

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

**Topic:** World Pet Day

**Format:** video

**Date:** 11 April



<b>Description</b>	The GTI is every young man's dream car! World Pet Day is the right occasion to cover this trend and use popular hashtags (e.g., #pets 26.6 m posts, #dog 124.2 m posts, #puppy 64 m posts).
<b>Facebook</b>	
Posting text (240)	Everyone needs a faithful friend. #petday #pets #puppy #dog #vwgolfgti
<b>Twitter</b>	
Posting text (140)	Everyone needs a faithful #friend. #petday #pets #puppy #dog #vwgolfgti #volkswagen
<b>Instagram</b>	
Posting text	Everyone needs a faithful friend. #petday #pets #puppy #dog #vwgolfgti #volkswagen
<b>Image</b>	
	 A young girl with dark hair, wearing a dark vest over a light-colored long-sleeved shirt, is sitting in a black toy car. A small, light-colored dog is sitting in the car with her. The car is on a brick-paved path next to a green lawn.