



# APA Style Manual

The Official Digital Guide to APA Style

## Marketing Guide for Librarians



AMERICAN PSYCHOLOGICAL ASSOCIATION

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# Welcome to *APA Style Manual*! Let's get started.

We know how hard librarians work to ensure their patrons have access to the best resources for learning, research, and writing. Which is why we've developed this marketing guide to help you spread the word about your institution's subscription to *APA Style Manual*. This guide contains information about this new resource, marketing materials for distribution at your library, and promotional content including: social media posts, email communications, logos and branding guidelines, a digital brochure, and more.

## About *APA Style Manual*

The *APA Style Manual* is an online, full-text version of the *Publication Manual of the American Psychological Association*. Available both on campus and off campus, this institution-wide resource provides every student with cover-to-cover access to the most widely used academic writing style guide in the world.

Features of the *APA Style Manual* include:

- Cover-to-cover digital access to the latest edition of the *Publication Manual*
- Unlimited seats for institution-wide use on- and off-campus, on any device
- Intuitive tools to search, highlight, and annotate content
- Lessons that present *Publication Manual* content in an approachable and engaging way
- Content and design are mobile-responsive and optimized for accessibility

Our goal is to support students, educators, researchers, and writing centers as they navigate the rigors of scholarly writing and publishing.

## Logo Usage



### APA Style Manual

The Official Digital Guide to APA Style

#### HORIZONTAL VERSION

Minimum 1.5 inches (print), 144 pixels (digital)



### APA Style Manual

The Official Digital Guide to APA Style

#### VERTICAL VERSION

Minimum 1 inches (print),  
96 pixels (digital)

- Never modify the logo
- Avoid placing logo on dark colored backgrounds
- Adhere to sizing guidelines for legibility

Download logos and view the  
entire style guide in Canva



# Social Media

Follow us to stay up to date with news, tips, and tutorials!

## Facebook:

- [facebook.com/APAStyle](https://facebook.com/APAStyle)
- [facebook.com/APAdatabases](https://facebook.com/APAdatabases)

## Twitter/X:

- [x.com/APA\\_Style](https://x.com/APA_Style)
- [x.com/APA\\_Databases](https://x.com/APA_Databases)

## LinkedIn:

- [linkedin.com/showcase/apa-style](https://linkedin.com/showcase/apa-style)
- [linkedin.com/showcase/americanpsychologicalassociationpublishing](https://linkedin.com/showcase/americanpsychologicalassociationpublishing)

## Bluesky Social:

- [bsky.app/profile/apastyle.bsky.social](https://bsky.app/profile/apastyle.bsky.social)
- [bsky.app/profile/apadatabases.bsky.social](https://bsky.app/profile/apadatabases.bsky.social)

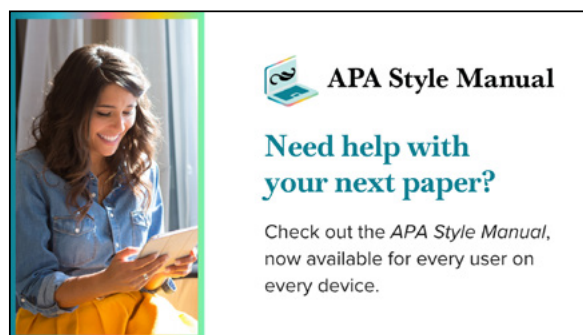
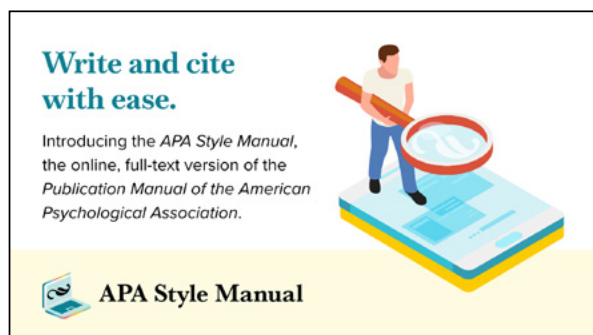
We encourage you to leverage your social networks to promote your library's access to *APA Style Manual*. Be sure to provide a direct link for users to get easy access!

## Sample Social Media Posts

Here are some sample posts to get you started:

- Now available on or off campus! Access the *APA Style Manual* for full-text, digital access to the *Publication Manual*. [Insert Link to Library Page]
- 24/7 access to the @APA\_Style Manual is here! Get started with this new resource for writing and research: [Insert Link to Library Page]
- Help students stay up to date on the latest @APA\_Style guidance with campus-wide writing support. Learn more here: [Insert Link to Library Page]
- You don't have to be a psychology major to use @APA\_Style! Get full-text access to the most used academic style guide in the world here: [Insert Link to Library Page]
- Ready to publish your research? Ensure you follow @APA\_Style guidelines. Access the *APA Style Manual* online today: [Insert Link to Library Page]

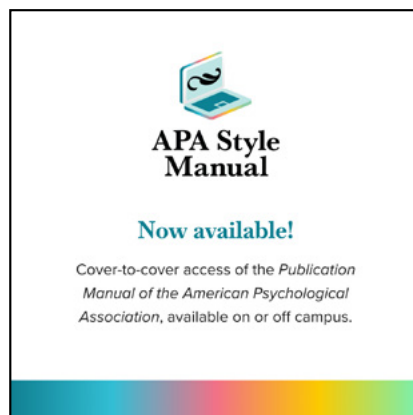
Here are some ready-to-post images you can download and include in your social promotions for *APA Style Manual*.



*Twitter, Facebook, LinkedIn, Bluesky (1600x900)*

Download social media images

Access social media templates in Canva



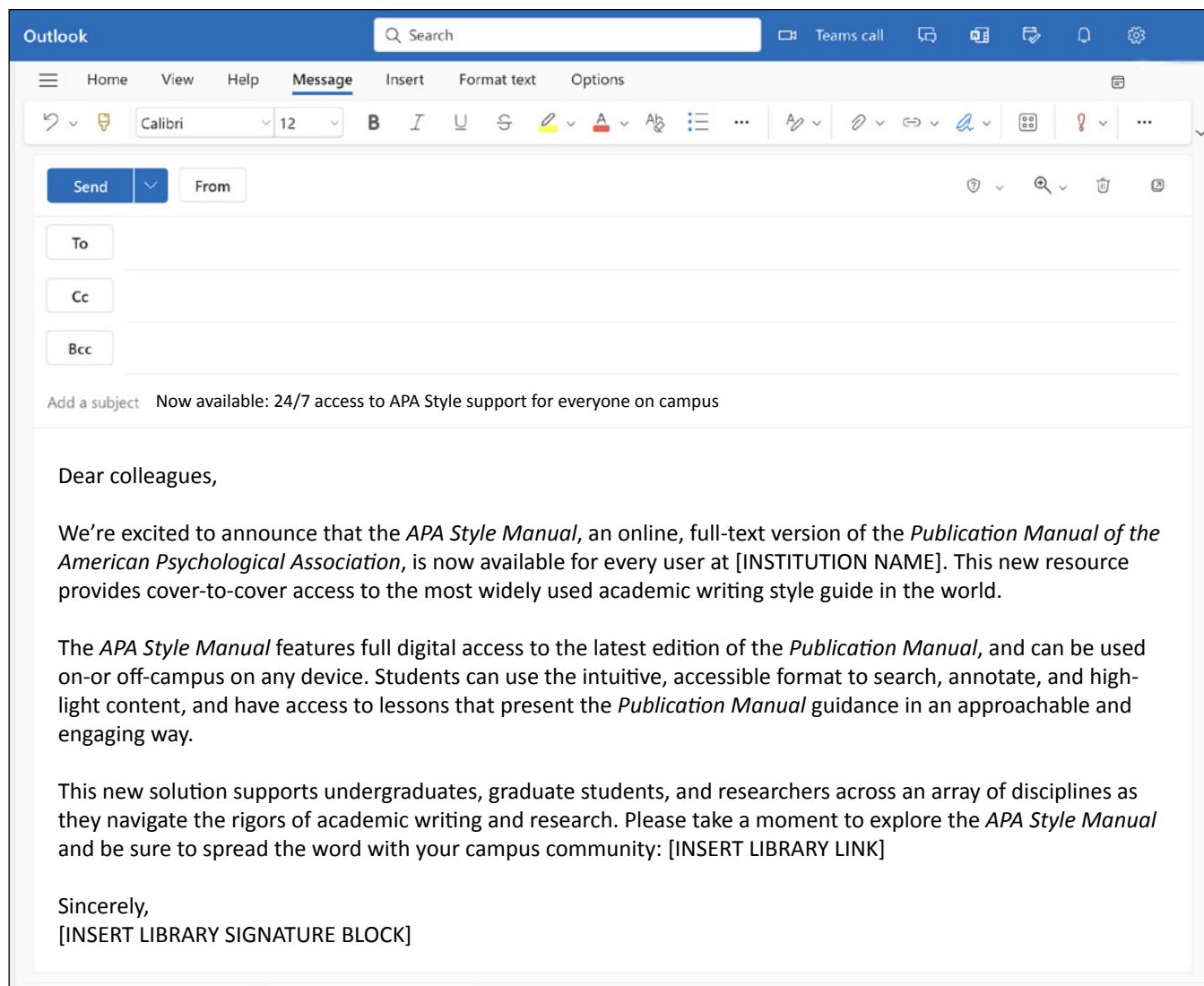
*Instagram (1080x1080)*

Access social media templates in Canva

# Email Marketing Samples

## Sample Email – Faculty, Administrators, and Staff

Use this email copy to let faculty, administrators, and other campus staff (e.g. writing and tutoring centers, academic advisors) know that *APA Style Manual* is part of your institution's suite of resources for writing, research, and learning.



The image shows a screenshot of an Outlook email interface. The top bar includes the Outlook logo, a search bar, and various icons for Teams call, calendar, mail, and settings. The ribbon shows tabs for Home, View, Help, Message, Insert, Format text, and Options. The Message tab is active, displaying a rich text editor with various formatting options like font face (Calibri), size (12), bold, italic, underline, and color. Below the ribbon, there are fields for 'To', 'Cc', and 'Bcc', and a 'Send' button. The subject line is 'Add a subject' with a preview text: 'Now available: 24/7 access to APA Style support for everyone on campus'. The email body contains the following text:

Dear colleagues,

We're excited to announce that the *APA Style Manual*, an online, full-text version of the *Publication Manual of the American Psychological Association*, is now available for every user at [INSTITUTION NAME]. This new resource provides cover-to-cover access to the most widely used academic writing style guide in the world.

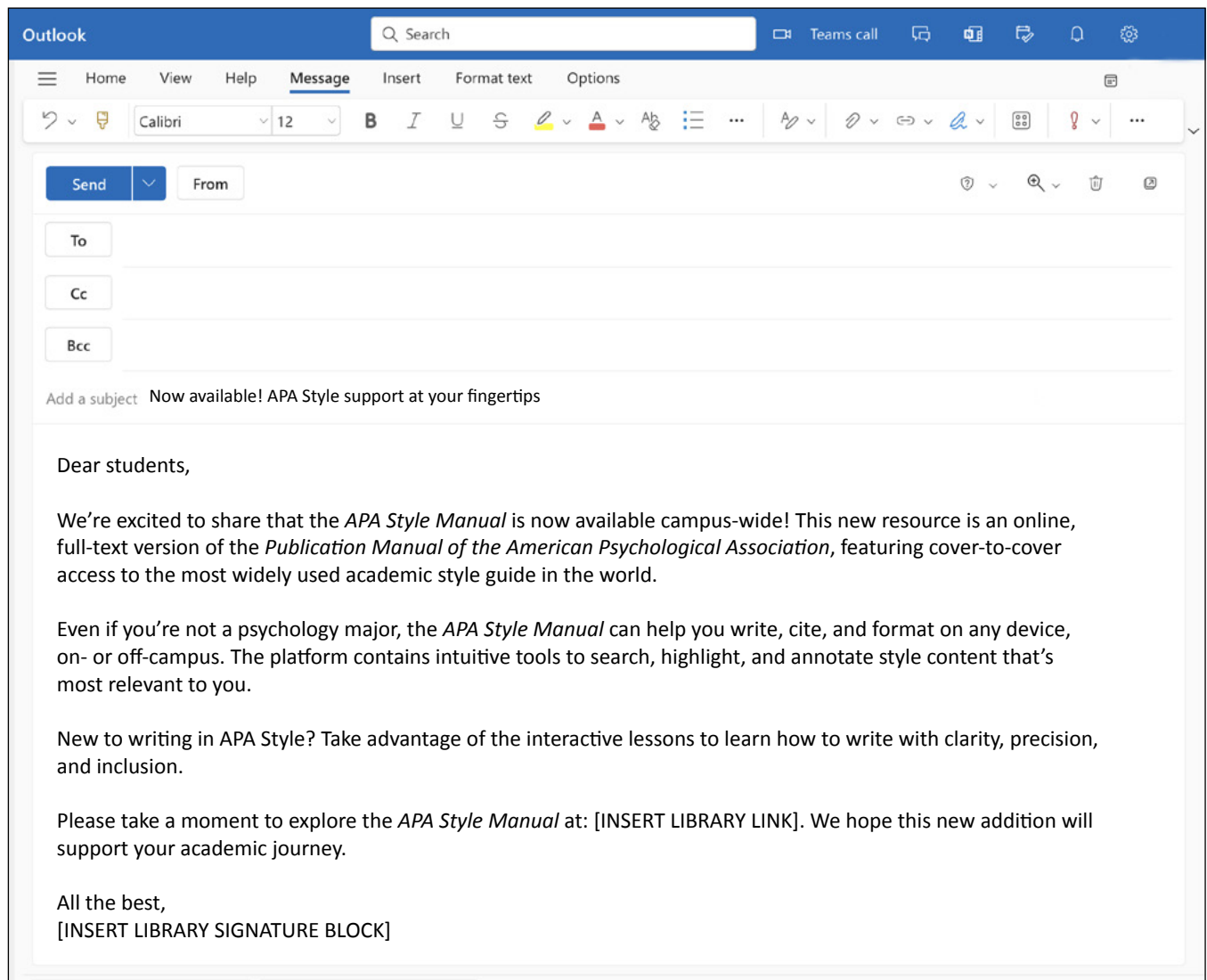
The *APA Style Manual* features full digital access to the latest edition of the *Publication Manual*, and can be used on-or off-campus on any device. Students can use the intuitive, accessible format to search, annotate, and highlight content, and have access to lessons that present the *Publication Manual* guidance in an approachable and engaging way.

This new solution supports undergraduates, graduate students, and researchers across an array of disciplines as they navigate the rigors of academic writing and research. Please take a moment to explore the *APA Style Manual* and be sure to spread the word with your campus community: [INSERT LIBRARY LINK]

Sincerely,  
[INSERT LIBRARY SIGNATURE BLOCK]

## Sample Email – Students

Ensure students are aware of their access to the *APA Style Manual* in order to support their writing and research journeys.



# Posters and Flyers

## Customizable Poster for Printing

Spread the word about *APA Style Manual* at your library with this customizable poster template. Simply add your institution's logo and library URL or QR code for easy user access!



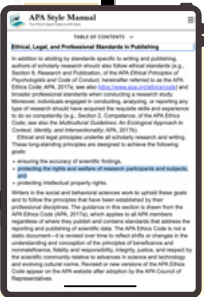
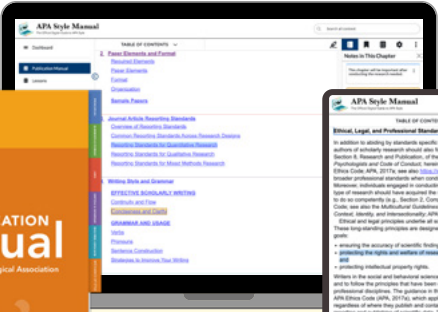
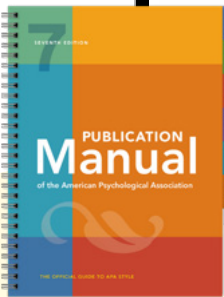
# APA Style Manual

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[Your Library's Logo Here]

**Now available on or off campus!**

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Start writing and citing today:  
[INSERT LIBRARY URL OR QR CODE]

Poster size: 11" x 17"

Download poster

Access poster in Canva

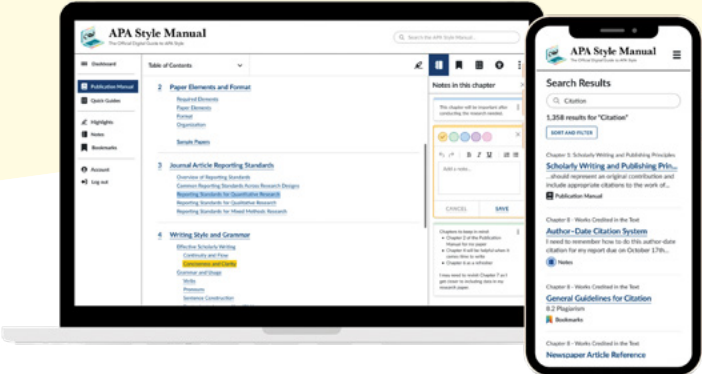
## APA Style Manual Flyer

Share this flyer around campus to promote access to *APA Style Manual*.



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**Now available:**

**Digital APA Style guidance at your fingertips**

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Start writing and citing today: [\[INSERT LIBRARY URL HERE\]](#)

Flyer size: 8.5" x 11"

[Download flyer](#)

[Access flyer in Canva](#)

# Resources & Support

## We're here to help!

Need customized training materials, promotional items, or additional support for *APA Style Manual*? Contact us at [psycdatabases@apa.org](mailto:psycdatabases@apa.org) or visit the [APA Publishing Learning Commons](#).

Looking for additional guidance on APA Style usage? Contact our experts at [StyleExpert@apa.org](mailto:StyleExpert@apa.org) or visit the [APA Style Help Center](#).

## Here are some additional resources to share with your users:

- [APA Style Blog](#)
- [APA Style YouTube Channel](#)
- [APA Publishing Blog](#)
- [APA Publishing Training YouTube Channel](#)
- [APA Style Newsletter](#)