

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

