

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

**Topic:** Summer Chills

**Format:** Video

**Date:** Flexible



<b>Description</b>	Emojis are deeply embedded into the internet culture. They are a way of communication that millions of people use every day. Relevant hashtag, e.g., #summer has 266 million posts on Instagram.
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<b>Facebook</b>	
Posting text (240)	Even summer can get a bit chilly sometimes. #summer #vwbeetle #volkswagen

<b>Twitter</b>	
Posting text (140)	Even summer can get a bit chilly sometimes. #summer #vwbeetle #volkswagen

<b>Instagram</b>	
Posting text	Even summer can get a bit chilly sometimes. #summer #vwbeetle #volkswagen #vw

<b>Image</b>	