Social Media

Connect with your readers, authors, and library partners by sharing your participation in Publisher Collections—the new model within Books at JSTOR that simplifies how libraries acquire high-quality scholarly ebooks. Use and adapt the pre-written posts below across your press’s social media channels.

### Tag JSTOR

* 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.com/%40jstor_org)
* BlueSky: [@jstor.bsky.social](https://bsky.app/profile/jstor.bsky.social)

## Quick-start guide (5 minutes or less)

1. **Choose a graphic**: Select one of the announcement graphics provided [here](https://about.jstor.org/wp-content/uploads/2025/08/2025_08-Publisher-Collections-on-JSTOR-promo-toolkit_Social-media-graphics.zip):
	* We’ve joined Publisher Collections on JSTOR. Learn more.
	* Our titles will soon be featured in the new Publisher Collections on JSTOR! See how you can get involved.
	* We’re expanding the global reach of our books through Publisher Collections on JSTOR. See how your library can join.

**Alternatively, you may choose to produce your own graphic** and lead with your press name. Here are some sample messages you can adapt::

* [Insert publisher name] has joined the new Publisher Collections on JSTOR. Find out more>
* [Insert publisher name] titles will soon be featured in the new Publisher Collections on JSTOR! See how today. Discover the benefits.
* [Insert publisher name] is expanding the reach of our books worldwide through Publisher Collections on JSTOR. Discover how your library can broaden access.
1. **Pick a post template**: Use the long or short version below, add your press name and link.
2. **Post**: Share to your press’s channels.

## Contents

[Version 1 – General announcement](#_5w8318lyhtw4)

[Version 2 – Discovery & reach](#_hkyyjukp6j7r)

[Version 3 – Mission & preservation](#_3nzrdd30dt0p)

## Version 1 – General announcement

### Longer (LinkedIn, Facebook, Instagram)

[Insert publisher name] is proud to join #PublisherCollections on #JSTOR, a nonprofit-led model that connects our books to libraries and readers worldwide. Participating libraries receive perpetual licenses to our current-year titles, access to earlier titles while participating, equitable tiered fees, and #Portico preservation—all with integrated discovery alongside journals, research reports, and primary sources on JSTOR.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>

### Shorter (Threads, BlueSky, X/Twitter)

[Insert publisher name] joins #PublisherCollections on #JSTOR—expanding #ebook access: perpetual JSTOR license to current‑year titles, access to earlier titles, tiered fees, and #Portico preservation.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>

## Version 2 – Discovery & reach

### Longer

[Insert publisher name] Publisher Collection will soon be available on #JSTOR—integrated with journals and primary sources to reach more researchers, educators, and students. Libraries receive perpetual license to current-year titles, access to earlier titles while participating, equitable tiered fees based on JSTOR classification, and #Portico preservation.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>

### Shorter

[Insert publisher name] Publisher Collection is coming with integrated discovery on #JSTOR, current and prior-year access for participating libraries, and #Portico preservation.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>

## Version 3 – Mission & preservation

### Longer

Joining #PublisherCollections reflects our mission to preserve and share scholarship for the long term. On #JSTOR, [Insert publisher name] #ebooks will be preserved through #Portico and available to libraries with perpetual access licenses for the current year, access to prior year titles while participating, and equitable pricing.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>

### Shorter

Our mission: preserve and share scholarship. Through #PublisherCollections on #JSTOR, [Insert publisher name] #ebooks gain #Portico preservation and equitable access via a tiered fees.

Learn more: <https://about.jstor.org/blog/a-new-model-for-scholarly-ebooks-publisher-collections/>