

@AlphaPlus
TECH
TUESDAYS

TUMBLR

a blogging platform



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Known as a micro-blogging (short-form blogs) platform, **Tumblr** allows you to post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be.

Photo by: <http://abstrackart.tumblr.com/post/22291697471/fuer-elise-12x16>



Some describe it as a mix between Twitter (social networking component and short posts) and WordPress (blogging).

The Twitter logo, featuring the word "twitter" in a lowercase, blue, sans-serif font with a trademark symbol.The word "WORDPRESS" in a blue, serif, all-caps font.


- 207.4 Million blogs
- 93.7 Billion posts
- 283 Employees
- 13 languages

Tumblr was founded in 2007 by David Karp when he was in his twenties. It is now owned by Yahoo! Inc. The platform is very popular among younger users. 77% of consumers are aged 16 to 34.


Source: <http://www.businessinsider.com/tumblr-as-a-marketing-and-brand-platform-2014-10>

Photo by: <http://n-a-s-a.tumblr.com/post/22667898486/a-bubble-in-cygnus-image-credit-copyright>







Aa
Text




Photo




Quote




Link



hi!
Chat



Audio



Video



manualthereadingf submitted to ycpictures



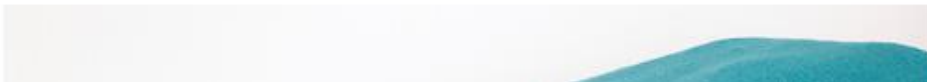
by [Cesar Raes](#)

#ycpictures #submission

58 notes



gap



monikajp
Simple moments...

Posts 1

Customize >

ACCOUNT

Following 8 blogs >

Find Blogs >

RECOMMENDED BLOGS

upworthy
UPWORTHY +

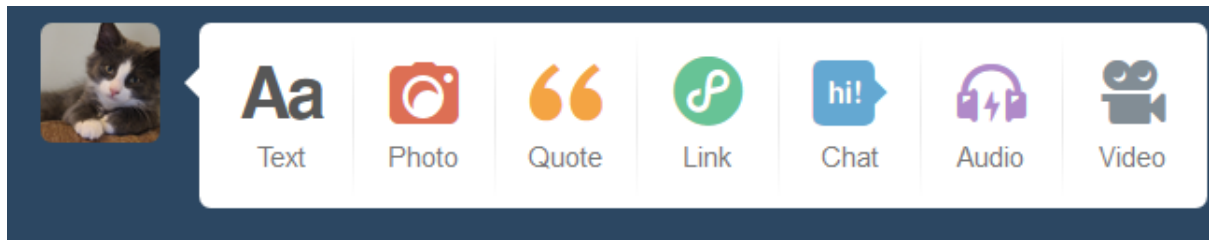
derpycats
derpycats +

tribander
One girl's journey... +

garageprojectmotor
Garage Project Motor +

RADAR

thespacearts
• The Space • +



Title Optional

B *i* ~~S~~ *P* ~~X~~ `<html>`

Text post

Title Optional

Tourist: Could you give us directions to Olive Garden?
New Yorker: No, but I could give you directions to an actual Italian restaurant.

Chat post

Post | v

Cancel

Post | v

Cancel

photo post

Choose up to 10 photos

URL Take a photo

Embed code or video URL

video post

Or choose a file

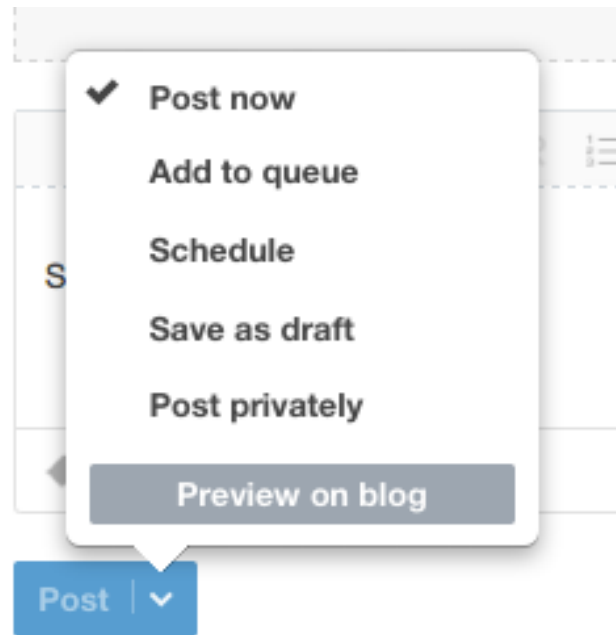
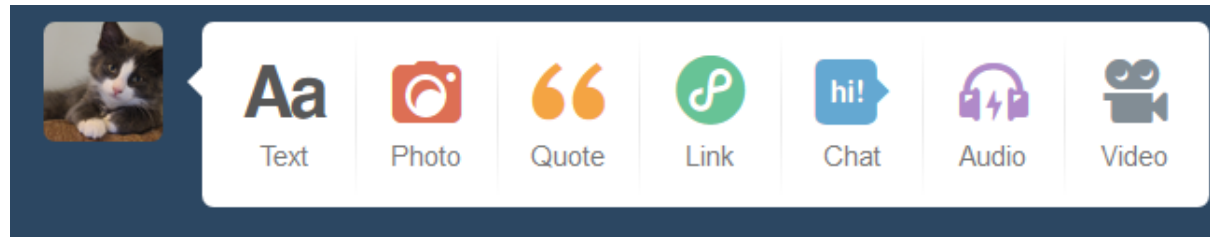
5:00 minutes of video remaining today. 100 MB max per file.

Post | v

Cancel

Post | v

Cancel





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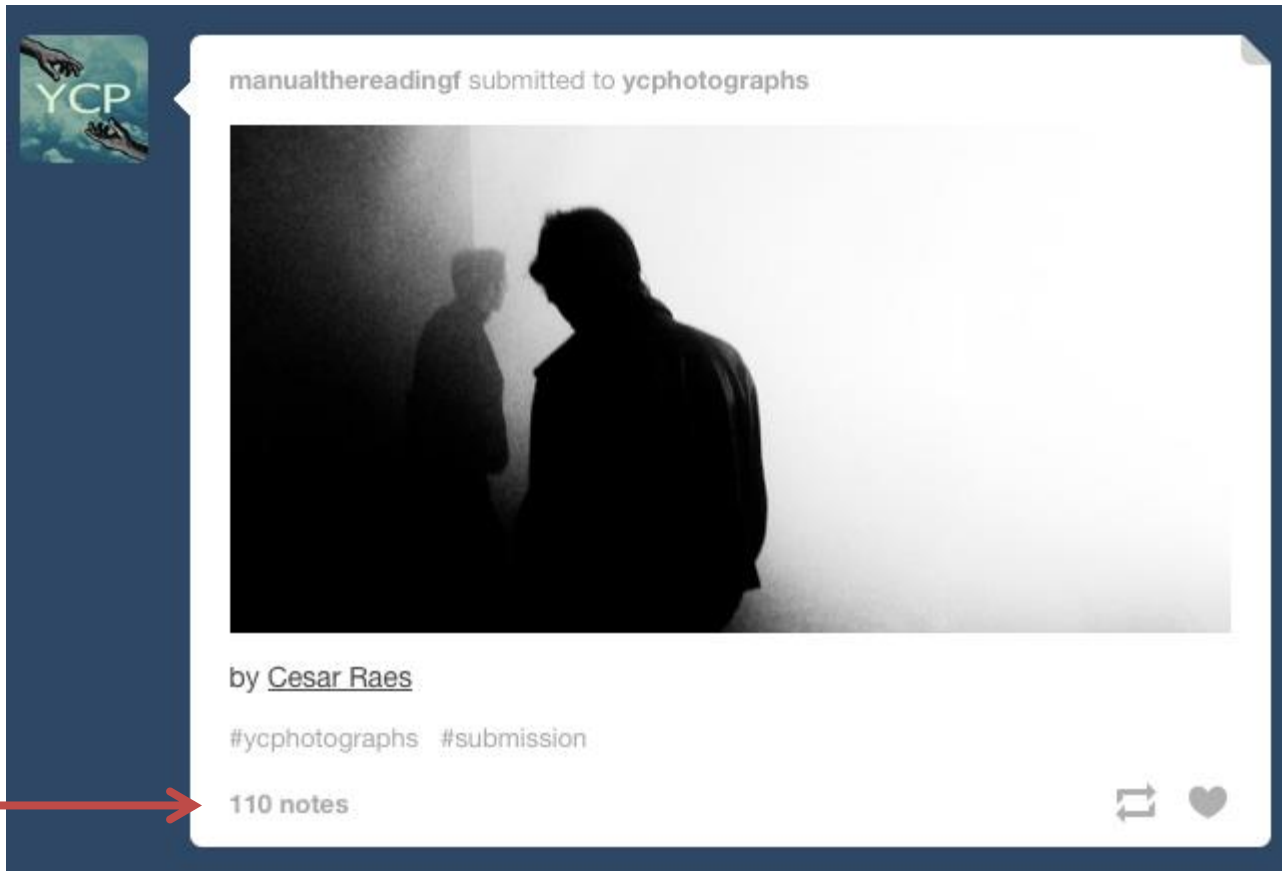
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thespacearts
• The Space • +

Tumblr dashboard also displays a live feed of recent posts from blogs that you follow.



Takes you to the blog post

Shows who reblogged or liked this post

You can reblog or like the post



Aa

Text



Photo



Quote



Link



Chat



Audio



Video



manualthereadingf submitted to ycpictures



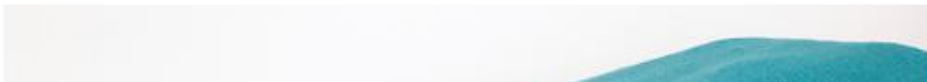
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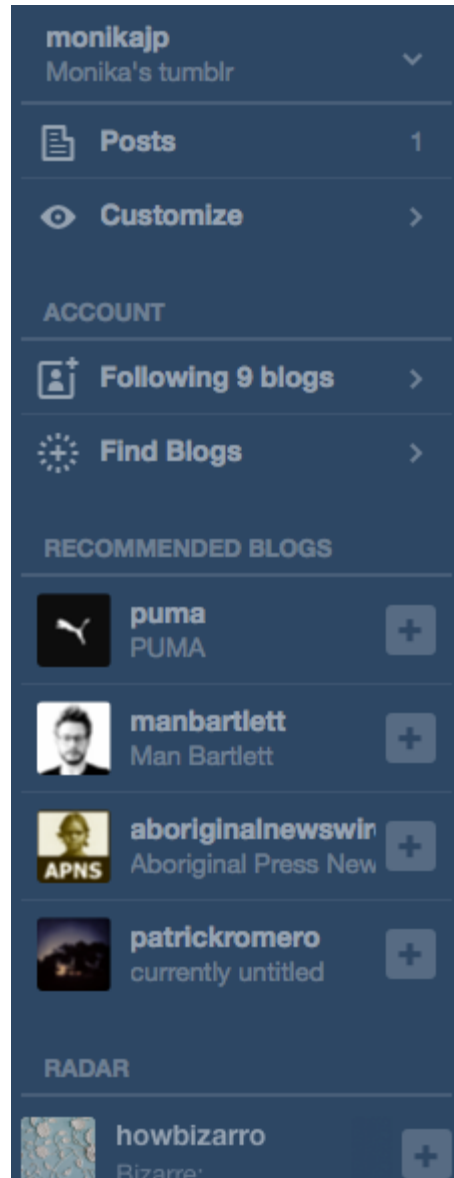
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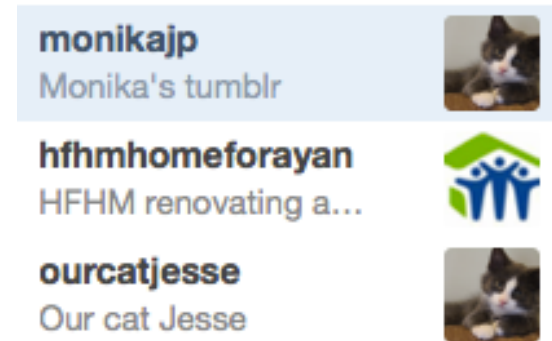
thespacearts
• The Space • +

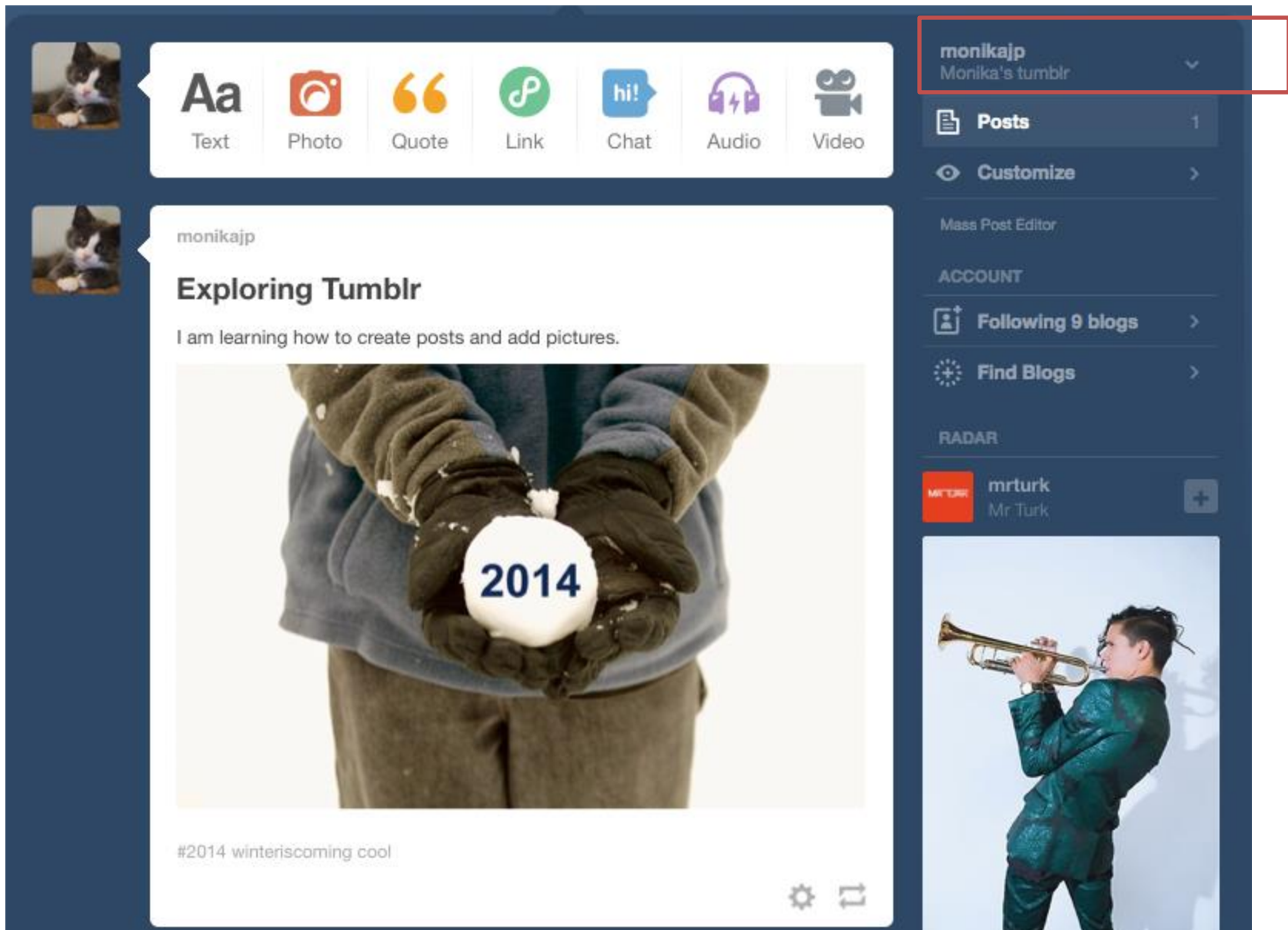
I have one post on my primary blog

Customize allows you to change the look of your blog, add pages, and select special settings.



There is always a primary blog, tied to your username (address will be monikajp.tumblr.com) but you can give the blog a custom title, i.e Monika's tumblr. You can also create secondary blogs. I have one for Habitat and one for new cat Jesse:) Secondary blogs allow you to invite members to help you manage the blog.





My primary blog - Dashboard view (each blog has it's own dashboard)

Monika's tumblr

◀ Edit theme ▶ Dashboard

16 Oct

Exploring Tumblr

I am learning how to create posts and add pictures.

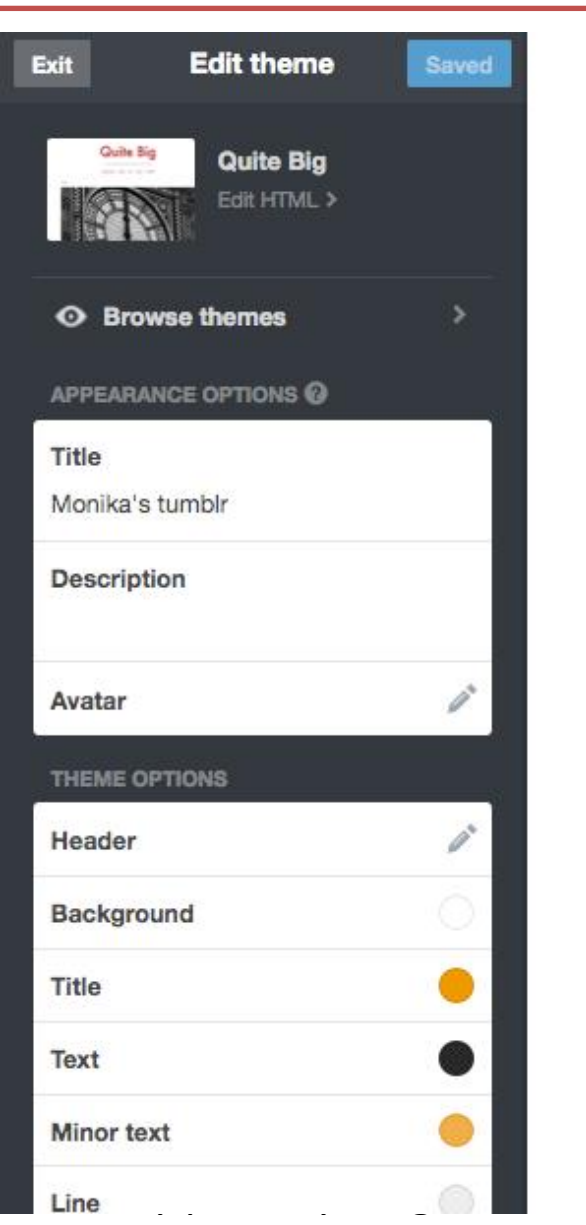


[Archive](#) / [Random post](#) / [RSS](#)

Powered by Tumblr - Quite Big theme by George Dunkley

My primary blog – Public view <http://monikajp.tumblr.com>

To change the look you can click on edit theme. If you were on Dashboard you would click on Customize.



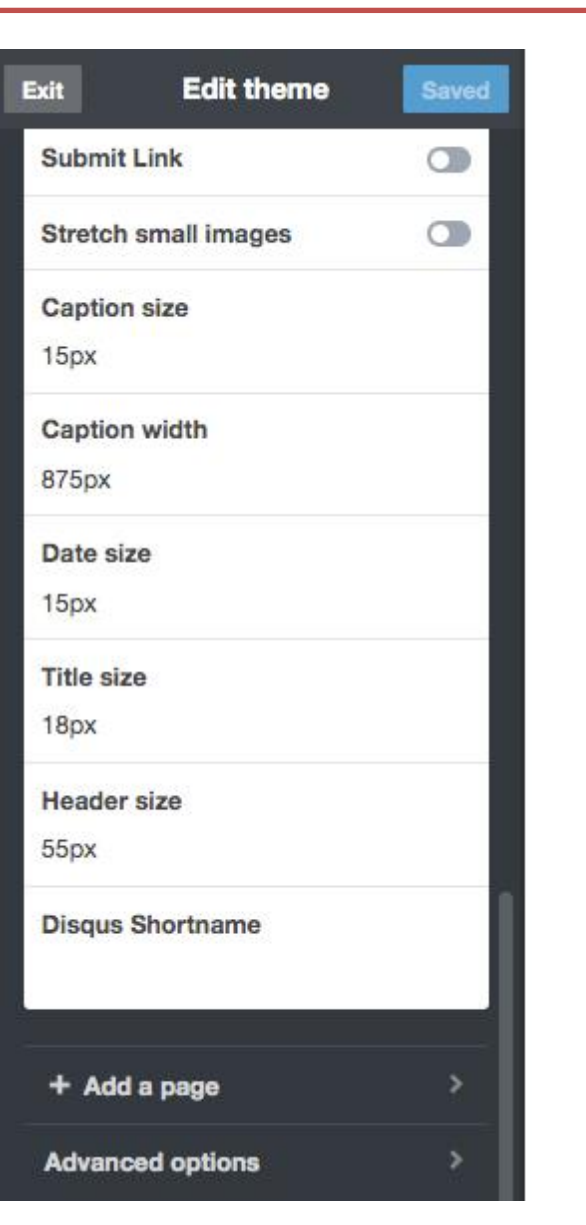
Monika's tumblr

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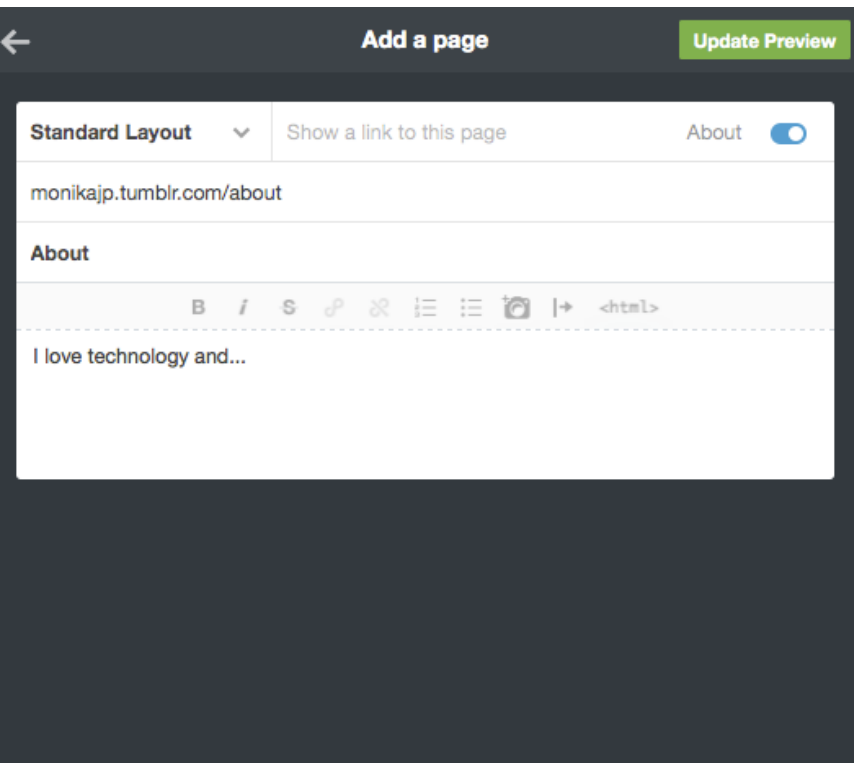
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Monika's tumblr

About

About

I love technology and...

[Archive](#) / [Random post](#) / [RSS](#)

Powered by [Tumblr](#) - [Quite Big](#) theme by [George Dunkley](#)

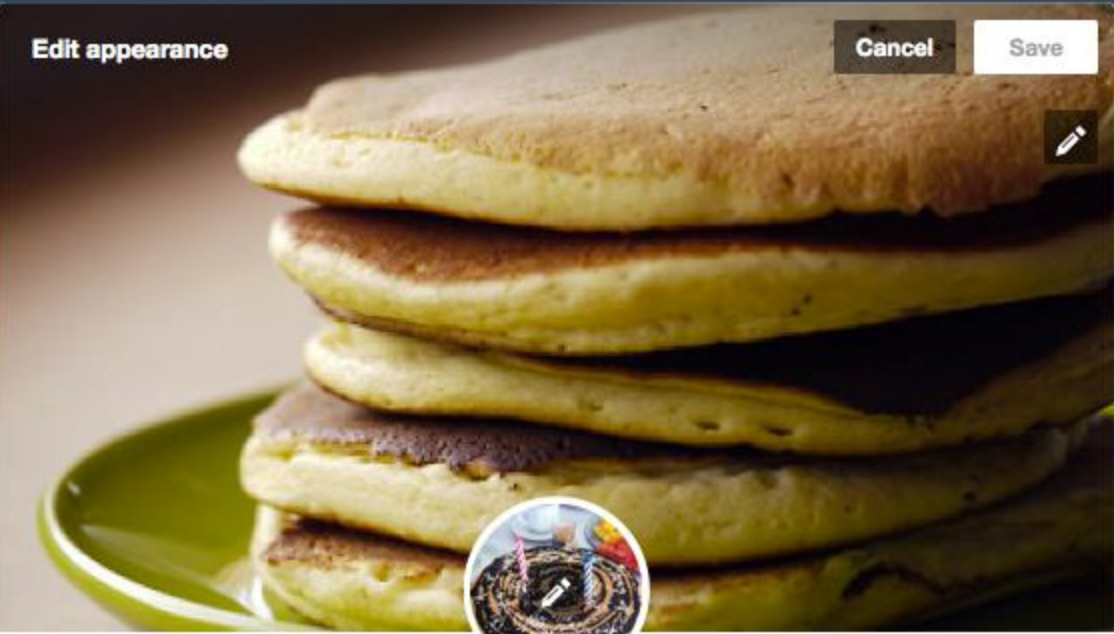
tumblr.



Search Tumblr

Edit appearance

Cancel Save



Monika's tumblr

Description

Accent Background

Username monikajp

Account

The essentials

Dashboard

Appearance options, text editor

Notifications

Via email & mobile

Apps

Things you've connected

BLOGS

-  **monikajp**
Monika's tumblr ★
-  **hfhmhomeforayan**
HFHM renovating a... 📄
-  **ourcatjesse**
Our cat Jesse

Create a new blog

Website Theme

Edit theme

Change how you look on monikajp.tumblr.com

Replies

- Allow replies from people you follow
 - Allow replies from people who have been following you for more than two weeks.
-

Ask

- Let people ask questions
Send your audience to [/ask](#) to ask you questions.
-

Submissions

- Let people submit posts
Send your audience to [/submit](#) to submit posts into your submission queue for approval.
-

Queue

Automatically publish a queued post 2 times a day ▾
between 12 am ▾ **and 12 am** ▾

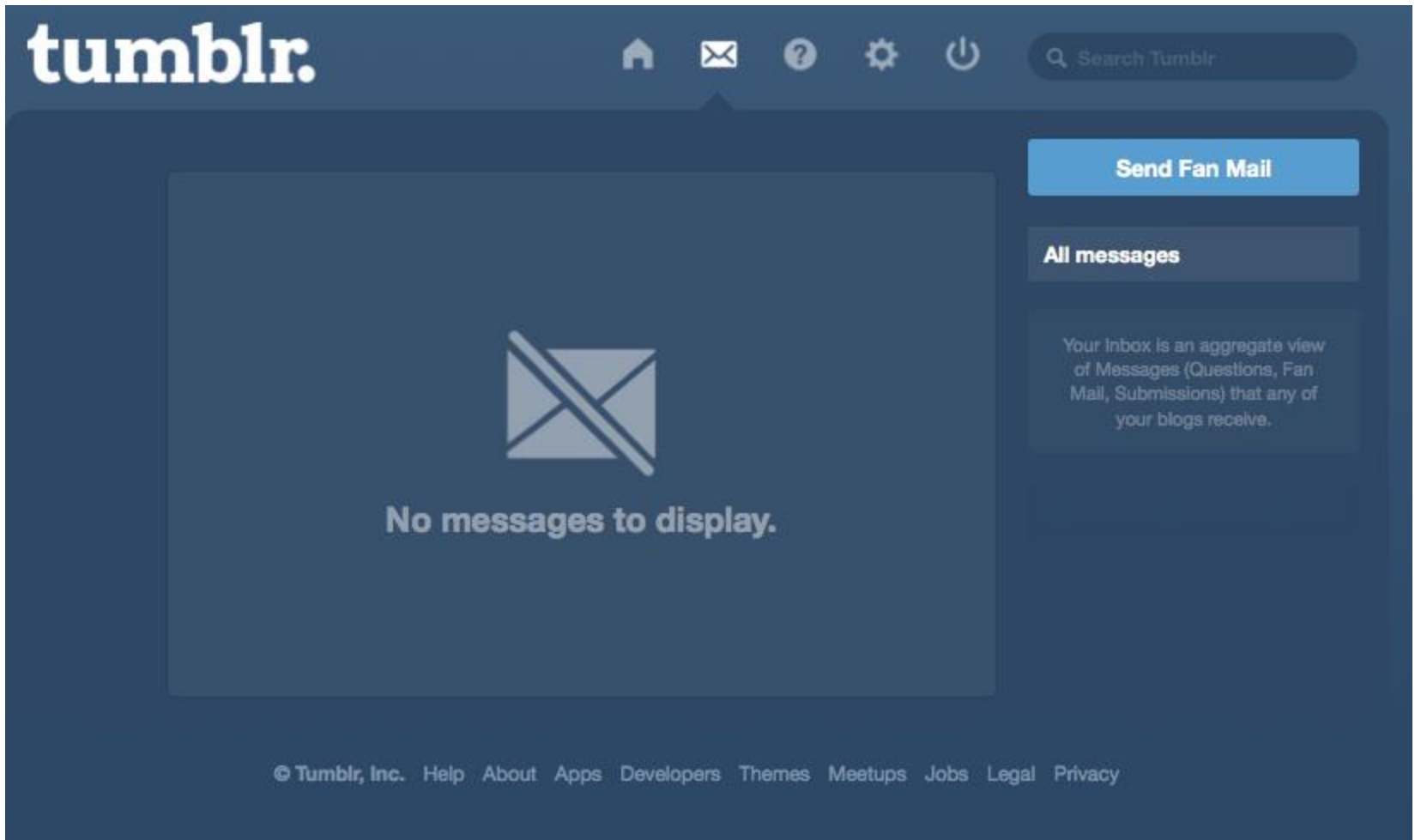
The queue lets you stagger posts over a period of hours or days. It's an easy way to keep your blog active and consistent.

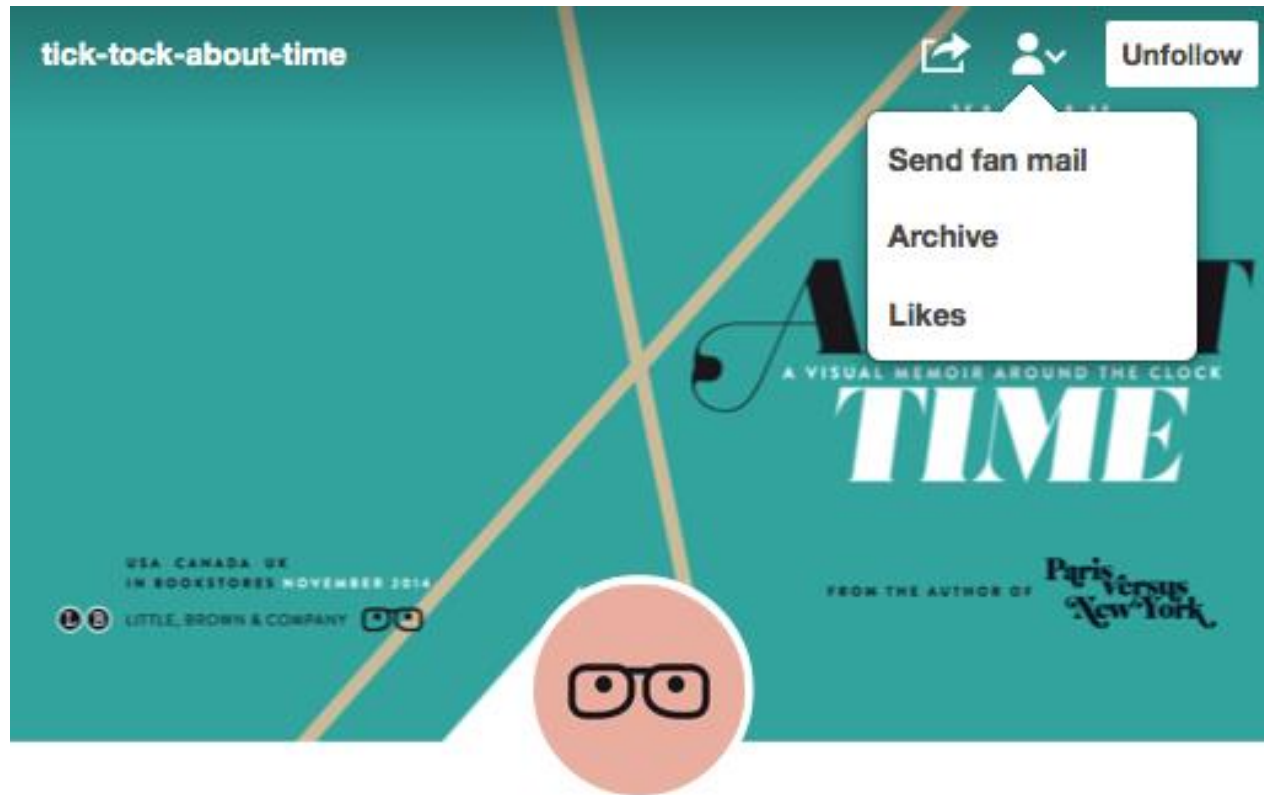
Facebook

Share on Facebook

Twitter

Share on Twitter







How can we help?

ACCOUNT

- Account Management
- Account Security

BLOGS

- Blog Management
- Blog Customization
- Posting

MOBILE

- Android
- iOS
- Windows Phone

COMMUNITY

- Communicating with Users
- Search and Discovery
- Counseling and Prevention
- Adult Content

DEVELOPERS

- Tumblr API
- API License Agreement
- Custom Theme Documentation
- Github Integration

POLICY

- Community Guidelines
- Trademark Guidelines
- Law Enforcement Guidelines
- Acceptable Advertising Policy

<https://www.tumblr.com/help>

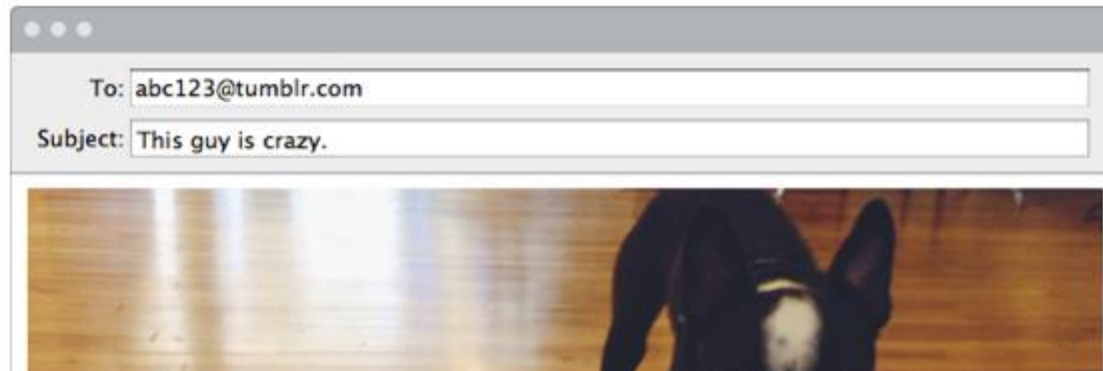
Tips

Think you know Tumblr? Check out some of our favorite tips and tricks below.

Share on Tumblr

Bookmarklet

Drag this button to your Bookmarks Bar to quickly share things you find while browsing other sites.



<https://www.tumblr.com/tips>

Let's explore Tumblr's features together:

<https://www.tumblr.com/>

Thank you for your participation!



Presentation slides and recording will be:

- emailed in a few days
- posted in Archived webinars section of our website

Next Tech Tuesdays webinar:

Google Chrome - a web browser with Apps and extensions

November 18, 2014 at 3 pm

FEEDBACK



http://fluidsurveys.com/s/tumblr_webinar_feedback/