

Social media guidelines

Social media is an effective tool to reach your fans and drive traffic to your film on Prime Video. To access specific audiences and influence new viewership, leverage targeted-paid social ads. Your participation will help start the flywheel and create engagement to better surface your film(s) within Prime Video.

DO

- Include calls to action in your copy, like “Now on Prime Video,” “Watch on Prime Video,” “Now Streaming on Prime Video,” “Included with Prime,” or—if applicable— “Exclusively on Prime Video,” “Only on Prime Video”
- Refer to the [PVD Marketing Guide](#) for logo and brand-usage guidelines
- Request that talent, director(s), and/or your network posts on social media channels
- Use a direct link to your detail page. Instructions [here](#).
- Tag [@PrimeVideo](#)
- Use #PrimeVideo or #Prime

DON'T

- Refer to Prime Video as any of the following: “Amazon Prime Video” “Instant Video” “Prime Instant Video” “Amazon Video Direct” “Video Direct.” *Remember*, Prime Video Direct is the business-facing distribution service and is **not** a viewing destination

A few apps that help create strong mobile content:

- [Bitly](#): Shortens, measures, and optimized your links
- [HYPERLAPSE](#): Turns your phone into a steady cam and allows you to speed up video
- [Boomerang](#): Takes a burst of photos and animates them in a looping video, creating some fun moments
- [Phhhoto](#): Similar to Boomerang, but creates a GIF instead of a video—great for use on Twitter
- [Hipstamatic](#): Creates fun, heavily filtered photos

Social network best practices

You know your audience best, but here are a few best practices to keep in mind:

Facebook



- **Share videos** – Utilize native video uploader to optimize surfacing
- **Be visual** – If you're posting a link, always post it with a photo
- **Keep it square** – Keep photos squared, similar to Instagram, most users are viewing via mobile
- **Use tags** – Include #PrimeVideo and [@PrimeVideo](#) when possible

Twitter



- **Be brief** – Leave some space, try to keep tweets to 100 characters
- **Include photos** – Photos shared directly to Twitter can drive up to 59% more Retweets
- **Share videos** – Upload videos 30 seconds or less directly from your Camera Roll
- **Be conversational** – Engage with fans, cast members and Prime Video by retweeting, replying, and tagging other @handles
- **Build community** — Include the films' official #hashtag and tag the films' official handle to centralize conversation
- **Use tags** – Include #PrimeVideo and [@PrimeVideo](#) when possible

Instagram



- **Quality matters** – Use photos that stand out
- **Share short videos or gifs** – Instagram users prefer a short, captivating video experience
- **Use #hashtags** – Consider posting multiple hashtags in the first comment, not the caption. This will keep your caption text from being “collapsed” while still using them for search.
- **Use tags** – Include #PrimeVideo and [@PrimeVideo](#) when possible