


Project: Global Social Media Plan // May

Topic: Golf GTI

Format: image

Date: Flexible Content



Description	The Golf GTI is known for its sporty design and powerful performance. The hashtag #power is very popular on social media (15.1 million posts on Instagram) – especially when it comes to cars.
Facebook	
Posting text (240)	Raw power. Refined looks. #power #vwgolfgti #vwgolf
Twitter	
Posting text (140)	Raw power. Refined looks. #power #vwgolfgti #vwgolf
Instagram	
Posting text	Raw power. Refined looks. #power #vwgolfgti #vwgolf
Image	
 <p>Fuel consumption in l/100 km: urban: 6.2 - 7.8 / extra-urban: 5.5 - 6.2 / combined: 6.6 - 6.3; CO₂ emissions, combined in g/km: 146 - 145; efficiency rating: D</p>	