

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

**Topic:** World Pasta Day

**Subline:** Featuring a delicious version of the Microbus

**Format:** Image

**Date:** 25 October



## Description

Food pictures are an ever-growing social media phenomenon. To join this popular trend, Volkswagen tempts users with a delicious photo of Pasta à la Microbus.

## Facebook

Posting text (240)

What's for lunch? #pasta #foodporn #volkswagen

## Twitter

Posting text (140)

What's for lunch? #pasta #foodporn #volkswagen

## Instagram

Posting text

What's for lunch? #pasta #foodporn #volkswagen #vw

## Image

