

Project: Global Social Media Plan // April

Topic: Easter Rabbit

Format: image

Date: 16 April



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| Description | The Golf has been nick-named “Rabbit” in some countries. The Easter bunny is a worldwide symbol for this holiday – a fun fact for every Volkswagen fan. |
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Facebook

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| Posting text (240) | Happy Easter! Do you know which model was named “Rabbit”? #easter #holidays #volkswagen |
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Twitter

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| Posting text (140) | Happy Easter! Do you know which model was named “Rabbit”? #easter #holidays #volkswagen |
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Instagram

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| Posting text | Happy Easter! Do you know which model was named “Rabbit”? #easter #holidays #Volkswagen |
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Image

