

Amazon's Online Bezos Brigade Unleashed On Twitter | [bellingcat](#)

By Aric Toler

August 27, 2019

On August 14, a Twitter thread that included a small army of “Amazon FC Ambassadors” went viral, bringing to light Amazon’s year-long social media brand ambassador program.

What exactly are these “Amazon FC Ambassadors”, how many of them are there, and are they actually real people?

The Amazon Research Agency

These “Amazon FC Ambassadors” all ostensibly work at Amazon Fulfillment Centers, which employ tens of thousands of workers and have faced widespread allegations of a “[dehumanizing](#)” workplace environment.

Last year, Amazon rolled out a program where employees at these fulfillment centers (warehouses) are able to also work as brand ambassadors to describe their experiences working at Amazon. A [number](#) of [media outlets](#) reported on this new program last year after the first wave of Ambassadors sent out bizarre tweets promoting Amazon’s workplace conditions.

Source: [bellingcat - Amazon's Online Bezos Brigade Unleashed On Twitter - bellingcat](#)