


Project: Global Social Media Plan // March

Topic: Street Art 2

Format: image

Date: Flexible Content



Description	The urban visual trend is extremely popular on social media (e.g., #streetart features in 24.18 m posts on Instagram).
Facebook	
Posting text (240)	Discovering streetart by night. #streetart #vwsciroccor
Twitter	
Posting text (140)	Discovering streetart by #night. #streetart #vwsciroccor #graffiti
Instagram	
Posting text	Discovering streetart by night. #streetart #vwsciroccor #graffiti #volkswagen #streetstyle #art
Image	
 <p>Fuel consumption in l/100 km: urban: 11.1-10.8 / extra-urban: 6.2 / combined: 8.0-7.9; CO₂ emissions, combined, in g/km: 187-185; efficiency rating: F</p>	