

Internet Marketing

Independence Day - Resurgence



Facebook homepage

Timeline About Get Tickets Photos More ▾

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1,358,011 people like this

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ABOUT >

- ★ Starring: Liam Hemsworth, Jeff Goldblum, Bill Pullman, Judd Hirsch, Vivica A. Fox, Brent Spiner, Charlotte Gainsbourg, Jessie Usher, Maika Monroe, Sela Ward, and Angelababy
- 🎬 Genre: Action-Adventure
- 📽 Directed By: Roland Emmerich

🔗 Ask for Independence Day's website

APP S

Status Photo / Video

Write something on this Page...

Independence Day
April 22 at 8:01am · 🌐

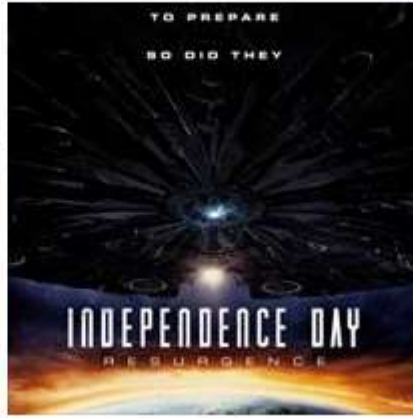
'WELCOME TO EARTH!' This #EarthDay join the fight for our planet and watch the new trailer for #IndependenceDay: #Resurgence starring @Jeff Goldblum and @Liam Hemsworth. In cinemas & IMAX June 23.

A movie poster for 'Independence Day: Resurgence' is shown at the bottom of the post. It features the title 'INDEPENDENCE DAY' in large, white, spaced-out letters, with 'RESURGENCE' in smaller, spaced-out letters below it. The background is dark with a glowing light source.



Timeline Photos

Updated last Friday ✨



Facebook photos

Independence Day
April 22 at 8:01am · 🌐

'WELCOME TO EARTH!' This #EarthDay join the fight for our planet and watch the new trailer for #IndependenceDay: #Resurgence starring @Jeff Goldblum and @Liam Hemsworth. In cinemas & IMAX June 23.



482K Views

👍 Like 💬 Comment ➦ Share

VIDEOS

189 14

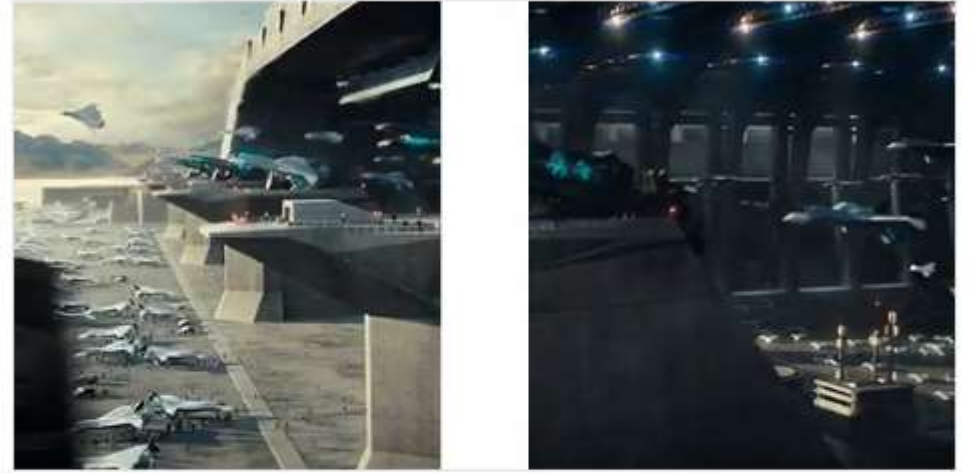
Allen Blaster

10K 2.5K

TOMORROW 180 15

Independence Day
April 23 at 12:00pm · 🌐

This is OUR planet.



👍 Like 💬 Comment ➦ Share

👍❤️😱 305

Top Comments ▾

13 shares

Write a comment...

Benjamin Moorcroft "How are they screaming?"
"They're not screaming, they're celebrating..."
"I didn't say WHY, I said HOW!!! Back in the first film, you said they didn't have vocal cords."

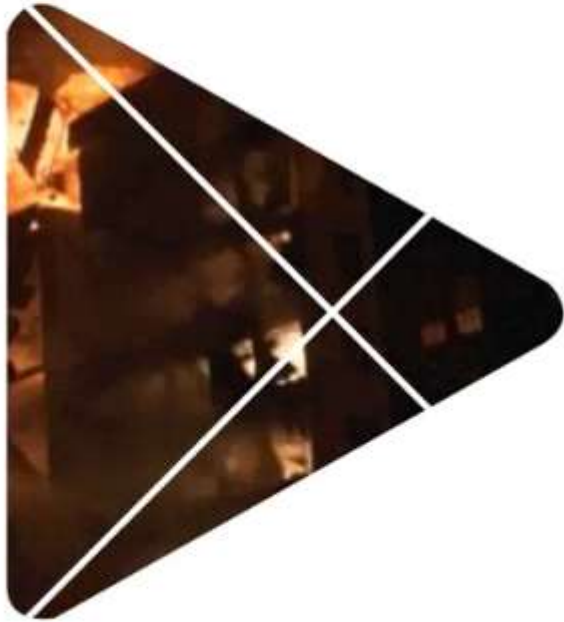
**Facebook animated gifs, videos
and promotions of the trailer**

Independence Day

April 23 at 9:23am · 🌐

"Everyone's trying to get out of Washington, and we're the only schmucks trying to get in."

This weekend only, get INDEPENDENCE DAY (1996) for 99p, on Google Play. <http://po.st/IndependenceDayGooglePlay>



#INDEPENDENCEDAY

Independence Day

April 22 at 4:27pm · 🌐

We're ready. The new #IndependenceDay Resurgence trailer is here! #EarthDay #OurDay <https://www.youtube.com/watch?v=T0q0Gax0aYs>



👍 Like 💬 Comment ➦ Share

👍👎 35

2 shares

Facebook posts

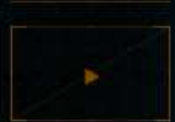
The image shows a Facebook page for the movie "Independence Day: Resurgence". At the top, there is a header with the movie title, a verified badge, and a "#IDR" hashtag. Below the header are navigation tabs for "Timeline", "About", "Get Tickets", "Photos", and "More". A secondary navigation bar includes "HOME", "VIDEOS", "SYNOPSIS", "WEBSITE", and "SHARE". The main content area features a large, dark, sci-fi-themed background image of a spaceship. Overlaid on this image is a "mini website" with the following text: "INDEPENDENCE DAY RESURGENCE IN CINEMAS JUNE 23". Below this text is the phrase "BE THE FIRST TO KNOW WHEN TICKETS ARE ON SALE". At the bottom of the overlay are two buttons: "FACEBOOK NOTIFICATION" with a bell icon and "ADD TO CALENDAR" with a calendar icon. The bottom of the screenshot shows a partial URL: "sm/dialog/oauth?client_id=660307780736128&redirect_uri".

“Mini website” within the Facebook page giving the audience additional content and information on how to buy tickets

THE WAR OF 1996

UNITED WE SURVIVE

SIGNUP | TRAILER |  |  |  |  | 



START AUTOPLAY



Official Website – it is more of an “experience” than a promotional website giving the audience background story details of the previous film and how the “world” has evolved leading up to the new film



independencedaymovie [FOLLOW](#)

Independence Day We always knew they were coming back. Summer 2016.
[#IndependenceDay](#) [fox.co/IDRTrailer2](#)

33 posts 946 followers 15 following



Instagram page and posts



[independencedaym.](#) [FOLLOW](#)

86 likes 5d

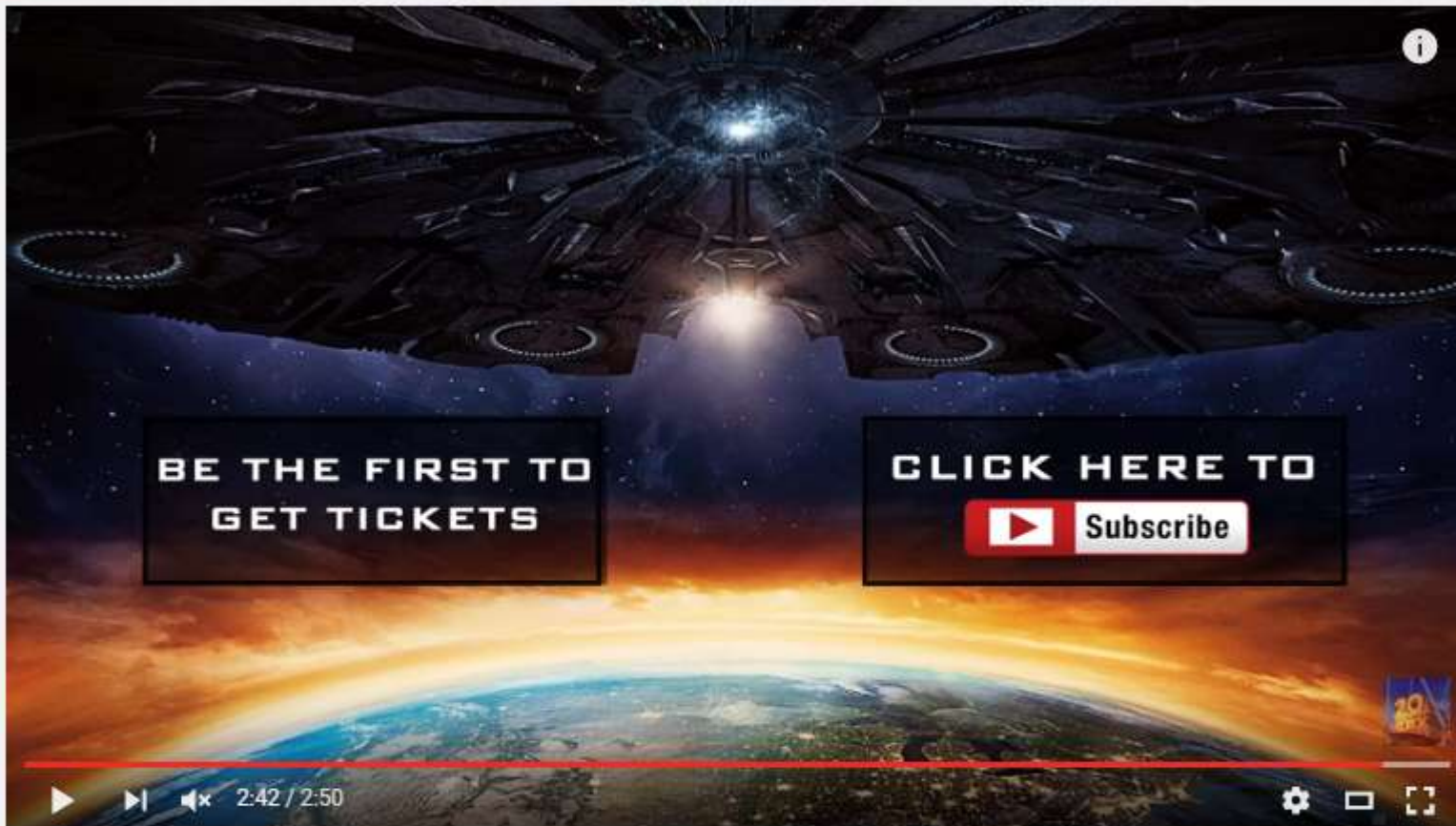
[independencedaymovie](#) Join Earth Space Defense Director David Levinson for a special [#EarthDay](#) message. [#IndependenceDay](#)

[read_59](#) Where do we sign in??? 🙌🙌🙌

[h_man1983](#) [@sicksidepsycho](#)

Add a comment...

WE HAD TWENTY YEARS TO PREPARE SO DID THEY.



End screen on official trailer

Independence Day: Resurgence | Official Trailer #2 | 2016



20th Century Fox UK

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306,366

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1,316 77