

**Project:** Global Social Media Plan // January  
**Topic:** Rubby Ducky Day  
**Format:** image  
**Date:** 13 January



|             |                                                                                             |
|-------------|---------------------------------------------------------------------------------------------|
| Description | It's Rubber Ducky Day – the perfect occasion for presenting the Volkswagen GTI rubber duck. |
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|                    |                                                         |
|--------------------|---------------------------------------------------------|
| Facebook           |                                                         |
| Posting text (240) | A high performance rubber duck. #rubberducky #vwgolfgti |

|                    |                                            |
|--------------------|--------------------------------------------|
| Twitter            |                                            |
| Posting text (140) | A high performance #rubberduck. #vwgolfgti |

|              |                                                                                                           |
|--------------|-----------------------------------------------------------------------------------------------------------|
| Instagram    |                                                                                                           |
| Posting text | A high performance rubber duck.<br><br>#rubberducky #vwgolfgti #vw #volkswagen #car #bubbles #bath #style |

|       |  |
|-------|--|
| Image |  |
|       |  |