

Project: Global Social Media Plan // August

Topic: Interior Riddle 1

Subline: An interactive challenge featuring the new Polo

Format: image

Date: Flexible Content



Description

Riddles always increase the engagement rate of a post. This picture of the new Polo is good for generating user interest due to its new design.

Facebook

Posting text (240)

Guess which car this is. #interior #riddle #volkswagen

Twitter

Posting text (140)

Guess which car this is. #interior #riddle #volkswagen

Instagram

Posting text

Guess which car this is. #interior #riddle #volkswagen #vw

Image

