

**Project:** Global Social Media Plan // August  
**Topic:** #sundayfunday 3  
**Subline:** Featuring the iconic Microbus  
**Format:** image  
**Date:** Flexible Content



Description	#sundayfunday is a very popular hashtag that people use to show pictures of activities they've enjoyed. It's the perfect occasion to show some really great pictures of our cars.
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Facebook	
Posting text (240)	A home for beach boys and girls. #beach #sundayfunday #vwmicrobus #volkswagen

Twitter	
Posting text (140)	A home for beach boys and girls. #beach #sundayfunday #vwmicrobus #volkswagen

Instagram	
Posting text	A home for beach boys and girls. #beach #sundayfunday #vwmicrobus #volkswagen #vw

Image	