

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

**Topic:** Golden Hour

**Subline:** Featuring the Beetle Convertible

**Format:** Image

**Date:** Flexible Content



## Description

Golden hour is a popular topic on social media. It describes the period after sunrise or before sunset when daylight is softer.  
Please link to your local product website.

## Facebook

Posting text (240)

Golden hour. #goldenhour #beach #vwbeetle #volkswagen

## Twitter

Posting text (140)

Golden hour. #goldenhour #beach #vwbeetle #volkswagen

## Instagram

Posting text

Golden hour. #goldenhour #beach #vwbeetle #volkswagen #vw

## Image

