Citing social media sites:

**General Mentions With a URL**

If you discuss any website or page in general in a paper (including but not limited to social media), it is sufficient to give the URL in the text the first time it is mentioned. No reference list entry is needed. Here is an example:

News agencies like CNN provide breaking news coverage to millions of people every day on their website (http://www.cnn.com) and Twitter account (http://twitter.com/CNN). In our first investigation, we analyzed the content of CNN’s Twitter feed during the year 2012.

**Personal Communications**

If you paraphrase or quote specific information from social media but your readership will be unable to access the content (e.g., because of friends-only privacy settings or because the exchange occurred in a private message), cite the content as a personal communication (see *Publication Manual* § 6.20). A personal communication citation should be used because there is no direct, reliable path for all readers to retrieve the source. Here is an example:

K. M. Ingraham (personal communication, October 5, 2013) stated that she found her career as an educational psychologist intellectually stimulating as well as emotionally fulfilling.

**Interviews**

The citation of interviews depends on the nature of the interview.

- **Third-party interviews:** If the interview is in a form that is recoverable (e.g., a recording, transcript, published Q&A), use the reference format appropriate for the source in which the interview is available.
- **Informational interviews:** If you have interviewed someone for information about your topic and that person has agreed to be identified as a source, cite the source as a personal communication (in text only):
  
  (G. Fink-Nottle, personal communication, April 5, 2011)

  Personal communications do not have reference list entries because they cannot be retrieved.

- **Interviews of research participants:** No citation is needed for remarks made by participants in the research on which you’re reporting. Do not cite these as personal communications; this would breach the participants’ guarantee of confidentiality.


More examples from APA official site at http://www.apastyle.org/