

Project: Global Social Media Plan // **March**
Topic: Proposal Day
Format: Image
Date: March 20th



Description		There's so many ways how to ask the most important question and with over 700k mentions on Instagram, people like to share a photo of this special moment. We will celebrate Proposal Day the Volkswagen way on March 20 th .
Facebook		
Posting text (240)	Pop the question! #volkswagen #proposalday	
Twitter		
Posting text (140)	Pop the question! #volkswagen #proposalday	
Instagram		
Posting text	Pop the question! #volkswagen #proposalday #engagementring	
Image		
		