

Project: Global Social Media Plan // January
Topic: Chinese New Year 2
Format: video
Date: 28 January



Description	Chinese New Year, known as the "Spring Festival", is an important Chinese festival celebrated at the turn of the traditional lunisolar Chinese calendar.
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Facebook	
Posting text (240)	Today, we celebrate Chinese New Year. #volkswagen #chinesenewyear
Twitter	
Posting text (140)	Today, we celebrate Chinese New Year. #volkswagen #chinesenewyear
Instagram	
Posting text	Today, we celebrate Chinese New Year. #volkswagen #chinesenewyear #rooster #celebration #vw #car #lights
Image	