

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

**Topic:** Go for a Ride Day

**Format:** image

**Date:** November 22



## Description

With this picture we encourage our followers to celebrate the passion of driving their beloved Volkswagen.

## Facebook

Posting text (240)

Where will the road take you? #goforarideday  
#roadtrip #volkswagen

## Twitter

Posting text (140)

Where will the road take you? #goforarideday  
#volkswagen

## Instagram

Posting text

Where will the road take you?

#goforarideday #roadtrip #volkswagen #vw #car  
#nature #adventure #surprise

## Image

