

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

**Topic:** Int. Chocolate Day

**Format:** Video

**Date:** 7 July



## Description

Nobody can resist this delicious chocolate beetle. Relevant hashtag, e.g., #chocolate has 49 million hits on Instagram.

## Facebook

Posting text (240)

Nobody can resist one. #chocolateday #chocolate #vwbeetle #volkswagen

## Twitter

Posting text (140)

Nobody can resist one. #chocolateday #chocolate #vwbeetle #volkswagen

## Instagram

Posting text

Nobody can resist one. #chocolateday #chocolate #vwbeetle #volkswagen

## Image

