



Social Media Examples for Promoting APA Databases at Your Institution

Use this guide for sample social media posts to share on your library's Twitter, LinkedIn, Facebook, or Instagram pages. Feel free to customize the language to suit your library and your users' needs!

As a general rule, engaging social media posts should include the following:

- Headline
- Body copy
- Call to action
- Clickthrough link
- Relevant hashtags
- Image (edit and download our social media images for free on [Canva!](#))

Questions about promoting APA Databases at your library? Contact us at psycdatabases@apa.org

APA PsycArticles®

Headline: It's beyond your bedtime.

Body Copy: APA PsycArticles provides full-text access to over 234,000 peer-reviewed articles spanning #psychology and related fields. Knock out that paper and catch up on your beauty rest.

Call to Action: Learn how to access at (link to library database page)

APA PsycArticles Post Example:

The screenshot shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post content is as follows:

- Headline:** It's beyond your bedtime.
- Body Copy:** APA PsycArticles provides full-text access to over 234,000 peer-reviewed articles spanning #psychology and related fields. Knock out that paper and catch up on your beauty rest.
- Call to Action:** Learn how to access at
- Clickthrough Link:** university.edu/APAPsycArticles
- Image:** An illustration of a person lying in bed, looking stressed, with a laptop and a smartphone nearby. The text 'APA PsycArticles' is visible at the bottom of the image.

The post is dated 03:30 PM · Feb 14, 2023 · Twitter for Web and has 8 replies, 19 retweets, and 52 likes.

Download APA PsycArticles Social Media Images:
[Twitter/Facebook/LinkedIn](#) | [Instagram](#)



APA PsycBooks®

Headline: Your all-nighter needs to end.

Body Copy: APA PsycBooks features over 4,600 scholarly and professional #ebooks covering the spectrum of behavioral and #socialsciences. Skip the last cup of coffee and rest easy knowing the info you need is at your fingertips.

Call to Action: Learn more and access APA PsycBooks at (link to library database page)

APA PsycBooks Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'Your all-nighter needs to end. APA PsycBooks features over 4,600 scholarly and professional #ebooks covering the spectrum of behavioral and #socialsciences. Skip the last cup of coffee and rest easy knowing the info you need is at your fingertips. Learn how to access at university.edu/APAPsycBooks'. Below the text is a graphic featuring a woman with glasses and a laptop, with the APA logo and 'APA PsycBooks®' text at the bottom. Annotations with arrows point to various parts of the post: 'Headline' points to the first sentence; 'Body Copy' points to the paragraph about ebooks; 'Call to Action' points to the link; and 'Image' points to the graphic. A 'Clickthrough Link' label also points to the link in the text.

Headline → Your all-nighter needs to end.

APA PsycBooks features over 4,600 scholarly and professional #ebooks covering the spectrum of behavioral and #socialsciences. Skip the last cup of coffee and rest easy knowing the info you need is at your fingertips.

Body Copy ←

Call to Action → Learn how to access at university.edu/APAPsycBooks

Clickthrough Link ←

Image →

10:00 AM · Jun 21, 2022 · Twitter for Web

3 44 124 1.5K

Download APA PsycBooks Social Media Images:

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APA PsycInfo®

Headline: You've been here all night.

Body Copy: Even if you're not a #psychology major, APA PsycInfo can help you find the sources you need with over 5 million records and thousands of journals and book chapters at your fingertips. Get a good night's sleep courtesy of the premier #socialscience abstracting and indexing resource.

Call to Action: Access APA PsycInfo at (link to library database page)

APA PsycInfo Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAUlibrary). The post includes a headline, body copy, a call to action with a link, and a large image of a library interior. Annotations with arrows point to these elements from labels on the left and right. The tweet is dated 10:00 AM · Jun 21, 2022 and shows engagement metrics: 5 replies, 48 retweets, 176 likes, and 1.8K views.

Headline → You've been here all night.

Body Copy ← Even if you're not a #psychology major, APA PsycInfo can help you find the sources you need with over 5 million records and thousands of journals and book chapters at your fingertips. Get a good night's sleep courtesy of the premier #socialscience abstracting and indexing resource.

Call to Action → Access APA PsycInfo at university.edu/APAPsycInfo ← **Clickthrough Link**

Image →

Download APA PsycInfo Social Media Images:

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APA PsycTests®

Headline: It's way past your bedtime.

Body Copy: APA PsycTests saves #psychology, #business, #education, and #healthcare students time by providing access to an array of tests, measures, and surveys without having to start from scratch. Find the perfect measurement tool for your project fast and use that extra time to catch up on sleep.

Call to Action: Learn more and access APA PsycTests at (link to library database page)

APA PsycTests Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'It's way past your bedtime. APA PsycTests saves #psychology, #business, #education, and #healthcare students time by providing access to an array of tests, measures, and surveys without having to start from scratch. Find the perfect test for your project fast and catch up on sleep. Learn more and access APA PsycTests at university.edu/APAPsycTests'. Below the text is an illustration of a person in bed with a laptop, a smartphone, and books, looking stressed. The illustration has the APA logo and 'APA PsycTests' text at the bottom. The tweet is dated '01:45 PM · Sep 01, 2022 · Twitter for Web' and shows 4 replies, 27 retweets, 58 likes, and 954 views. Annotations with arrows point to various parts of the post: 'Headline' points to the first sentence; 'Body Copy' points to the paragraph about saving time; 'Call to Action' points to the sentence about learning more; 'Clickthrough Link' points to the URL; and 'Image' points to the illustration.

Headline → It's way past your bedtime.

Body Copy ← APA PsycTests saves #psychology, #business, #education, and #healthcare students time by providing access to an array of tests, measures, and surveys without having to start from scratch. Find the perfect test for your project fast and catch up on sleep.

Call to Action → Learn more and access APA PsycTests at university.edu/APAPsycTests

Clickthrough Link ← university.edu/APAPsycTests

Image →

Download APA PsycTests Social Media Images:

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APA PsycTherapy®

Headline: Your bed misses you.

Body Copy: APA PsycTherapy offers more than 600 authentic, unscripted #psychotherapy streaming videos demonstrating various counseling approaches. Watch the experts handle issues like #stress, anger, and interpersonal #relationships without cutting into your TV time.

Call to Action: Stream APA PsycTherapy videos at (link to library database page)

APA PsycTherapy Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'Your bed misses you. APA PsycTherapy offers more than 600 authentic, unscripted #psychotherapy streaming videos demonstrating various counseling approaches. Watch the experts handle issues like #stress, anger, and interpersonal #relationships without cutting into your TV time. Stream APA PsycTherapy videos at university.edu/APAPsycTherapy'. Below the text is a video thumbnail featuring a woman with glasses and the text 'APA PsycTherapy'. The post is dated '03:52 PM · Oct 19, 2022 · Twitter for Web' and has 4 replies, 58 retweets, 75 likes, and 1.2K views. Annotations with arrows point to various parts of the post: 'Headline' points to the first sentence; 'Body Copy' points to the paragraph about streaming videos; 'Call to Action' points to the link; 'Clickthrough Link' points to the URL; and 'Image' points to the video thumbnail.

Headline → Your bed misses you.

Body Copy ← APA PsycTherapy offers more than 600 authentic, unscripted #psychotherapy streaming videos demonstrating various counseling approaches. Watch the experts handle issues like #stress, anger, and interpersonal #relationships without cutting into your TV time.

Call to Action → Stream APA PsycTherapy videos at

Clickthrough Link ← university.edu/APAPsycTherapy

Image →

Download APA PsycTherapy Social Media Images:

[Twitter/Facebook/LinkedIn](#) | [Instagram](#)



APA PsycExtra®

Headline: Don't shut down before your computer.

Body Copy: APA PsycExtra helps you find relevant information beyond articles and books, including conference proceedings, #factsheets, and #newsletters. Stop scouring the internet for obscure sources and use that extra time to catch up on sleep.

Call to Action: Access APA PsycExtra at (link to library database page)

APA PsycExtra Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'Don't shut down before your computer. APA PsycExtra helps you find relevant information beyond articles and books, including conference proceedings, #factsheets, and #newsletters. Stop scouring the internet for obscure sources and use that time saved to catch up on sleep. Access APA PsycExtra at university.edu/APAPsycExtra'. Below the text is an illustration of a person in bed with a laptop, a smartphone, and an open book. The illustration has the APA logo and 'APA PsycExtra' text at the bottom. The tweet is dated '05:05 PM · Nov 22, 2022' and has 6 replies, 75 retweets, 120 likes, and 1.5K views. Annotations with arrows point to various parts of the post: 'Headline' points to the first line of text; 'Body Copy' points to the paragraph describing APA PsycExtra; 'Call to Action' points to the link; 'Image' points to the illustration; and 'Clickthrough Link' points to the link in the text.

Headline → Don't shut down before your computer.

→ **Body Copy** ← APA PsycExtra helps you find relevant information beyond articles and books, including conference proceedings, #factsheets, and #newsletters. Stop scouring the internet for obscure sources and use that time saved to catch up on sleep.

Call to Action → Access APA PsycExtra at university.edu/APAPsycExtra ← **Clickthrough Link**

Image →

Download APA PsycExtra Social Media Images:

[Twitter/Facebook/LinkedIn](#) | [Instagram](#)



APA Books® E-Collections

Headline: Skip the sunrise in favor of shut eye.

Body Copy: The APA Books E-Collections provide full-text access to the latest #ebooks covering critical areas of #behavioralscience including #developmentalpsych, #neuroscience, and more. Get the most up-to-date sources for your next project and make all-nighters a thing of the past.

Call to Action: Access the latest APA Books E-Collection at (link to library database page)

APA Books E-Collections Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'Skip the sunrise in favor of shut eye. The APA Books E-Collections provide full-text access to the latest #ebooks covering critical areas of #behavioralscience including #developmentalpsych, #neuroscience, and more. Get the most up-to-date sources for your next project and make all-nighters a thing of the past. Access the latest APA Books E-Collection at university.edu/APAECollections'. Below the text is a promotional image for APA Books E-Collections showing a person at a desk in a library. The image has several annotations with arrows pointing to specific parts: 'Headline' points to the first sentence; 'Body Copy' points to the paragraph about ebooks; 'Call to Action' points to the sentence about accessing the collection; 'Clickthrough Link' points to the URL; and 'Image' points to the promotional image. At the bottom of the tweet, engagement stats are shown: 10 replies, 85 retweets, 202 likes, and 1.6K views.

Headline → Skip the sunrise in favor of shut eye.

Body Copy ← The APA Books E-Collections provide full-text access to the latest #ebooks covering critical areas of #behavioralscience including #developmentalpsych, #neuroscience, and more. Get the most up-to-date sources for your next project and make all-nighters a thing of the past.

Call to Action → Access the latest APA Books E-Collection at university.edu/APAECollections

Clickthrough Link ← university.edu/APAECollections

Image →

04:25 PM · Dec 14, 2022 · Twitter for Web

10 85 202 1.6K

Download APA Books E-Collections Social Media Images:

[Twitter/Facebook/LinkedIn](#) | [Instagram](#)



APA Handbooks in Psychology®

Headline: You're still here after 6 hours?

Body Copy: APA Handbooks in Psychology can help you get a better grasp on the many #behavioralscience subdisciplines, from #appliedpsych to #trauma psychology. Tackle those upper-level classes with ease and go to bed knowing you have expert knowledge at your fingertips.

Call to Action: Access our collection of APA Handbooks in Psychology at (link to library database page)

APA Handbooks in Psychology Post Example:

The image shows a Twitter post from the account 'APA University Library' (@APAULibrary). The post text is: 'You're still here after 6 hours? APA Handbooks in Psychology can help you get a better grasp on the many #behavioralscience subdisciplines, from applied to trauma psychology. Tackle those upper-level classes with ease and go to bed knowing you have expert knowledge at your fingertips. Access our collection of APA Handbooks in Psychology at university.edu/APAHandbooks'. Below the text is a graphic featuring a woman with glasses and the text 'APA Handbooks in Psychology'. The post has 7 replies, 64 retweets, and 175 likes. Annotations with arrows point to various parts of the post: 'Headline' points to the first line of text; 'Body Copy' points to the paragraph of text; 'Call to Action' points to the sentence starting with 'Access our collection'; 'Clickthrough Link' points to the URL; and 'Image' points to the graphic at the bottom of the post.

Headline → You're still here after 6 hours?

Body Copy ← APA Handbooks in Psychology can help you get a better grasp on the many #behavioralscience subdisciplines, from applied to trauma psychology. Tackle those upper-level classes with ease and go to bed knowing you have expert knowledge at your fingertips.

Call to Action → Access our collection of APA Handbooks in Psychology at university.edu/APAHandbooks

Clickthrough Link ← university.edu/APAHandbooks

Image →

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