

Project: Global Social Media Plan // March

Topic: Barbie's Birthday

Format: Image

Date: March 9th



Description	Big News: Barbie turns 58.
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Facebook	
Posting text (240)	Happy Birthday to a real doll! #volkswagen

Twitter	
Posting text (140)	Happy Birthday to a real doll! #volkswagen

Instagram	
Posting text	Happy Birthday to a real doll! #volkswagen #happybirthday

Image		
	A photograph of a bright pink Volkswagen Beetle driving on a paved street. The car is in the foreground, moving towards the right. In the background, there are colorful buildings, one light blue and one teal, under a clear sky. The image is slightly blurred to suggest motion.	