

Project: Global Social Media Plan // **March**
Topic: International Day of Happiness
Format: video
Date: 20 March



Description	The International Day of Happiness has increasingly become important since its foundation in 2012 (e.g., #happiness 65 m posts, #happyday 12 m posts, internationaldayofhappiness 100 k posts on instagram).
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Facebook	
Posting text (240)	Spread happiness. #fun #vwegolf #happiness

Twitter	
Posting text (140)	Spread #happiness. #fun #vwegolf

Instagram	
Posting text	Spread happiness. #happiness #fun #vwegolf #volkswagen #car #love #friends #luck

Image	
	