



Association Migration
Solidarité & Echanges
pour le Développement

<http://network.amsed.fr>

Tumblr

Avec le soutien de:



Erasmus+

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Summary

- ✓ What is Tumblr?
- ✓ Why should you create your Tumblr?
- ✓ How do you create your Tumblr?
- ✓ Lets go !
- ✓ Using Tumblr effectively

What is a Tumblr?

- ✓ Tumblr is a microblogging platform(blogs composed by pictures and short texts) and a social network as well.
- ✓ To simplify, having tumblr is having a blog that is connected to a million of other blogs.
- ✓ Some functions are similar to Facebook and Twitter, you can “like” an image and follow someone.

What is a Tumblr?

The particularity of Tumblr is that it is very rich in content. There are 7 formats in which you can publish a post : Text, Photo, Citation, Link, Discussion, Audio, Video.

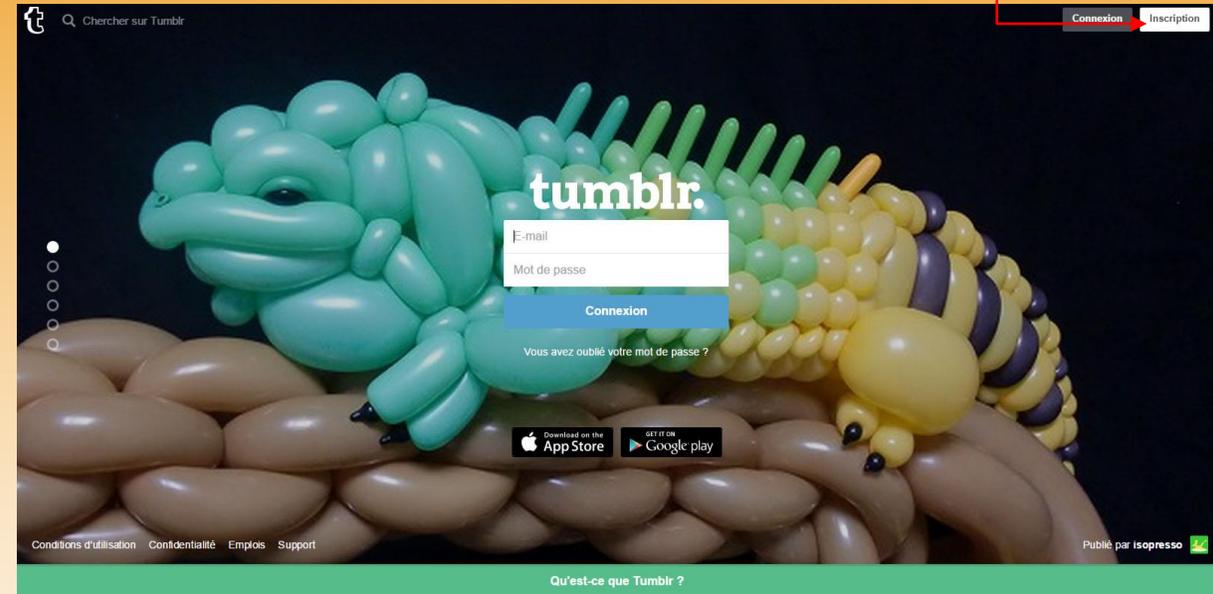
Tumblr is also famous because of the possibility to post GIFs (animated pictures). A function that is not available on other social medias.

Why have a Tumblr?

- ✓ A Tumblr allows you to create a blog quickly and simply.
- ✓ It is easy to access, aesthetic and there is no advertisement.
- ✓ There is a different public on Tumblr. There are many photographers and artists.
- ✓ It is an original way of promoting your experiences through pictures, videos and gifs.

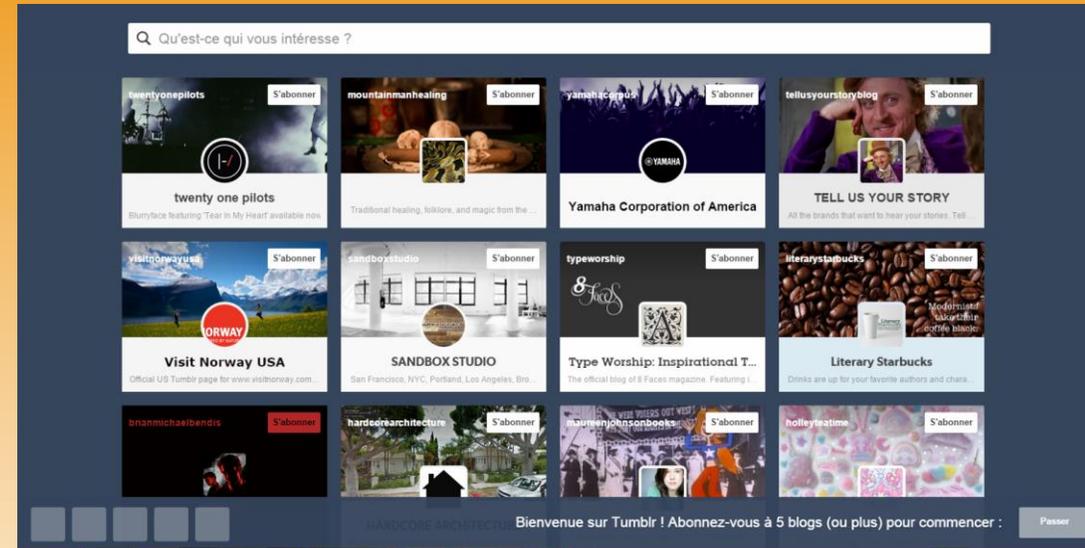
How to create your Tumblr?

- ✓ You just have to search for « tumblr » on google or go directly to the site: <https://www.tumblr.com/>
- ✓ Once on the page, click on the button « inscription » on the top right of the page. Fill out the usual inscription procedure such as name, e-mail, age etc.

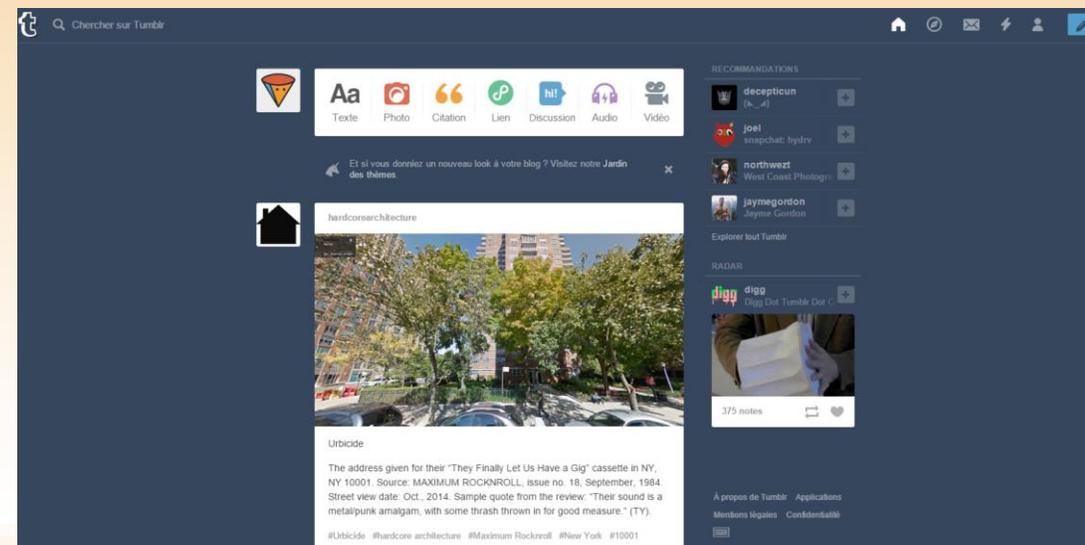


How to create your Tumblr?

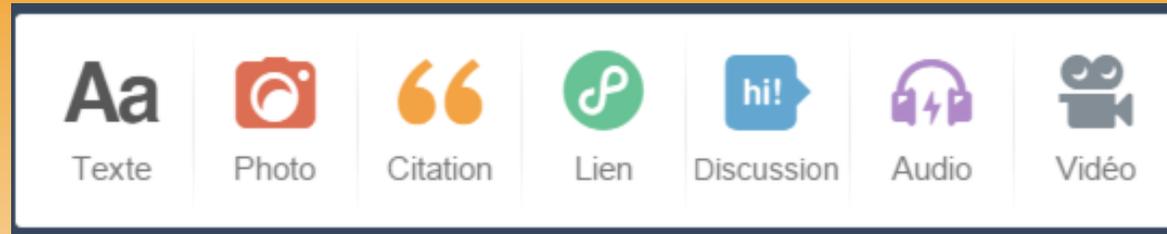
✓ Once you are signed in, you will be offered to follow 5 popular blogs from a list. You are free to skip this step.



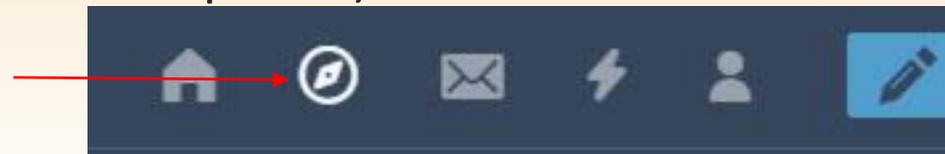
✓ You are now on the main page of your tumblr. On this page, the recent activities of the blogs you follow will appear.



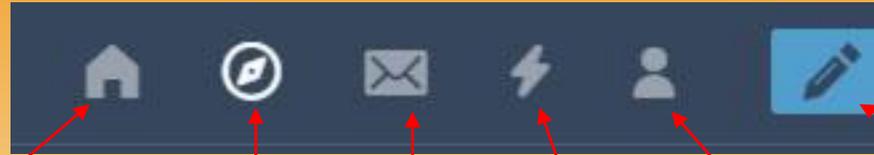
Lets Go!



- ✓ With this toolbar, you can chose the format of what you want to post.
- ✓ If you want to discover other blogs, you can click on the button « explore » (white compass).



Lets Go!



This button allows you to return to the main page of your account.

The explore button allows you to search for other blogs.

« Messages » allows you to acces your messages.

« Traffic » allows you to measure the interest the tumblr community has for your publications.

The « acount » button allows you to change your acount. Such as the apearance, your subscriptions etc.

« Create a post » Is a shortcut that allows you to jump directly to the publication os a post.

Using Tumblr effectively

- ✓ On Tumblr, you can observe 2 types of uses for the site:
- ✓ Like a social media site
- ✓ Like an artistic portfolio.
- ✓ Now you are ready to explore Tumblr!