

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

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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.

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