19. Social media

Note

- Provide the name of the page or the content/ caption of the post (up to the first 20 words) as the title.

- Posts might contain nonstandard spelling and capitalization, hashtags, links, and emojis. Do not alter anything, replicate original presentation, if possible.

- If you are referencing a long URL, you are encouraged to use a URL shortening service, e.g. Bitly or TinyURL.

- All links should be live if the work is to be read online. Remove the hyperlink if the work in a printed format.

- Provide a retrieval date because the content is designed to change over time and is not archived. The format is: Retrieved January 12, 2020, from https://www.facebook.com/nationalparkservice/

19.1 Twitter

Format and order

- Author(s)/ organisation. (family name, comma followed by initials, with full stop and space after each initial OR organisation, followed by full stop, unless screen name included)

- [Author(s)/ organisation screen name if known]. (in square brackets, followed by full stop)

- (Date of publication). (year followed by comma, followed by the month and day, in round brackets followed by full stop)

- Title

- [**Tweet**]. (in square brackets, followed by full stop)

- **Twitter.** (followed by full stop)

- URL

In-text citation

… (University of Huddersfield Library, 2018).

Reference list

University of Huddersfield Library [@hudlib]. (2018, August 22). We will be launching our new #HudReads, a collection of popular books that you can borrow from September. [Tweet]. Twitter. https://twitter.com/hudlib/

19.2 Facebook

Note

- To find the direct URL for a Facebook post, click on the date of the page to open it in a separate window. The URL can then be copied from the address field.

Format and order

- Author(s)/ organisation. (family name, comma followed by initials, with full stop and space after each initial OR organisation, followed by full stop)
- (Date of publication). (year followed by comma, followed by the month and day, in round brackets followed by full stop)
- Title
- [Description of format]. (e.g. Status update, Video, in square brackets, followed by full stop)
- **Facebook.** (followed by full stop)
- URL

In-text citation

The main tool to reach their public is their Facebook profile (National Park Service, n.d.).

… (University of Huddersfield Library, 2018).

Reference list

National Park Service. (n.d.). *Home* [Facebook page]. Facebook. Retrieved January 12, 2020, from https://www.facebook.com/nationalparkservice/

University of Huddersfield Library. (2020, June 23). *We're proud to support International Women in Engineering Day #INWED20 #ShapeTheWorld @INWED1919 @hudcompeng* 👷‍♀️💁🏿‍♀️⚙️🌍 [Status update]. Facebook. https://bit.ly/31Ebjpg

19.3 Instagram

Format and order

- Author(s)/ organisation. (family name, comma followed by initials, with full stop and space after each initial OR organisation, followed by full stop, unless screen name included)
- [Author(s)/ organisation screen name if known]. (in square brackets followed by full stop)
- (Date of publication). (year followed by comma, followed by the month and day, in round brackets followed by full stop)
- Title
- [Description of format]. (e.g. photograph, video, in square brackets followed by full stop)
- **Instagram**. (followed by full stop)
- URL

In-text citation

Leisure reading encouraged during lockdown via university and local libraries. (Huddersfield Uni Library, 2020).

Reference list

Huddersfield Uni Library [hudlib]. (2020, March 26). *An exciting stack of #StayatHome reading borrowed from our #HudReads shelves! If you didn't manage to grab some great reads* [Photograph]. Instagram. https://www.instagram.com/p/B-MXX_dHUqK/