

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

**Topic:** Throwback Thursday (1)

**Subline:** Featuring the Passat Variant (1979)

**Format:** Image

**Date:** Flexible Content



## Description

Throwback Thursday (tbt) is a huge trend on social media. People use the hashtag to share their memories and remember enjoyable moments.

## Facebook

Posting text (240)

Do you remember your first road trip? #tbt  
#roadtrip #vwpassat #volkswagen

## Twitter

Posting text (140)

Do you remember your first road trip? #tbt  
#roadtrip #vwpassat #volkswagen

## Instagram

Posting text

Do you remember your first road trip? #tbt  
#roadtrip #vwpassat #volkswagen #vw

## Image

