

Project: Global Social Media Plan // April

Topic: World Party Day

Format: video

Date: 3 April



Description	World Party Day falls on a Monday this year – isn't that a reason to have a manic Monday? Frequently used Instagram hashtags in this context, e.g., #party 104.9 m posts, #partytime 7.45 m posts.
Facebook	
Posting text (240)	Celebrate World Party Day even though it's a Monday. #confetti #party #partytime #volkswagen
Twitter	
Posting text (140)	Celebrate World Party Day even though it's a Monday. #confetti #partytime #volkswagen
Instagram	
Posting text	Celebrate World Party Day even though it's a Monday. #confetti #party #partytime #volkswagen
Image	
A photograph of a man in a dark suit and white shirt, smiling and waving from the driver's side window of a silver car. Confetti is falling around him, and another person's hand is visible in the background, also waving.	