

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

**Topic:** #tiguantuesday 2

**Format:** video

**Date:** Flexible Content



## Description

Tiguan owns every Tuesday in July as a pure product showcase. This post features the R-Line accessories while tagging #transformationtuesday. Frequently used hashtag on Instagram, e.g., #transformationtuesday 10.8 million posts.

## Facebook

Posting text (240)

Tiguan Transform! #tiguantuesday  
#transformationtuesday #vwtiguan #volkswagen

## Twitter

Posting text (140)

Tiguan Transform! #tiguantuesday  
#transformationtuesday #vwtiguan #volkswagen

## Instagram

Posting text

Tiguan Transform! #tiguantuesday  
#transformationtuesday #vwtiguan #volkswagen  
#vw

## Image

