

Project: Global Social Media Plan // [October](#)

Topic: World Animal Day

Subline: Featuring the iconic Microbus

Format: Video

Date: 4 October



Description	Posting images of animals is huge on social media. On World Animal Day, the iconic Microbus takes up the trend and expresses the animal spirit.
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Facebook	
Posting text (240)	What's your spirit animal? #worldanimalday #safari #animals #vwmicrobus #volkswagen

Twitter	
Posting text (140)	What's your spirit animal? #worldanimalday #safari #animals #vwmicrobus #volkswagen

Instagram	
Posting text	What's your spirit animal? #worldanimalday #safari #animals #vwmicrobus #volkswagen #vw

Image		
		