

**Project:** Global Social Media Plan // September

**Topic:** Fashion Month 1

**Subline:** The Arteon strikes a pose

**Format:** Image

**Date:** 7 September – 3 October



Description	London, Milan and Paris all start their fashion weeks in September. The Arteon joins in the fashion fever by showcasing an elegant colour from the new collection. Please link to your local product website. Frequently used hashtags on Instagram, e.g. #fashionweek 8.5 million, #fashion 393 million, #style 230 million
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Facebook	
Posting text (240)	Start fashion week in style. #fashionweek #vwarteon #fashion #style

Twitter	
Posting text (140)	Start fashion week in #style. #fashionweek #vwarteon #fashion

Instagram	
Posting text	Start fashion week in style. #fashionweek #vwarteon #fashion #style #catwalk #vw #car #volkswagen

Image		