

Amazon Influencer Program

Social Sharing Tips

As an Influencer, leveraging social media is essential for engaging with your followers and driving traffic to your vanity page. Remember, it is your loyal followers who look to you for the best product recommendations and quality content. We've put together some ideas for sharing your URL on various social networks to help spread the word about your shop on Amazon.

In this article, you will:

- Learn various ways you can share your page and product links on social media
 - View real examples of social shares from current influencers
 - See helpful links for more information about disclosure
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INSTAGRAM

- Utilize the bio line by adding a link to your influencer page. You can reference this in product-specific posts so that your followers know where they can find your page.
- In product-related posts, let your followers know they can shop all of the products featured in your posts by clicking on the link in your bio.
- Instagram stories have become an extremely popular way to engage with followers. Instagram stories that have not been pinned have a 24-hour life span and are a great, authentic way to get more eyes on your profile and content. Stories are also a less formal way to remind your followers that you're helping them find the best products and give you an outlet to showcase your personality.
- With the Instagram Stories highlight feature, you can now extend the life of your story by pinning it to the top of your profile. These stories will live permanently on your profile until you delete them, giving you a great new way to show off products and talk about your page.

FACEBOOK

- Add a link to your influencer page in the "About" section of your profile.
- Facebook stories, like Instagram Stories have a 24-hour life span and are a great, authentic way to get more eyes on your profile and content. Stories are also a less formal way to remind your followers that you're helping them find the best products and give you an outlet to showcase your personality.
- Link the "Shop Now" button to your influencer page. To add the "Shop Now" button, click "Add a button" below your cover photo and select the 'Shop' button from the drop-down menu. If you don't see this option, check out Facebook's [customization help page](#) and click on "Call to action."
- In product-related posts, include a link to your vanity URL along with a link to the product you are posting about.

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YOUTUBE

- Add a link to your influencer page in the “About” section of your YouTube channel.
- Add a link in the description of your videos. You can also share links to specific products that you mention or show in your videos.
- Mention your URL during your video and include a banner ad that links to your influencer page.

TWITTER

- Add a link to your influencer page in your Twitter bio line.
- Tweets are simple and short – giving you an easy way to spread the word about your page frequently. Include a link to your vanity URL if the character count allows. If not, let your followers know they can click on the link in your bio.

WEBSITE & BLOG

- Visitors to your website and blog are coming to read about the products and items that you recommend. Consider your audience and think carefully about what content they want to see.
- While older blog posts and content can still be valuable to your readers, writing new content on a regular cadence is beneficial. Be sure to include links to specific products that you write about, and include your vanity URL as a “one stop shop” for all of the items you recommend on your blog or website.

SNAPCHAT

- Like Instagram stories, Snapchat stories give you a quick, unique way to give your followers a teaser about your shop on Amazon. Take a video or snap a photo of your favorite product(s) to create some buzz about your influencer page.

PODCASTS

- If you have a podcast or other audio medium you use to connect and engage with fans, you can use that as an opportunity to tell them about your shop on Amazon.

Disclosures

Any time you include an affiliate link, it's important to disclose that to your audience. They will trust you more if you are transparent about where you are directing them when you share links. In sharing links you must comply with all applicable laws and regulations, including by ensuring that you provide all necessary disclosures. The Federal Trade Commission (FTC) requires that material connections between advertisers and endorsers are disclosed to customers. The FTC doesn't currently mandate specific wording, but as a reference has said that starting a tweet with “Ad:” or “#ad” would likely be effective.

To learn more about FTC endorsement guidelines, visit <https://www.ftc.gov/tips-advice/business-center/guidance/ftcs-endorsement-guides-what-people-are-asking#affiliate>

Real Examples from Amazon Influencers

INSTAGRAM POST

Collette used this space to refer her audience to her vanity page.



Following
San Francisco, California

colette.prime Chloe look-a-like sunglasses \$10. Two piece metallic outfit \$20. Teddy bear coat \$40. Combat boots \$40. All from @amazonfashion #ad #amazon #amazonfashion #amazonprime #amazonchick #linkinbio #affordablefashion #streetstyle #sflove #chic

View all 37 comments

jecavalieri ok i want this set!

florythefish I really love this color on you!❤️

keola_nina 🤩🤩🤩 yaaass I love this looks!!

Iddobbs13 @jillianleary

sydneeisloud @melissa1186 follow her!!!

emmasediton You styled this coat so well!! 🥰

locdqueen_otresse Nice Check my bio, we

339 likes

FEBRUARY 12

Add a comment...

INSTAGRAM STORIES

Use IG stories to showcase your favorite products.



Real examples, continued

FACEBOOK ABOUT SECTION

Let your Facebook followers know about your Shop on Amazon.

[Suggest Edits](#)

Posts

Videos

Photos

About

Community

Reviews

PAGE INFO

Started on April 1, 2015

CONTACT INFO

Call (864) 558-1367

@Smartly2

Send Message

<http://www.smartlystuff.com>

<https://www.youtube.com/Smartlystuff>

[smartlystuff](#)

MORE INFO

Release Date
April 1, 2015

About
Money-saving hacks and DIYs for upgrading your home and life that will have you saying, "Why didn't I think of that?"

[News & Media Website](#)

STORY

Please get in touch - we'd love to hear from you!

For business, commercial and brand partnership enquires:
admin@smartlystuff.com

Smartly is a participant in the Amazon Services LLC Influencer/Associates Program, an influencer/affiliate advertising program designed to provide means for sites to earn advertising fees by advertising and linking to <https://www.amazon.com/shop/smartly>

FACEBOOK'S "SHOP NOW" FEATURE

Use the Shop Now button to link to your vanity page.

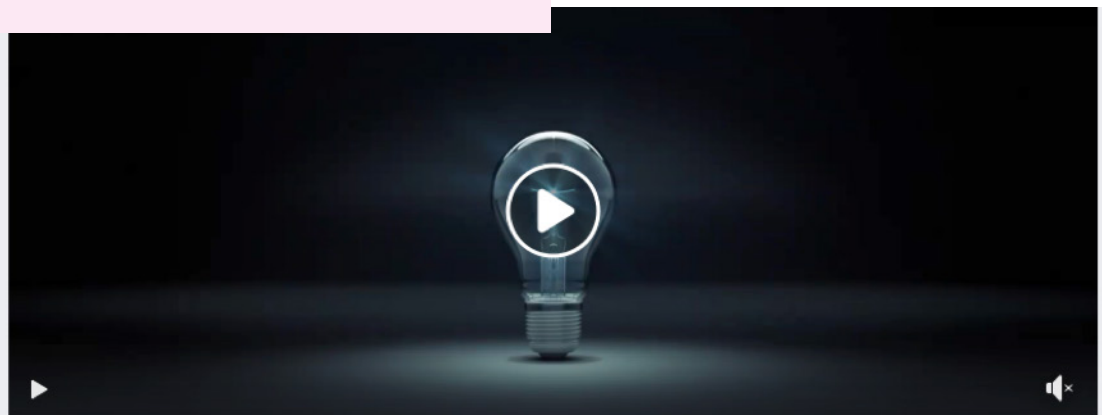


Smartly
@Smartly2

Home

Posts

Videos



Like Follow Share ...

Shop Now

Send Message

Real examples, continued

FACEBOOK POSTS



Flour On My Face with Amazon.com.

Like Page



January 31 · Paid ·

#ad #amazoninfluencer I've been shopping on Amazon again! Check out my list to see what I've saved and what I've ordered. I can't wait to get my order so I can decorate my bedroom wall with one of the items I purchased today. You'll have to read the product comments to figure out what will be going up in my bedroom soon. https://www.amazon.com/shop/flouronmyface2?ref=ac_inf_hm_vp

www.amazon.com

AMAZON.COM

Like

Comment

Share

WEBSITE AND BLOG

Add your vanity page to your website or blog to let your readers know about your shop on Amazon.

Welcome to Cocktail Chemistry

My name is Nick and I create easy-to-follow cocktail videos. Whether you're just getting started or looking for advanced techniques, I hope you have fun and learn something new!

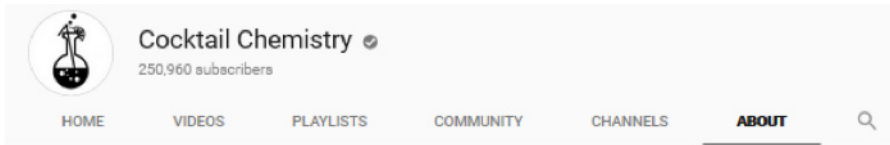


Recommended Equipment List

Real examples, continued

YOUTUBE ABOUT SECTION

Add your URL to the "About" section of your YouTube profile.



Description

Showcasing unique ways to create and present cocktails using inexpensive equipment.

Get the cocktail recipes: <http://www.cocktailchemistrylab.com>

YOUTUBE VIDEO DESCRIPTION



Love Your RV

Published on Feb 28, 2018

SUBSCRIBE 40K

Quick video clip looking at a rare desert fog bank. We were camped at Saddle Mountain BLM Dispersed Camping Area near Buckeye, Arizona.

<http://www.loveyourrv.com/beautiful-s...>

After a fairly steady evening rain, I awoke to the scene in the video. Calm and beautiful. Just had to share it. Cheers, Ray

Visit the Love Your RV! Amazon Page to shop a selection of my favorite RVing products, parts, and accessories

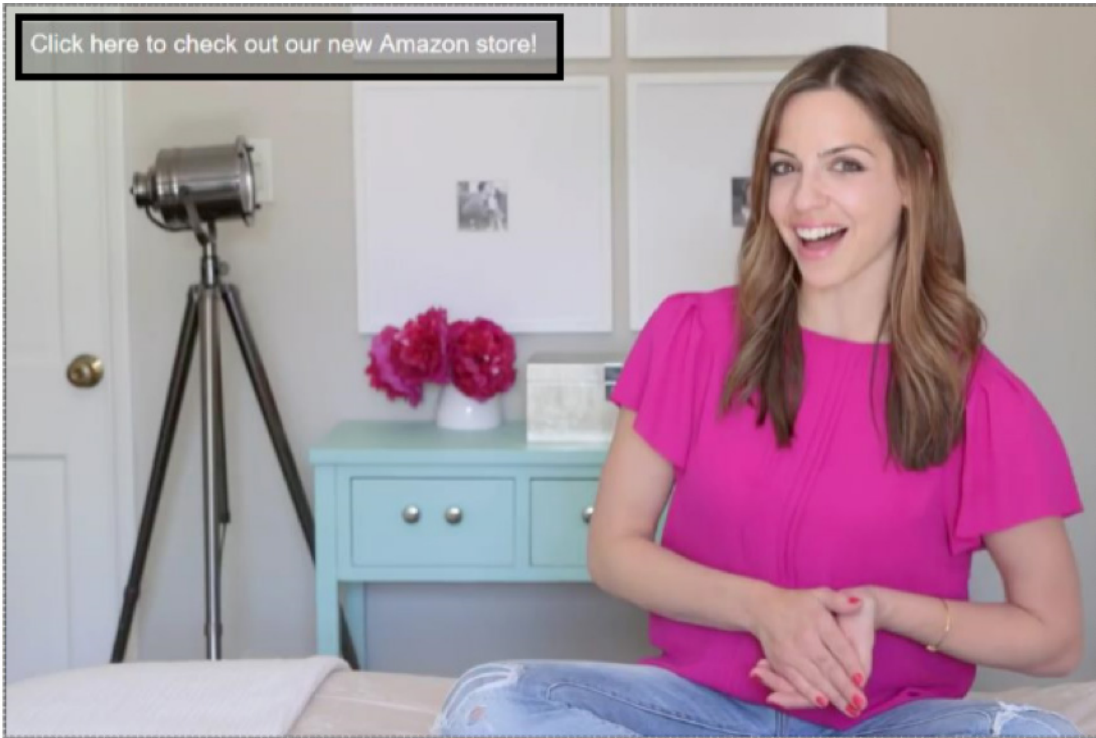
<https://www.amazon.com/shop/loveyourrv>

LoveYourRV.com is a participant in the Amazon Services LLC Associates Program, an

Real examples, continued

YOUTUBE BANNER ADS

Add a banner ad in your YouTube content that links to your vanity page



WhatsUpMoms ✓
Published on Feb 2, 2018

SUBSCRIBE 2M

Being part of the What's Up Moms community has meant more to me that I could ever explain and every sweet comment, kind word or DIY suggestion from you guys put a smile on my face. :) I hope to see you all soon and in the meantime you can keep up with our family on Instagram: www.instagram.com/brookemahan
Love you guys!!!


We provide our videos for entertainment and promotional purposes only. It is your responsibility to evaluate the accuracy, timeliness, completeness, or usefulness of the content, instructions and advice contained in our videos. WUM is not liable for any loss or damage caused by your reliance on anything contained in our videos. Some of the links provided are a result of our participation in the Amazon Services LLC Associates Program, an affiliate advertising program designed to provide a means for us to earn fees by linking to Amazon.com and affiliated sites.

Category **Howto & Style**
License **Standard YouTube License**

SHOW LESS

Real examples, continued

TWITTER POSTS

 **Adrian aka Ace** @proj3ctramos · Feb 11
📺 Check out my [#Amazon Influencer](#) page where I've listed some of the devices I reviewed and some gadgets for [#iphone](#) and [#iwatch](#) among a few other cool tech.
[#LinkInBio](#) [#AmazonPrime](#) [#technology](#) [#ad](#)
👉👉👉👉
amazon.com/shop/proj3ctra...



🗨️ ↻ 1 ❤️



Adrian aka Ace

@proj3ctramos

Dj // Audio Engineer // A/V Broadcast
Producer // Product Reviewer // Tech
Enthusiast

TWITTER BIO

Add your vanity page URL in your bio so your fans can find it!