

Assignment: Take photos from the Soul photo set on Flickr and create 3-5 pieces of relevant and distinctively different content for use within social.

**Kia Motors America**  
April 22

What fun did you get into at Coachella this year? We want to hear all about it!

Hey man, nice SOUL. Where you headed?

Going to Coachella. See you there!

kia.com | @kia  
#KIAHELLA | #KIASOUL

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237

\* Post on Facebook and run an ad campaign targeting keyword, Coachella.

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What gives you soul?



**WHAT GIVES YOU SOUL?**    [kia.com](http://kia.com) | [#VoiceYourSOUL](https://twitter.com/VoiceYourSOUL)

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