

Project: Global Social Media Plan // October

Topic: The Colours of Autumn

Subline: Featuring the Golf

Format: Video

Date: Flexible Content



Description	Reminder to users: leaves are falling and tyres should be changed.
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Facebook	
Posting text (240)	Change those tyres along with the seasons. #autumn #leaf #vwgolf #volkswagen

Twitter	
Posting text (140)	Change those tyres along with the seasons. #autumn #leaf #vwgolf #volkswagen

Instagram	
Posting text	Change those tyres along with the seasons. #autumn #leaf #vwgolf #volkswagen

