# Get the word out: Path to Open social media kit for publishers

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## How to use this kit

Dear publishers,

We are excited to provide **suggested social media copy and graphics** to help you promote Path to Open within your community. Accompanying graphics can be found [here](https://about.jstor.org/path-to-open/communications-toolkit-for-publishers).

Feel free to **share the provided content across social media** to raise awareness and encourage use of these valuable resources as they become available to participating institutions.

Thank you for your support in making the publication of open access scholarly monographs more sustainable for all.

Sincerely,  
The JSTOR Team

P.S. Tag JSTOR in your posts and we’ll amplify your messages across our social media channels!

* LinkedIn: [@JSTOR](https://www.linkedin.com/company/jstor/)
* Facebook: [@JSTOR.org](https://www.facebook.com/JSTOR.org/)
* Instagram: [@JSTOR\_org](https://www.instagram.com/jstor_org/)
* Threads: [@JSTOR\_org](https://www.threads.net/@jstor_org)
* Bluesky: [@jstor.bsky.social](https://bsky.app/profile/jstor.bsky.social)

## Suggested social media copy (adapt as needed)

📣 We’re on the #PathToOpen, a groundbreaking program in partnership with #UniversityPresses, #libraries, and JSTOR to publish more 📖 #OpenAccess books! 📖 Learn more at <https://about.jstor.org/path-to-open>.

Forthcoming books from [Press Name] 📘 by [Author(s)] are on the #PathToOpen from JSTOR. We're thrilled to make diverse scholarship #OpenAccess to expand their impact! Learn more: <https://about.jstor.org/path-to-open>. ⚡ #OA #ReadUP #KnowledgeForAll

We believe in our authors’ work ✍️ in the #SocialSciences + #Humanities. That's why we’re amplifying their 💥 impact 💥 w/ #PathToOpen, a partnership b/w #UniversityPresses, #libraries, + JSTOR to publish more #OpenAccess books: <https://about.jstor.org/path-to-open>.

We're committed to preserving #bibliodiversity and giving scholars a global audience. 🌏 That’s why we’re on the #PathToOpen with JSTOR to support the #OpenAccess publication of groundbreaking scholarly #ebooks that will bring diverse perspectives to millions.

Academic book publishing is evolving, and requires collaboration between passionate #UniversityPresses 📚, #libraries 🏫, and #scholars 📝. That's why we’re on the #PathToOpen with JSTOR, to sustainably increase #access to and engagement with hundreds of scholarly books.

Exciting news: We’re on the #PathToOpen! 🔥 #OpenAccess publishing is about breaking barriers to knowledge. 🚀 We're collaborating with with #UniversityPresses 📚, #libraries 🏫, #scholars ✍️, and JSTOR to expand #access to diverse, high-quality academic books. #OA #ReadUP

## Social media graphics

Feel free to use any of the graphics found [here](https://about.jstor.org/path-to-open/communications-toolkit-for-publishers) in your promotions.