


Project: Global Social Media Plan // January

Topic: Release the beast

Format: image

Date: Flexible Content



Description	A fancar from the Wörthersee Meeting. Volkswagen Magazine Content: Image must be used in combination with the #volkswagenmagazine hashtag! Your local or the international Volkswagen Magazine link is optional.	
Facebook		
Posting text (240)	Release the beast! #transformationtuesday #vwgolfgti #volkswagenmagazine	
Twitter		
Posting text (140)	Release the beast! #transformationtuesday #vwgolfgti #volkswagenmagazine	
Instagram		
Posting text	Release the beast! #transformationtuesday #vwgolfgti #volkswagenmagazine #vw #volkswagen #car #speed #ontheroad	
Image		
	 A black Volkswagen Golf GTI is shown from a rear three-quarter view, driving on a road. The car is in motion, with a blurred background suggesting speed. The license plate is visible and reads 'SPL 145'.	