

Project: Global Social Media Plan // [March](#)

Topic: Companions

Format: video

Date: Flexible Content



Description	Cute animals and children are always a guarantee for a lot of interaction in social media (e.g. #dog 123 m, #pets 26,6 m, #kids 37,2 m posts on Instagram).
Facebook	
Posting text (240)	A good companion shortens the longest road. #pet #kids #dog #buddy
Twitter	
Posting text (140)	A good #companion shortens the longest road. #pet #kids #dog #buddy
Instagram	
Posting text	A good companion shortens the longest road. #pet #kids #dog #buddy #friends #volkswagen #companion
Image	
	