

Project: Global Social Media Plan // June

Topic: Flower Fields 2

Format: image

Date: Flexible Content



Description	Flower fields in springtime are a global social media trend. #flowers = 85.815.034 hits on Instagram #nature = 225.257.611 hits on Instagram
Facebook	
Posting text (240)	Enjoying the beauty of nature. #nature #flowers #vwpassat #volkswagen
Twitter	
Posting text (140)	Enjoying the beauty of nature. #nature #flowers #vwpassat #volkswagen
Instagram	
Posting text	Enjoying the beauty of nature. #nature #flowers #vwpassat #volkswagen #vw
Image	
A photograph of a blue Volkswagen Passat sedan driving through a field of bright yellow flowers, likely rapeseed, under a cloudy sky. The car is in the middle ground, moving from left to right. The foreground is filled with out-of-focus yellow flowers, and the background shows a line of trees and a clear sky with scattered clouds.	