

Project: Global Social Media Plan // November

Topic: Giving Thanks (1)

Subline: Featuring the Golf – and followers

Format: Video

Date: Date related // 23.11.2017



Description	People acknowledge their relationships and appreciation on social media with thank you posts. Use the Thanksgiving occasion to say thank you to the millions of Volkswagen followers.
Facebook	
Posting text (240)	Thanks to all our followers today! #thankyou #followers #grateful #volkswagen
Twitter	
Posting text (140)	Thanks to all our followers today! #thankyou #followers #grateful #volkswagen
Instagram	
Posting text	Thanks to all our followers today! #thankyou #followers #grateful #volkswagen #vw
Image	
A graphic illustration on a red background showing a heart shape formed by a path of four Volkswagen Golf cars. The cars are positioned at the top, right, bottom, and left points of the heart, with lines connecting them to form the heart's outline.	