

Project: Global Social Media Plan // April

Topic: World Pet Day

Format: video

Date: 11 April



Description		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).
Facebook		
Posting text (240)		Everyone needs a faithful friend. #petday #pets #puppy #dog #vwgolfgti
Twitter		
Posting text (140)		Everyone needs a faithful #friend. #petday #pets #puppy #dog #vwgolfgti #volkswagen
Instagram		
Posting text		Everyone needs a faithful friend. #petday #pets #puppy #dog #vwgolfgti #volkswagen
Image		
		