The New York Society Library Presents:
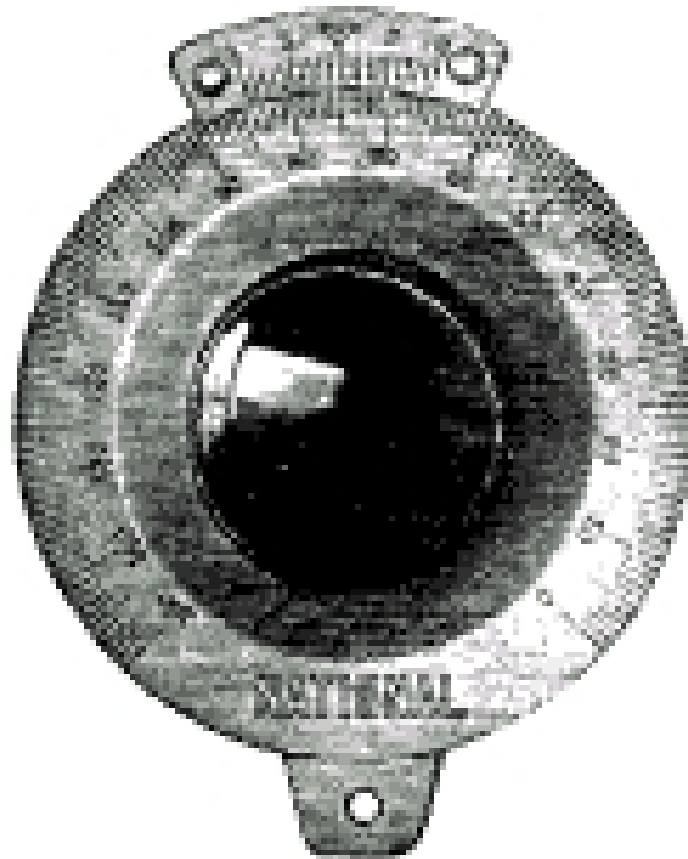
Tumblr
tumblr.com

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BACKGROUND

DESCRIPTION:

Tumblr is a short-form blogging platform (think "Twitter for Blogs"). Blog entries are created, discovered and shared on other Tumblr blogs. Tumblr has a clean, intuitive interface with some nifty blog features.

HISTORY:

- Founded in 2007 by David Karp
- New York based company (35 East 21st Street)
- 17 million blogs (and counting): www.tumblr.com/about

STRENGTHS:

- Clean, fast blog setup and posting
- Multiple methods of posting a blog entry
- Cross-posting of your entries on other user blogs
- Great for organizing small posts (journal entries, trivia, conversations, thoughts, photos)

WEAKNESSES:

- Not great for longer blog posts
- Not as flexible with multi-media posts (i.e. pictures within a text post)
- Loss of content control. You might not want information cross-posted on other blogs.

The Pattern Still Remains

Collecting snippets of information.

APR
24

JAN
09

" To all who aspire to a literary career, there is one golden precept: Do regular work. One hour a day is better than five hours twice a week. Three hours of writing every day will accomplish wonderful results. Try it. But keep everlastingly at it.

From *Indian Summer Calendar* by Kate Sanborn, 1908.

94 notes   Permalink   Posted at 8:02 AM   Tagged: writing literary quote Indian_Summer_Calendar work

Notes

1. embracewithme reblogged this from constructionpaper

2. whisperinglion liked this

3. gbrownco reblogged this from libraryland

4. tacosforone liked this

Personal Tumblr Blog at:
ingridrichter.tumblr.com

1. To create a Tumblr blog, go to: www.tumblr.com

2. Enter your e-mail address (only one Tumblr account per e-mail address), a new password for Tumblr (not your e-mail password), and a one-word description of your blog. This will be the URL (uniform resource locator) for your Tumblr Blog.

3. Confirm that you're human (enter the Captcha code). Tumblr will send you an e-mail to confirm your address. Click on the link in your e-mail to activate your Tumblr account.
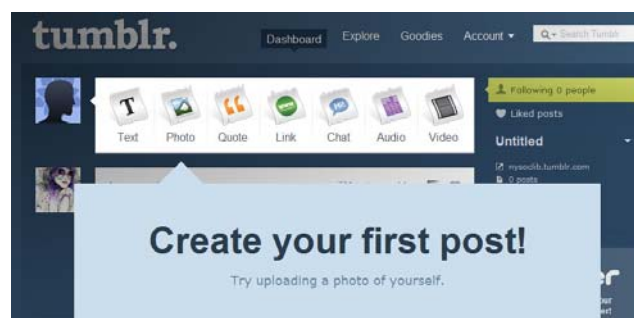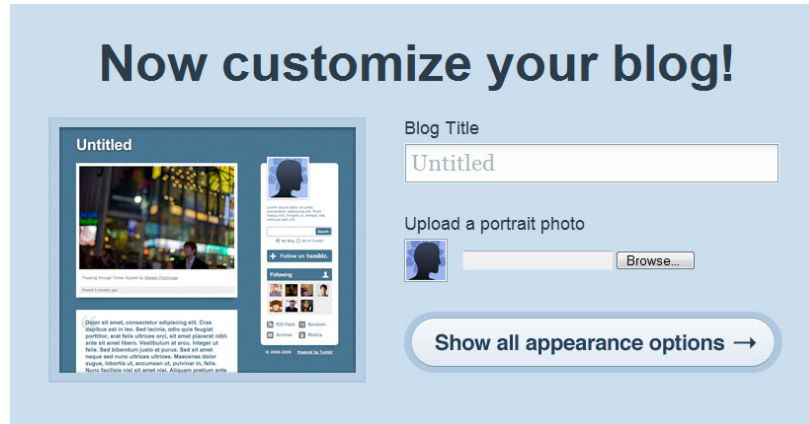

Tips and Tricks: Custom Domain
www.tumblr.com/docs/en/custom_domains
If you want your own domain name (without tumblr.com in it), you will need to buy and register a domain name and follow the steps in the link above.

Choose a title for your Tumblr blog (one sentence or so), upload a portrait photo, and click on "Show All Appearance Options". This will automatically take you to the Customize page at tumblr.com/customize. Return to this page at any time to change the look of your blog.

Click on "Theme" at the top to browse some custom-made themes. The first group is premium (paid) themes, but if you scroll down, you'll reach the free themes. Pick the one that appeals to you most, and remember that you can change the theme at any time.
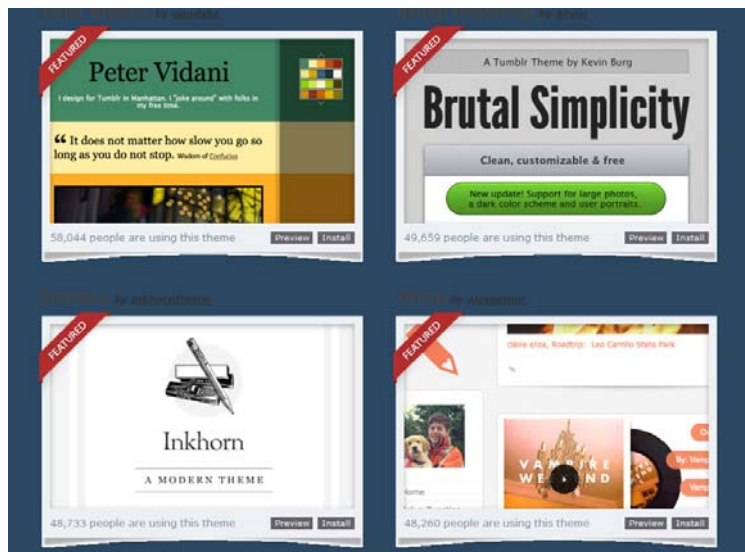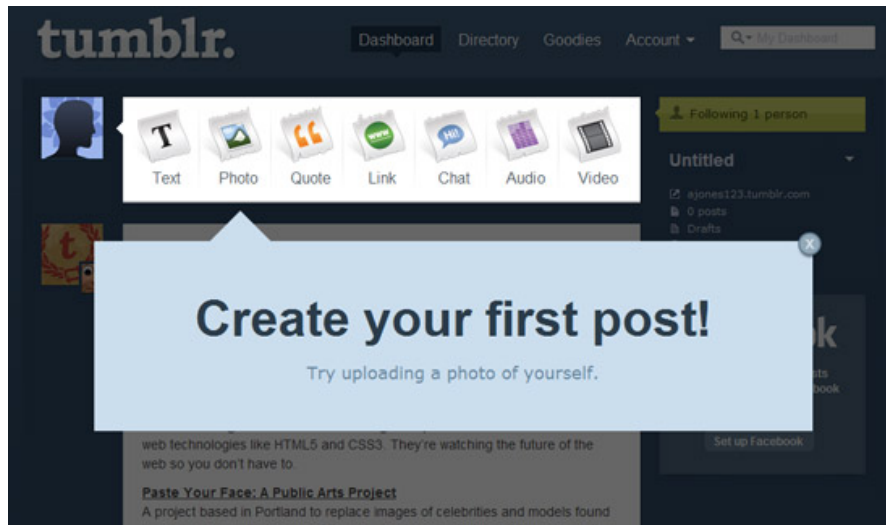

Popular Tumblr Themes
*www.tumblr.com/themes/popular*

Tips and Tricks:
If you know HTML and you have specific design requirements (colors, logos, etc), select a theme that's reasonably close to what you'd like to change, and then click "Use Custom HTML" at the bottom of the screen. Modify the code to match your design style.

Return to the dashboard, your work area to create posts and find similar posts from other users. Select which post you'd like to start with (Text, Photos, Quotes, Links, Audio or Video) and click on that icon.
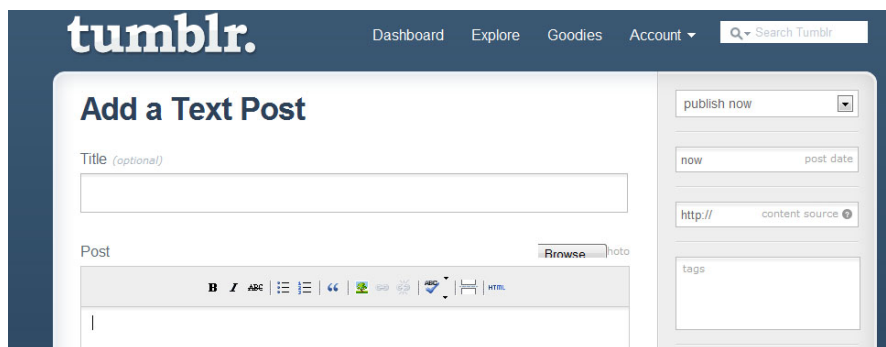
For a text post, add a title (optional) and your first post beneath. There isn't much word-processing you can do in Tumblr, but you can bold, italicize, strike through or number your text, if you wish.   Off to the right, add tags to sort your information and make it accessible to other Tumblr users. Click "Preview" to view the post and "Create Post" to make the post active.

Alternate Text Posts include: Quotes, Links and Chats.

Tips and Tricks: Tumblr Queue
www.tumblr.com/queue
To build up followers, it's better to have a consistent posting schedule (once a day) instead of an erratic schedule (ten posts one day, then nothing for a month). The queue option lets you stagger posts over a period of hours or days. It's an easy way to keep your blog current and it encourages return viewers.

UPLOAD A PHOTO   **EMBED IMAGE**

Photo posts can be up to 10 MB in size and in the format JPG, GIF, PNG or BMP. To have both text and images in a post, create a text post on the dashboard page. Click on the insert image link (below) and add the URL (uniform resource locator) for that image. Unlike an image post, the embedded image must be stored on another server. You can use a free image hosting service (Flickr, Shutterbug, etc) to store the image.

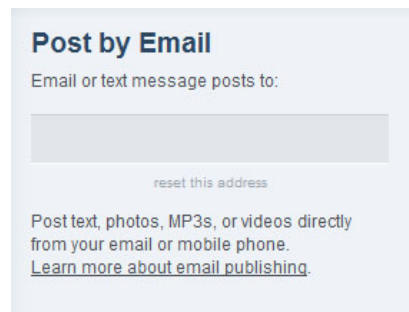Audio Posts are limited to one MP3 file per day, 10 MB maximum.

Video posts are limited to one five-minute clip, 100MB max per clip. However, you can embed as many videos from another service (i.e. YouTube) on your Tumblr blog as you'd like.
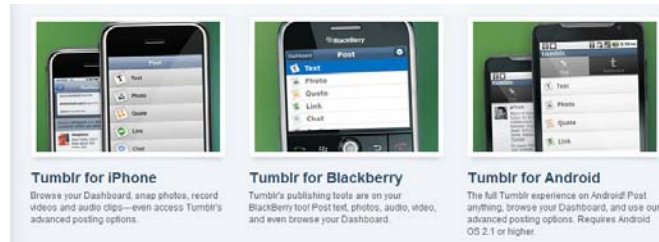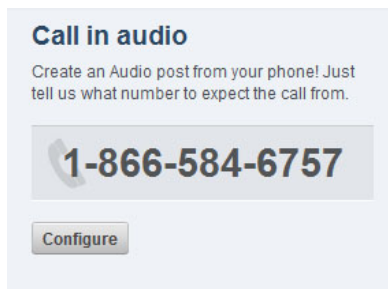
Smart Phones:

Tumblr has full-fuction apps for the iPhone, Blackberry and Android at Tumblr Goodies (link above)

E-mail:

Visit Tumblr Goodies to receive your custom Tumblr e-mail address. Post text, photos, MP3s or videos directly from your email or mobile phone to this e-mail address, which is linked to your blog.
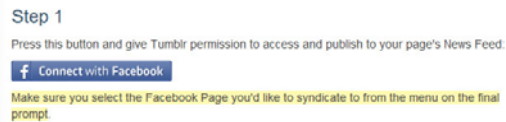

Phone:

Visit "Goodies" and look for "Call in Audio." Click "Configure" to link your phone number to your Tumblr blog.   To create an audio post from your linked phone, call 1-866-584-6757 and record your blog post.
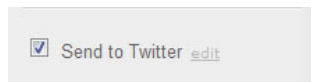
TUMBLR
CROSS-POSTING
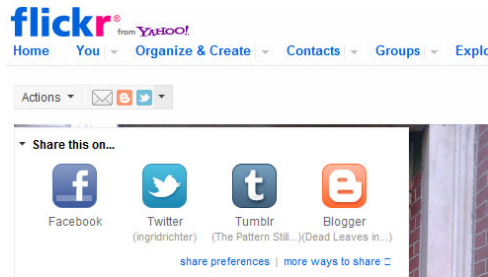
FLICKR to TUMBLR:
blog.flickr.net

Flickr now offers support for posting Flickr images on Tumblr under "Actions" (share this with Tumblr).

TUMBLR to FACEBOOK:
www.tumblr.com/customize#services

Click on the "Facebook Application" to install the software to push your Tumblr posts onto Facebook. Caution: Once you've allowed this application, you Facebook News Feed will be updated with everything you post on Tumblr - there's no current way to select individual posts.

TUMBLR to TWITTER:
www.tumblr.com/customize#services

Automatically (or selectively) update your Twitter with a summary and link to your posts. Visit: www.tumblr.com/customize#services and select "Services: Twitter"   Sign in to your Twitter account and select "Send my Tumblr posts to Twitter." Caution: this option is turned on for all your Tumblr posts by default, but you can toggle it off individually.

ALL OTHER WEBSITES:

Use this code to place your Tumblr blog on another website:
      <script type="text/javascript" src="http://yourtumblrblog.tumblr.com/js"></script>
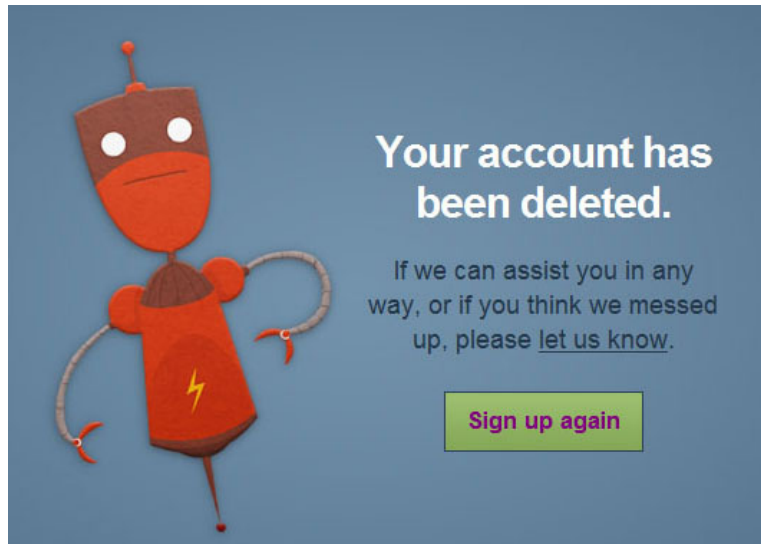
Because Tumblr accounts are tied into one e-mail address, you may wish to set up a test account, start posting, then delete your account and start with a fresh, clean new one.

To delete an existing account:

1) Log into your account on Tumblr (www.tumblr.com)

2) Go under Account → Preferences and scroll to the bottom of the page

3) Click on the very faint "Delete your account"   You'll be asked to confirm your password, then your account will be completely deleted.
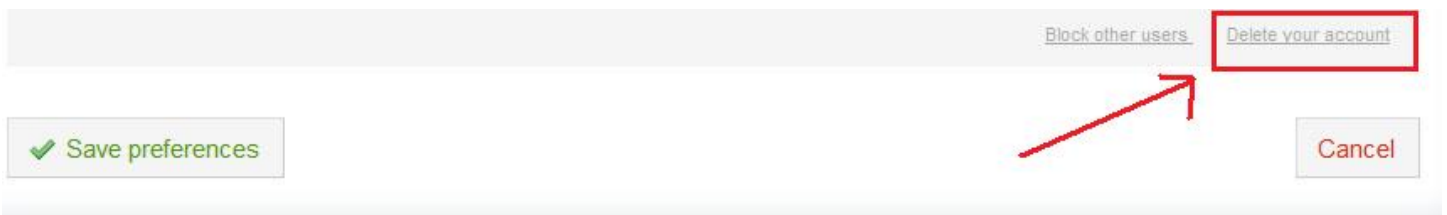
SOCIAL ASPECTS
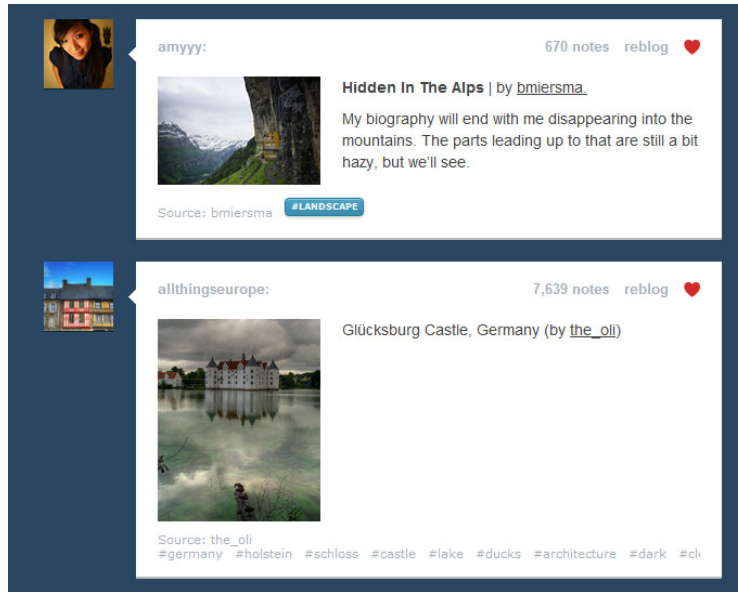
LIKES & REBLOGS
www.tumblr.com/likes

Notice that little heart next to other people's posts?   You can "Like" their post by clicking this link. And if you really like this post, you can reblog it on your own site (with automatic credit back to the original poster). Visit Tumblr Likes to see all the Tumblr posts you've liked.

Your own dashboard will reflect everyone who likes your posts and/or reblogs them.   You will also receive an e-mail notification for all activity (likes, reblogs and followers) on Tumblr.
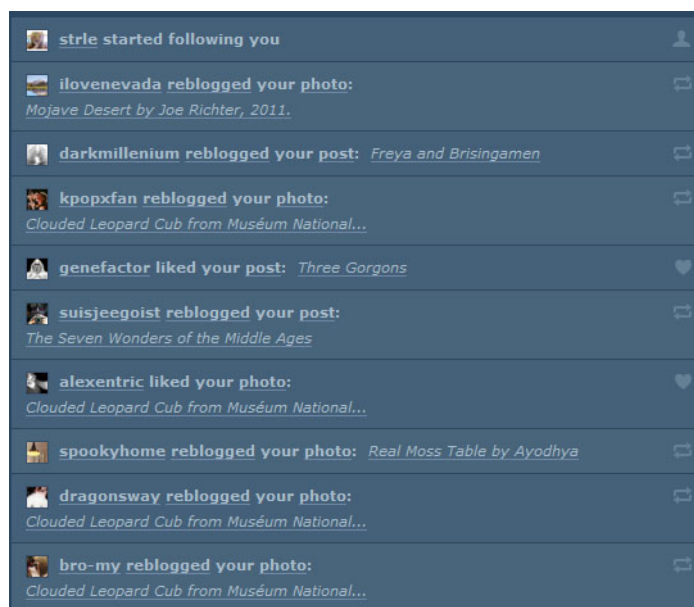
Tumblr Dashboard Activity

DIRECTORY

www.tumblr.com/directory

Browse a list of the major directories on Tumblr for recommended blogs, divided by subject. Recommend blogs to add to the directory, or convince your followers to suggest your blog for entry into the directory.

EXPLORE

www.tumblr.com/explore

See what tag topics are trending on Tumblr and visit some of the top Tumblr blogs using these tags.

Tumblr Staff Blogs	**http://staff.tumblr.com**
Los Angeles Times	http://latimes.tumblr.com
The New Yorker	http://newyorker.tumblr.com/
92nd Street Y	http://92y.tumblr.com/

An Illustrated Guide
http://anillustratedguide.com/
Short reviews of notable picture books

Apres Garde
http://buchr.tumblr.com/
Interesting screengrabs from Google Maps Street View

Beautiful Type:
http://anillustratedguide.com/
A blog dedicated to great typography

Better Book Titles
http://betterbooktitles.com/archive
Read the greatest literary works of all time in mere seconds!

Catalog Living
http://catalogliving.net/
The world of the people living in your catalogs.

Drawing Architecture
http://drawingarchitecture.tumblr.com/
A collection of architectural drawings

Go Cook Yourself
http://gocookyourself.com/
Quick recipes on Tumblr

Laughing Squid Links
http://links.laughingsquid.com/
Online resource for art, culture and technology.

Living Philanthropic
http://livingphilanthropic.tumblr.com/
Giving to different charities every day for a year.

The Monkeys You Ordered
http://www.themonkeysyouordered.com/
Literal New Yorker Captions

Project Gutenberg Project
http://projectgutenberg.tumblr.com/
Snippets from Project Gutenberg

Sixty-two word short stories:
http://sixtytwo.org/
Compose a story in 62 words and post it here.

Skyscrapers
http://skyscraper.tumblr.com/
Because skyscrapers are just awesome.

NOTES: