

Project: Global Social Media Plan // [June](#)
Topic: Office Race
Format: video
Date: Flexible Content

Description	First person Hot Wheels videos have a huge impact on the internet, getting millions of views. This video follows a Golf GTI Hot Wheels car through a office race! #race = 7.175.943 hits on Instagram	
Facebook		
Posting text (240)	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen	
Twitter		
Posting text (140)	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen	
Instagram		
Posting text	Golf GTI is always fun. #officerace #vwgolfgti #volkswagen #vw	
Image		