

**Project:** Global Social Media Plan // January  
**Topic:** Sweatpants Day  
**Format:** video  
**Date:** 21 January



Description	The day of sweatpants - be sure to wear sweatpants on this day wherever you go!
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Facebook	
Posting text (240)	Make yourself comfortable: Happy Sweatpants Day! #volkswagen #sweatpantsday
Twitter	
Posting text (140)	Make yourself comfortable: Happy Sweatpants Day! #volkswagen #sweatpantsday
Instagram	
Posting text	Make yourself comfortable: Happy Sweatpants Day! #volkswagen #sweatpantsday #comfortable #style #car #vw
Image	