

Project: Global Social Media Plan // April

Topic: Easter Rabbit

Format: image

Date: 16 April



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

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

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

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

