

## Online Media

### 103 Social Media

Cite only original content from social media sites such as Twitter, Facebook, Reddit, Instagram, Tumblr, LinkedIn, and so forth. That is, if you used social media to discover content (e.g., you found a link to a blog post on Pinterest or Twitter) and you want to cite the content, cite it directly—it is not necessary to mention that you found it through a link on social media.

Social media posts may contain text only, text with audiovisuals (e.g., photos, videos), or audiovisuals alone. Include the text of a social media post up to the first 20 words. Note the presence of audiovisuals (in square brackets) after the text of the post (see Example 105).

Social media posts might also contain nonstandard spelling and capitalization, hashtags, links, and emojis. Do not alter the spelling and capitalization in a social media reference. Retain hashtags and links. Replicate emojis, if possible. If you are not able to create the emoji, provide the emoji's name in square brackets, for example, “[face with tears of joy emoji]” for 😄. The full list of emoji names can be found on the Unicode Consortium's website (<http://unicode.org/emoji/charts/index.html>). When calculating the number of words in your paper, count an emoji as one word.

Use the template shown next to construct references to social media content.

Author	Date	Title	Source	
			Social media site name	URL
Twitter and Instagram: Author, A. A. [@username]. Name of Group [@username].	(n.d.). (2019, August 8).	Content of the post up to the first 20 words.	Site Name.	<a href="https://xxxxxx">https://xxxxxx</a>
Facebook and others: Author, A. A. Name of Group. Name of Group [Username]. Username.		Content of the post up to the first 20 words [Description of audiovisuals]. [Description of audiovisuals].		Retrieved August 27, 2020, from <a href="https://xxxxxx">https://xxxxxx</a>

#### 103. Tweet

APA Education [@APAEducation]. (2018, June 29). *College students are forming mental-health clubs—and they're making a difference @washingtonpost* [Thumbnail with link attached] [Tweet]. Twitter. <https://twitter.com/apaeducation/status/1012810490530140161>

Badlands National Park [@BadlandsNPS]. (2018, February 26). *Biologists have identified more than 400 different plant species growing in @BadlandsNPS #DYK #biodiversity* [Tweet]. Twitter. <https://twitter.com/BadlandsNPS/status/968196500412133379>

White, B. [@BettyMWhite]. (2018, June 21). *I treasure every minute we spent together #koko* [Image attached] [Tweet]. Twitter. <https://twitter.com/BettyMWhite/status/1009951892846227456>

**Parenthetical citations:** (APA Education, 2018; Badlands National Park, 2018; White, 2018)

**Narrative citations:** APA Education (2018), Badlands National Park (2018), and White (2018)

- If the tweet includes images (including animated gifs), videos, thumbnail links to outside sources, links to other tweets (as in a retweet with comment), or a poll, indicate that in square brackets. For tweet replies, do not include the “replying to” information; if that is important to note, do so within the in-text citation.
- Replicate emojis if possible (see the introduction to Section 10.15 for more).

#### 104. Twitter profile

APA Style [@APA\_Style]. (n.d.). *Tweets* [Twitter profile]. Twitter. Retrieved November 1, 2019, from [https://twitter.com/APA\\_Style](https://twitter.com/APA_Style)

*Parenthetical citation:* (APA Style, n.d.)

*Narrative citation:* APA Style (n.d.)

- Provide a retrieval date because the contents of the page can change over time.
- A Twitter profile has several tabs (“Tweets” is the default). To create a reference to one of the other tabs (e.g., “Lists” or “Moments”), substitute that tab name for “Tweets” in the reference.
- Include the notation “Twitter profile” in square brackets.

#### 105. Facebook post

Gaiman, N. (2018, March 22). *100,000+ Rohingya refugees could be at serious risk during Bangladesh’s monsoon season. My fellow UNHCR Goodwill Ambassador Cate Blanchett is* [Image attached] [Status update]. Facebook. <http://bit.ly/2JQxPAD>

National Institute of Mental Health. (2018, November 28). *Suicide affects all ages, genders, races, and ethnicities. Check out these 5 Action Steps for Helping Someone in Emotional Pain* [Infographic]. Facebook. <http://bit.ly/321Qstq>

News From Science. (2018, June 26). *These frogs walk instead of hop: https://scim.ag/2KlriwH* [Video]. Facebook. <https://www.facebook.com/ScienceNOW/videos/10155508587605108/>

*Parenthetical citations:* (Gaiman, 2018; National Institute of Mental Health, 2018; News From Science, 2018)

*Narrative citations:* Gaiman (2018), National Institute of Mental Health (2018), and News From Science (2018)

- This format can be used for posts to other social media services, including Tumblr, LinkedIn, and so forth.
- If a status update includes images, videos, thumbnail links to outside sources, or content from another Facebook post (such as when sharing a link), indicate that in square brackets.
- Replicate emojis if possible (see the introduction to Section 10.15 for more).

#### 106. Facebook page

Smithsonian’s National Zoo and Conservation Biology Institute. (n.d.). *Home* [Facebook page]. Facebook. Retrieved July 22, 2019, from <https://www.facebook.com/nationalzoo>

*Parenthetical citation:* (Smithsonian’s National Zoo and Conservation Biology Institute, n.d.)

*Narrative citation:* Smithsonian’s National Zoo and Conservation Biology Institute (n.d.)

- Use the page title in the reference (e.g., “Timeline,” “Home,” “Photos,” “About”).
- Include the notation “Facebook page” in square brackets.

- This format can be used or adapted for references to other platform or profile, including YouTube, Instagram, Tumblr, LinkedIn, and so forth.

### 107. Instagram photo or video

Zeitz MOCAA [@zeitzmocaa]. (2018, November 26). *Grade 6 learners from Parkfields Primary School in Hanover Park visited the museum for a tour and workshop* hosted by [Photographs]. Instagram. <https://www.instagram.com/p/BqpHpjFBs3b/>

*Parenthetical citation:* (Zeitz MOCAA, 2018)

*Narrative citation:* Zeitz MOCAA (2018)

### 108. Instagram highlight

The New York Public Library [@nypl]. (n.d.). *The raven* [Highlight]. Instagram. Retrieved April 16, 2019, from <https://bitly.com/2FV8bu3>

*Parenthetical citation:* (The New York Public Library, n.d.)

*Narrative citation:* The New York Public Library (n.d.)

- Use “n.d.” for the date; although each story within a highlight is dated, the highlight itself is not dated and may include stories from multiple dates.
- Because a highlight can change at any time, include the retrieval date.
- Because the URL was long and complex, it has been shortened (see Section 9.36). Either the long or the short form of the URL is acceptable.

### 109. Online forum post

National Aeronautics and Space Administration [nasa]. (2018, September 12). *I'm NASA astronaut Scott Tingle. Ask me anything about adjusting to being back on Earth after my first spaceflight!* [Online forum post]. Reddit. [https://www.reddit.com/r/IAmA/comments/9fagqy/im\\_nasa\\_astronaut\\_scott\\_tingle\\_ask\\_me\\_anything/](https://www.reddit.com/r/IAmA/comments/9fagqy/im_nasa_astronaut_scott_tingle_ask_me_anything/)

*Parenthetical citation:* (National Aeronautics and Space Administration, 2018)

*Narrative citation:* National Aeronautics and Space Administration (2018)

- For more on formatting usernames, see Section 9.8.