

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

**Topic:** Golden Hour

**Subline:** Featuring the Beetle Convertible

**Format:** Image

**Date:** Flexible Content

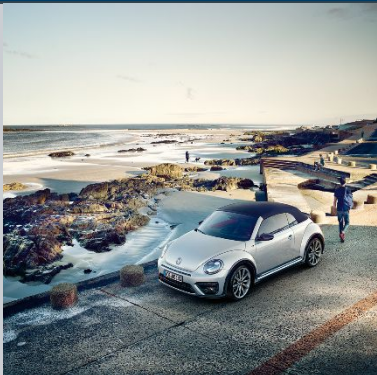


|             |                                                                                                                                                                               |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Description | Golden hour is a popular topic on social media. It describes the period after sunrise or before sunset when daylight is softer.<br>Please link to your local product website. |
|-------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

|                    |                                                       |
|--------------------|-------------------------------------------------------|
| Facebook           |                                                       |
| Posting text (240) | Golden hour. #goldenhour #beach #vwbeetle #volkswagen |

|                    |                                                       |
|--------------------|-------------------------------------------------------|
| Twitter            |                                                       |
| Posting text (140) | Golden hour. #goldenhour #beach #vwbeetle #volkswagen |

|              |                                                           |
|--------------|-----------------------------------------------------------|
| Instagram    |                                                           |
| Posting text | Golden hour. #goldenhour #beach #vwbeetle #volkswagen #vw |

|       |                                                                                     |  |
|-------|-------------------------------------------------------------------------------------|--|
| Image |                                                                                     |  |
|       |  |  |