silver Volkswagen SUV parked on a pebbly beach. In the foreground, there is a lifeguard stand with orange and white stripes. A person is standing near the back of the SUV. The background features a blue sky with white clouds and a body of water.	