

**Adobe Creative Cloud**

Creative Cloud gives you all of the Adobe video tools; world-class design, web, and photography apps; and Adobe Stock for sourcing assets. Get high performance video editing with powerful color, graphics, and audio tools, integrated workflows, collaboration features, and support for the latest formats. With regular updates and learning resources, Creative Cloud puts everything you need at your fingertips.

www.adobe.com/go/video

Social media guide

Resources for Adobe video partners

With millions of followers on our various channels, Adobe has a strong presence and worldwide brand recognition. Social media is the easiest and fastest way to share news and showcase our partnership. Sharing news gives us all more opportunities to engage across our shared customer communities with increased visibility. Use this guide to maximize your Adobe partnership and extend your marketing reach.

Here are three simple ways to start:

1. **Share relevant news and upcoming events on your channels**
This is news your customers care about and gives you an opportunity to remind users about your Adobe integrations.
2. **Follow the Adobe video social channels**
(See below)
3. **Include Adobe handles and hashtags in your posts**
(See below)

Connect with Adobe on Social Media

Adobe video social media channels:

 YouTube	@AdobeVideo
 Twitter	@AdobeVideo
 Facebook	@AdobeVideo
 Instagram	@AdobeVideo
 TikTok	@AdobeVideo

Use hashtags:

Hashtags make it easier to find your news. Stick with a few key hashtags:

#PremierePro
#AfterEffects
#AdobeAudition
#AdobeVideo
#Photoshop

Leverage the Adobe video blogs

You can always use relevant Adobe blog posts to augment your own news or social media activity.

[Creative Cloud blog](#)

[Premiere Pro blog](#)

[After Effects blog](#)

[Adobe Audition blog](#)

Maximize your impact

Increase the chances that your news are shared across the Adobe customer communities:

- Share news about your Adobe integrations
- Use imagery or video to show how your solution works with Adobe tools
- Be authentic; write in conversational language (i.e. not marketing-speak)
- This is *your* news—don't use the Adobe logo

Social media best practices

Share news that people care about

In the digital age we can all pick and choose what we want to read or watch. The single most important thing for successful social media is to share information that people will care about. Focus on your customers' interests and they will pay attention to you.

Turn your customers into your community

Respond to your customers on social media. They will appreciate it. Social media helps turn your customers into a community.

Engage your critics

Angry critics can become valuable contributors when you're in a position to help them. If someone is unhappy, ask questions and try to help if you feel like you can add value or solve a problem for them. It's worth the effort—you are never helping just one person on social media. Everyone watching the exchange will appreciate your input.

Get the most from your post

Here are three tips that will go a long way to achieving success on social media:

- Include images or video
- Retweet (rather than reply) when responding
- Share links to resources and interesting content when possible

Helping each other to spread our news

Share Adobe news to expand your reach and make the most of our partnership!

The Adobe Video Partner team

