

**Project:** Global Social Media Plan // July

**Topic:** #vwlove (1)

**Format:** image

**Date:** Flexible Content



## Description

The #vwlove series combines strong and appealing images with emotionally-charged statements – a combination cherished by social media users. Relevant hashtag, e.g., #vwlove has 863k posts on Instagram.

## Facebook

Posting text (240)

Life is best by the sea. #vwlove #volkswagen

## Twitter

Posting text (140)

Life is best by the sea. #vwlove #volkswagen

## Instagram

Posting text

Life is best by the sea. #vwlove #volkswagen #vw

## Image

