

Project: Global Social Media Plan // July

Topic: International Day of Friendship

Format: image

Date: 30 July



Description

Encourage people to remember their best friends on this special day.
Frequently used hashtags on Instagram, eg., #friends 266 million, #bff 43 million posts.

Facebook

Posting text (240)

Tag your BFF! #friends #bff #volkswagen

Twitter

Posting text (140)

Tag your BFF! #friends #bff #volkswagen

Instagram

Posting text

Tag your BFF! #friends #bff #volkswagen

Image



Power consumption, combined, in kWh/100 km: 12.7;
CO₂ emissions, combined, in g/km: 0; efficiency rating: A+