

APA REFERENCES LIST: SOCIAL MEDIA

How to cite what others share online

While you should be cautious referencing social media in your papers, public figures and academics are on social media and may share material that is current and relevant to your research.

A SOCIAL MEDIA POST:

- Follow this model for any kind of social media post on Facebook, Tumblr, LinkedIn, etc.
- **The content of the post** should be in place of the title and be written in italics (up to and including 20 words).
- In **square brackets** after the title, indicate if the post includes images, videos, thumbnail links, or links to other posts. Replicate emojis if possible.
- Avoid **excessively long links** by shortening them using Bitly.com, an online tool.

Gaiman, N. (2020, February 14). *It's #ValentinesDay and I'm thinking of the extraordinary UNHCR staff I've met—like Nida—who put their life and soul* [Images attached] [Status update]. Facebook. bit.ly/2QQ8duQ

A TWEET:

- Follow the same rules as those for other social media posts.
- Include the **Twitter handle** (beginning with @) in square brackets after the author or institution's real name.

De la Cova, C. [@Bonesholmes]. (2020, Feb 2). *The CSI effect on cold case investigations* [Link attached] [Tweet]. Twitter. <https://twitter.com/Bonesholmes/status/1224073809084452865>

A POST OR COMMENT ON AN ONLINE FORUM:

- Write the **full text of the comment or post** as the title (up to 20 words), unless the comment or post has a title already. In the case of a comment, do not italicize the full text title.
- Indicate whether it is a post or comment in **square brackets**.
- Provide a link to the comment itself, if possible. Long URLs may be shortened using Bitly.com.

National Aeronautics and Space Administration [NASA]. (2021, March 16). *We're the NASA team in charge of 'science central' for the International Space Station. Ask us anything!* [Online forum post]. Reddit. https://www.reddit.com/r/space/comments/m6cjs3/were_the_nasa_team_in_charge_of_science_central/

Richard Chartrand. (2020, August 30). *Removing, toppling, destroying, burning, etc,etc, statues / names that represent historical leaders that have built our country to what it is* [Comment on the article "John A. Macdonald loses his head as protesters topple statue"]. *Montreal Gazette*. <https://montrealgazette.com/news/local-news/john-a-mcdonald-loses-his-head-as-protesters-topple-his-statue>

For more information, consult the APA manual or contact the Academic Skills Centre.