

**Project:** Global Social Media Plan // January  
**Topic:** Old vs. New II  
**Format:** image  
**Date:** Flexible Content



|             |                                                                        |
|-------------|------------------------------------------------------------------------|
| Description | We let our followers choose which car they prefer – classic or modern. |
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|                    |                                                                                             |
|--------------------|---------------------------------------------------------------------------------------------|
| Facebook           |                                                                                             |
| Posting text (240) | Which Passat do you prefer? #vwpassat #classiccar                                           |
| Twitter            |                                                                                             |
| Posting text (140) | Which #vwpassat do you prefer? #classiccar                                                  |
| Instagram          |                                                                                             |
| Posting text       | Which Passat do you prefer? #vwpassat #classiccar #vw #volkswagen #car #modern #model #love |
| Image              |                                                                                             |

