

Project: Global Social Media Plan // May

Topic: Lavender Fields

Format: Image

Date: Flexible Content



Description	There is a huge online community talking about nature and plants. This image perfectly fits this botanical trend, e.g., #flowers 81 million, #lavender 2.2 million, #nature 219 million posts on Instagram.
Facebook	
Posting text (240)	Enjoy nature! #lavender #nature #vwtouareg
Twitter	
Posting text (140)	Enjoy nature! #lavender #nature #vwtouareg
Instagram	
Posting text	Enjoy nature! #lavender #nature #vwtouareg #volkswagen #flowers
Image	