

Project: Global Social Media Plan // July

Topic: Firework Festival

Format: Video

Date: July 8th



Description	Fireworks have a long tradition in Japan and are used to ward off evil spirits. Enjoy the stunning show from front row seats! #firework = 8m posts on Instagram
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Facebook	
Posting text (240)	Front row seats for the show! #fireworkfestival #firework #japan #volkswagen #vw

Twitter	
Posting text (140)	Front row seats for the show! #fireworkfestival #firework #japan #volkswagen #vw

Instagram	
Posting text	Front row seats for the show! #fireworkfestival #firework #japan #instafireworks #fireworksnight #volkswagen #vw

