



# TUMBLR'ING TUMBLR-WEED

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Growing like a weed, and blowing all around  
the social media prairies



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# Tumblr, what it is

- Tumblr is “social blogging” that lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone, desktop, email or wherever you happen to be. It is seeing a very large and fast growing uptake among under 30’s. More to the point it’s easy for libraries to fully participate. Let’s explore and then talk about how we might use it for those online social conversations.



# What's the Punch Line?

- Unifies ALL your social media into one service
  - By linking them all together
- Cat's out of the bag
- You got the point and are now free to go attend another session
- Otherwise stay for the details



# Thanks

- Emily Pfotenhauer
- <http://recollectionwisconsin.org>
- <http://wiscohisto.tumblr.com>

Wisco Histo

🔀 Random 🕒 Archive 📡 RSS 🗣️ Ask a question 📄 Submit



**THE WASHBURN EXPEDITION** – Success! Over the weekend we lured the giants back into the Old Bear Cave, from whence they originally issued. We then dynamited the entrance to the Old Bear Cave!

Now we just have to figure out what to do with the Old Bear.

*This ends guest blogger Jay Rath's tale of the **Washburn Expedition's** battle with mysterious Wisconsin giants...see the whole series [here](#).*

*via: **Historic Photo Collection**, Milwaukee Public Library*

Wisco Histo



Digging into Wisconsin history through images, objects and texts from libraries, archives, museums and historical societies across the state. Find more at [Recollection Wisconsin](#).

🔍 Search

Follow Recollection Wisconsin



# History Timeline of Social Media

- MySpace



- Facebook



- Twitter



- Pinterest



- Instagram



- Tumblr



# In the News

- Pew studies of internet usage
  - 13% of internet users ages 18-29 use Tumblr, as of 9/2012
  - It was 4% less than 2 years ago
  - Facebook usage among teens is flattening
- Yahoo buys Tumblr for \$1.1 billion
  - Tumblr has over 108 million blogs, with many highly active users.



# Lagniappe

- Way more controllable web site than Facebook or Twitter
- Consolidates your other social media services
  - Enables increased two part social interactions
  - Your patrons push your stuff out to others
  - You find additional stuff to add to your social media
- Anecdotal, my 20 year old son
  - His friends browse Tumblr when they are bored
  - It's pretty, attractive, potentially entertaining



# And it's Graphic

- All about pictures and other media
- It's best display is when it's picture rich
  - Main display
  - Your own account tracking follows
  - On devices
    - Uses responsive design, yeah!
  - It's eye candy, take advantage of it
- Out Here on the Prairie
- You Want to Stand out





# Single Post Can Go To

- Tumblr



- Facebook



- Twitter



- WordPress



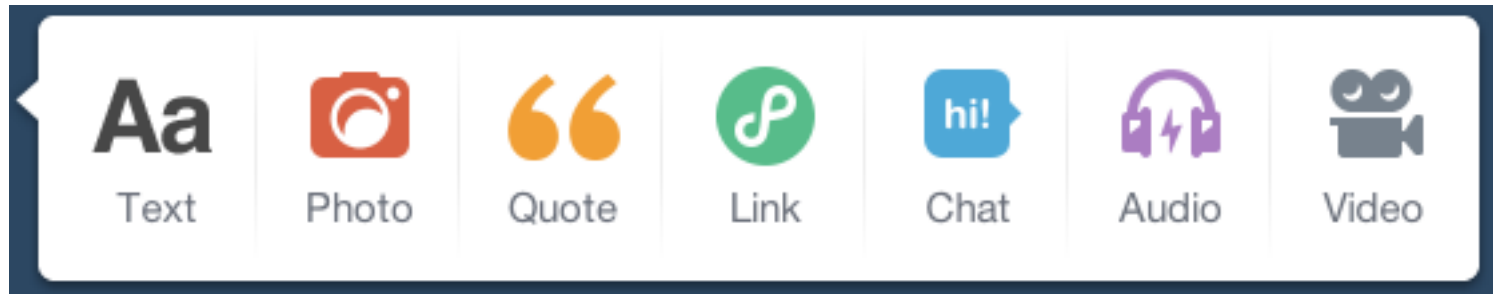
- Plus from your Tumblr Blog site you can link to all your other social media sites
  - You can even show your most recent tweets

# Create Your Public Face

- Themes
  - Effector a clear winner for libraries
  - Controllable sidebar
  - Options galore
- Follow folks
- Links to your other sites
- Current Likes in sidebar

The screenshot shows the 'Themes' settings page for the 'Effector Theme (Dark)' by pixelunion-themes. At the top, there are 'Themes', 'Save', and 'Close' buttons. Below, three theme preview cards are shown: 'Effector Theme (Dark)', 'Effector Theme (Dark)', and 'Effector Theme (Dark)'. The first card is selected. Below the previews, the title 'Effector Theme by pixelunion-themes' is displayed with an 'Edit HTML' button. A description box contains the text: 'Title LibraryToast', 'Description Sometimes libraries are so perfectly what you needed just at that moment that they are as good as the perfect toast with your favorite breadable just when you wanted it', and a 'Reset Defaults' link. Under the 'APPEARANCE' section, there are two settings: 'Background' with a blue color swatch and 'Colored Area Text' with a yellow color swatch.

# Add a Post




- Choose Photo layout
- Insert Photos, up to ten
- Drag and drop to layout
- Add Caption
- End in a “?” to get option to allow “answers”
- Publish

# Twitter

**23**  
TWEETS

**45**  
FOLLOWING

**35**  
FOLLOWERS

 **Edit profile**

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## Tweets



 **mbeatty** @mbeatty 1m

Photo: Toasty good signage and right at pedestrian level.  
[tumblr.co/ZMhRBtmVBSHI](http://tumblr.co/ZMhRBtmVBSHI)  
 [View photo](#)




 **mbeatty** @mbeatty 7m

Photo: It's a toast toaster! [tumblr.co/ZMhRBtmVA9bA](http://tumblr.co/ZMhRBtmVA9bA)  
 [View photo](#)

# Facebook

facebook  Search for people, places and things   Mark Beatty

 **Mark Beatty** [Update Info](#) [Activity Log](#) 

[Timeline](#) [About](#) [Photos 8](#) [Friends 221](#) [More ▾](#)

**About**

-  **Worked at** Wisconsin Library Services
-  **Studied** Library and Information Studies at University of Wisconsin–Madison  
Past: Groveton High School Alumni Association
-  **Lives in** Madison, Wisconsin
-  **From** Washington, District of Columbia
-  **In a relationship with** Debra Shapiro

**Photos - 8**



[Status](#) [Photo](#) [Place](#) [Life Event](#)

What's on your mind?

 **Mark Beatty** posted Toasty good signage and right at pedestrian level. on Tumblr.  
53 seconds ago 

Toasty good signage and right at pedestrian level.



# WordPress

## WiLS Demo Library

Paradise, WI 54321



[Home](#) [About](#) [Reference](#) [Kids](#) [Teens](#) [Director's Page](#) [Google Events](#) [Engaged](#)

## Special Post Just for MCLS

Posted on [April 8, 2013](#) by [WLS](#)



As we all know, it's about the kittens. And I can absolutely verify that this is a brand new, 6 month old kitten. Who is totally full of the complete oneness of kitten mojo.

While we realize this may bring on a large degree of envy amongst our library friends, we also know that in the end nothing but best wishes will be given to all who delight in the satisfaction for those so fortunate

as to have a new kitten in their midst.

### LIBRARY TOAST



### LIBRARY HOURS

Monday: 10am - 6pm  
Tuesday: 10am - 9pm  
Wednesday: 10am - 6pm  
Thursday: 10am - 9pm  
Friday: 10am - 6pm  
Saturday: 10am - 3pm  
Sunday: Closed

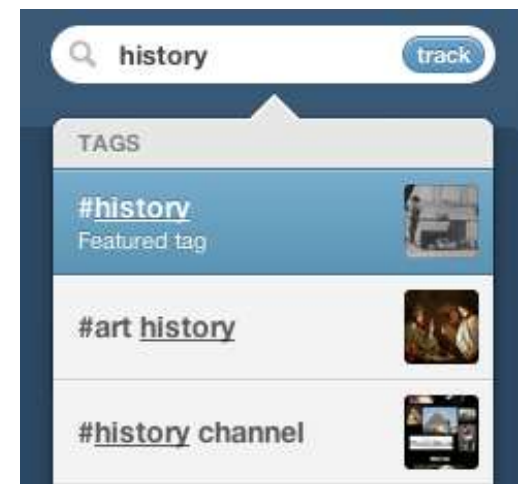
# Expand Your Content

- Find other Tumblr blogs
- Use the Search box
  - Geographic
  - Subject
  - Tags
- Spotlight blogs
  - Books
  - Education
- Library de facto tag
  - Tumblarians



# Featured Tags

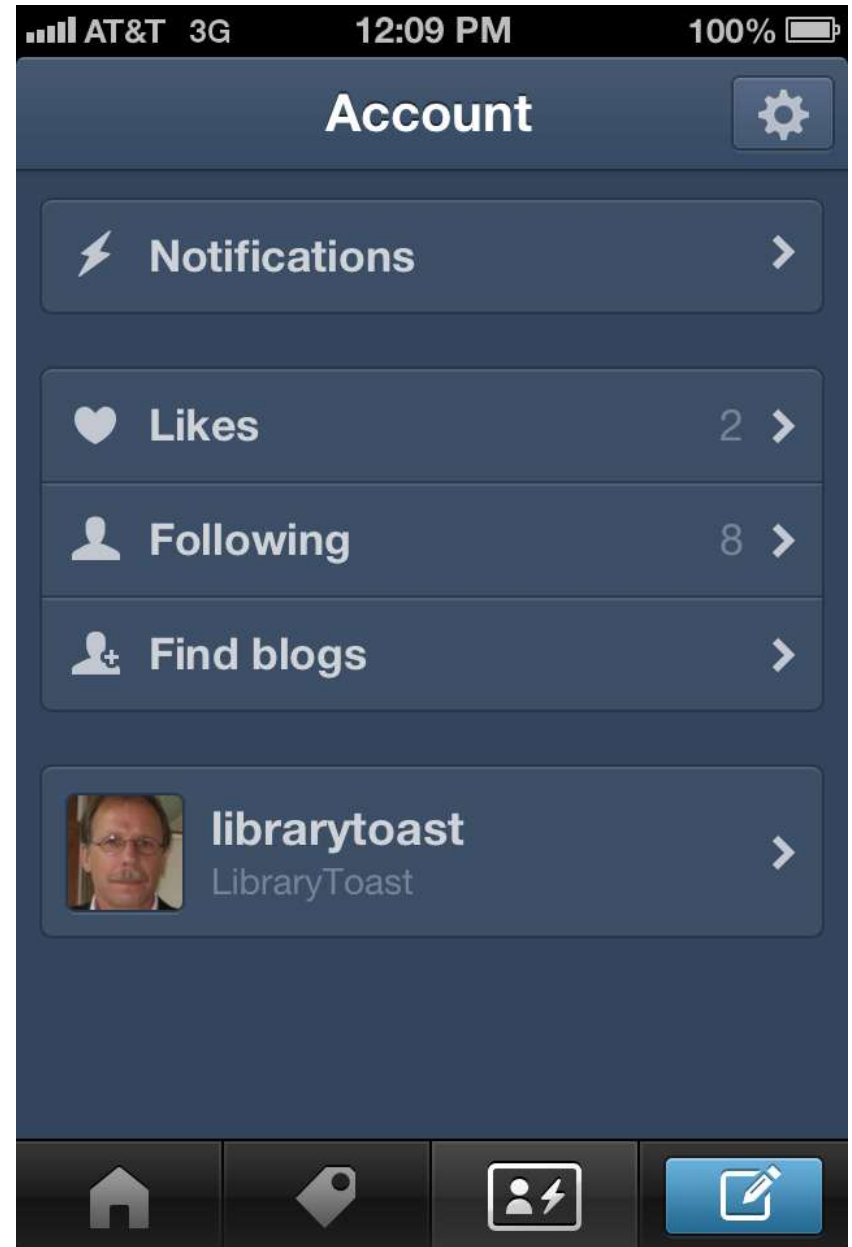
- Tagging is a good thing, do it!
- Tag your posts with a Featured Tags
- Greatly increases your discoverability to others
- You might be “featured” by a tag editor
- Details at:
  - [http://www.tumblr.com/docs/en/featured\\_tags](http://www.tumblr.com/docs/en/featured_tags)





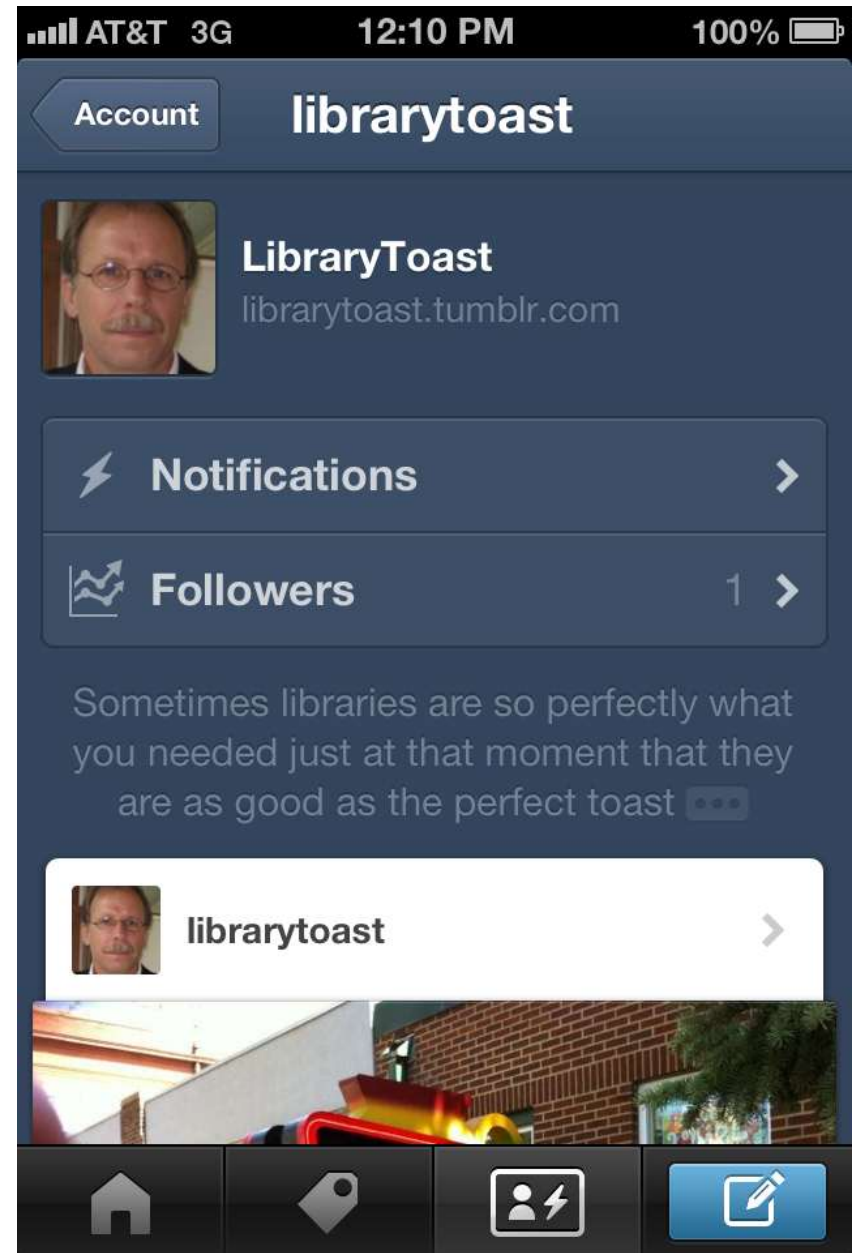
# Mobilize

- Your Account



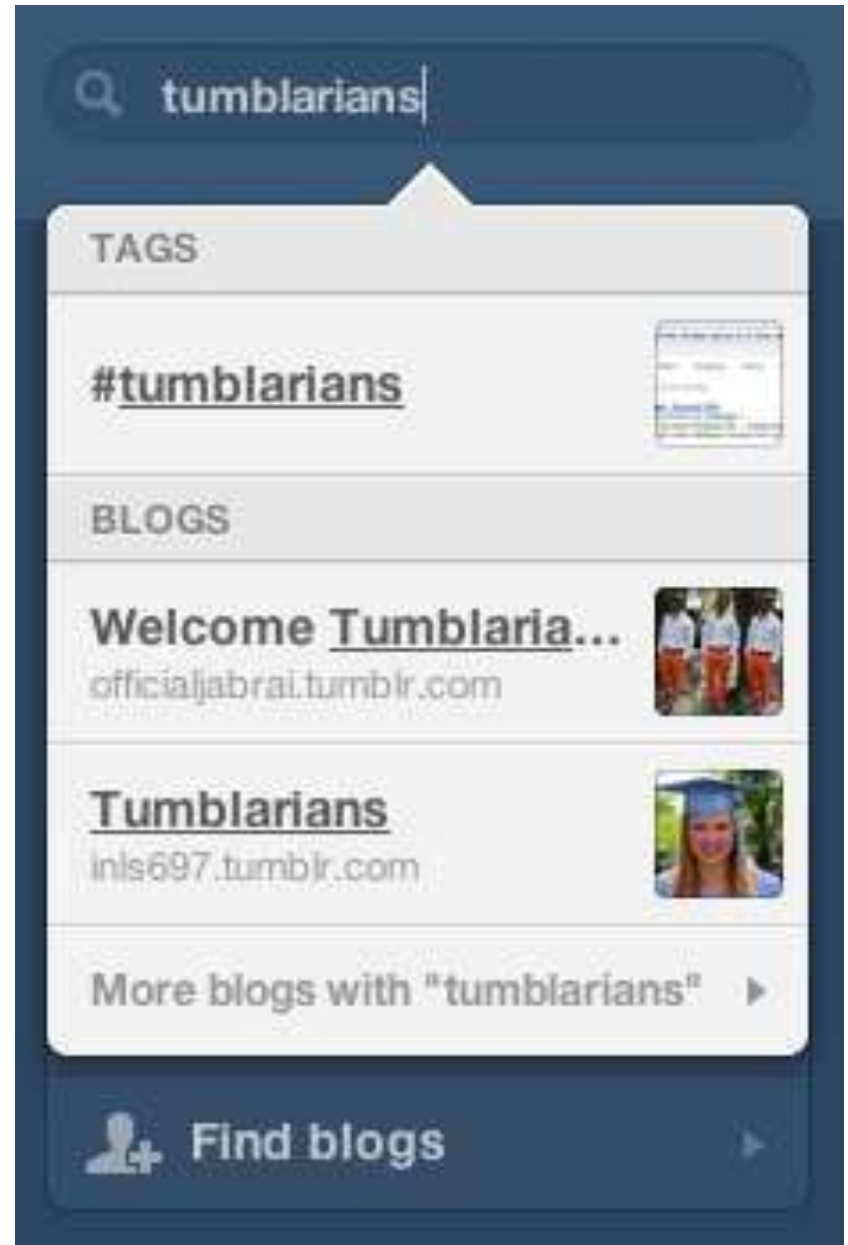
# Mobilize

- See Your Blog



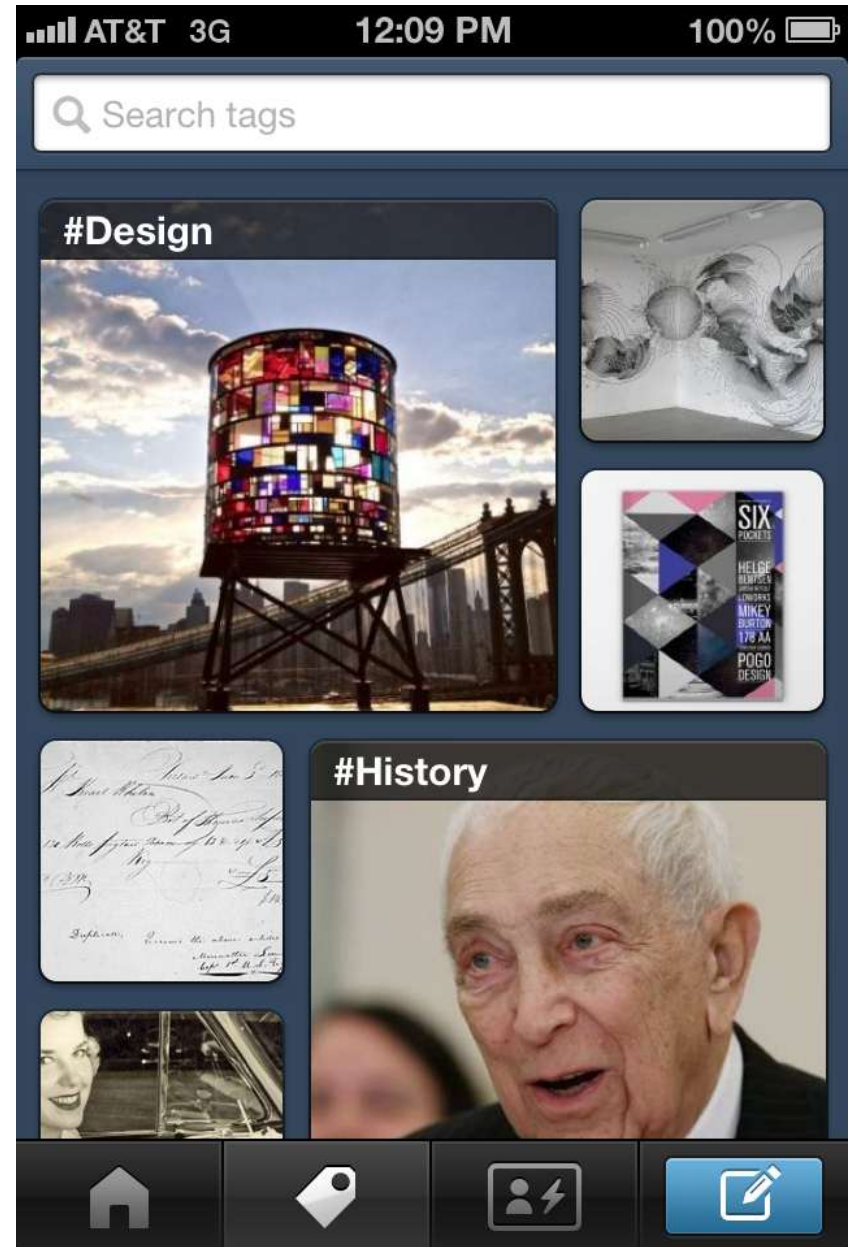
# Mobilize

- Search Tumblr



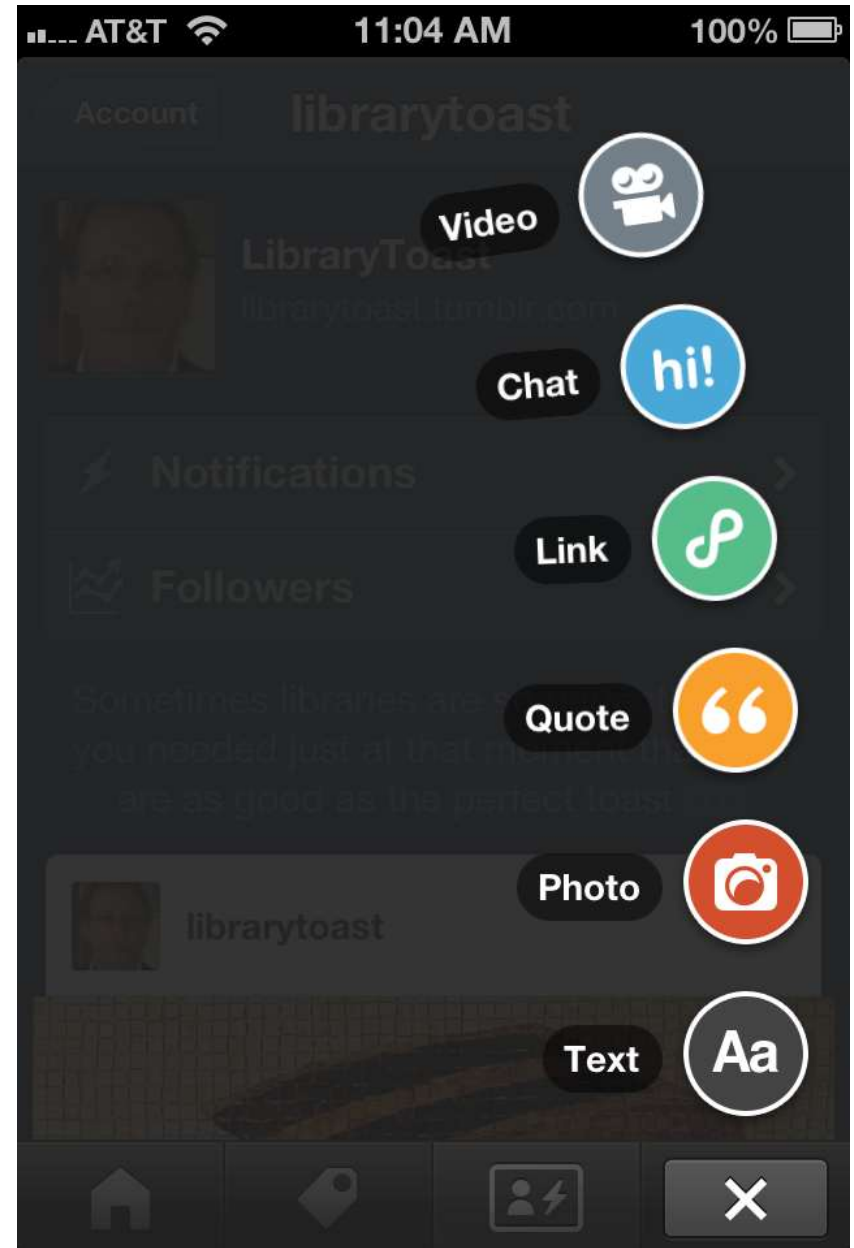
# Mobilize

- Mobile Spotlight



# Mobilize

- Start a Post



# Mobilize

- Create a Post



Toasty good signage and right at pedestrian level.



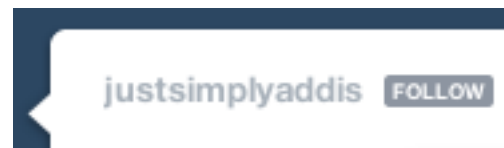
# Mobilize

- See the Post



# Like and Follow and Re-blog

- Like
  - From another blog, shows in your sidebar
  - That blog sees you liked them
- Follow
  - Like that blog so see all their posts in your Dashboard
- Re-blog
  - See a post that you are following and re-blog it to your blog

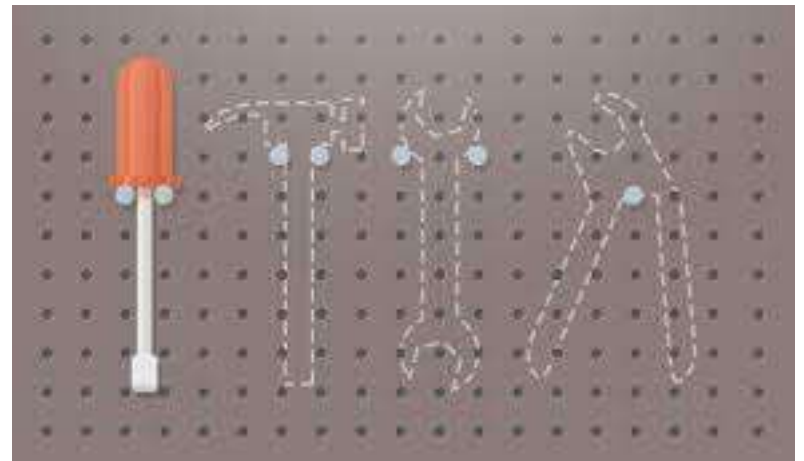






# What's Missing

- Comments
  - Use “?”
  - Disqus
  - <http://disqus.com>
- Statistics
  - None in Tumblr
  - Tough to capture with web tools



# It can be lonely out on the prairie

- Take a friend





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