

Guide:

# ACCOUNT ON TUMBLR

tumblr.



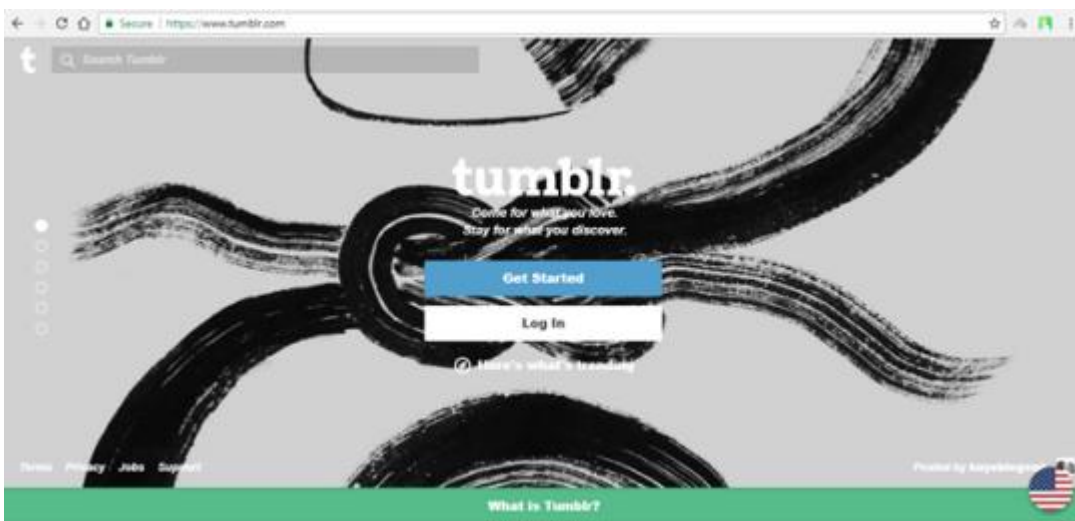
## Guide: Account on Tumblr.

### This is a guide for:

1. Setting up a Tumblr account.
2. Sharing editing rights on Tumblr.
3. Pros and cons of using Tumblr as a blogging platform.

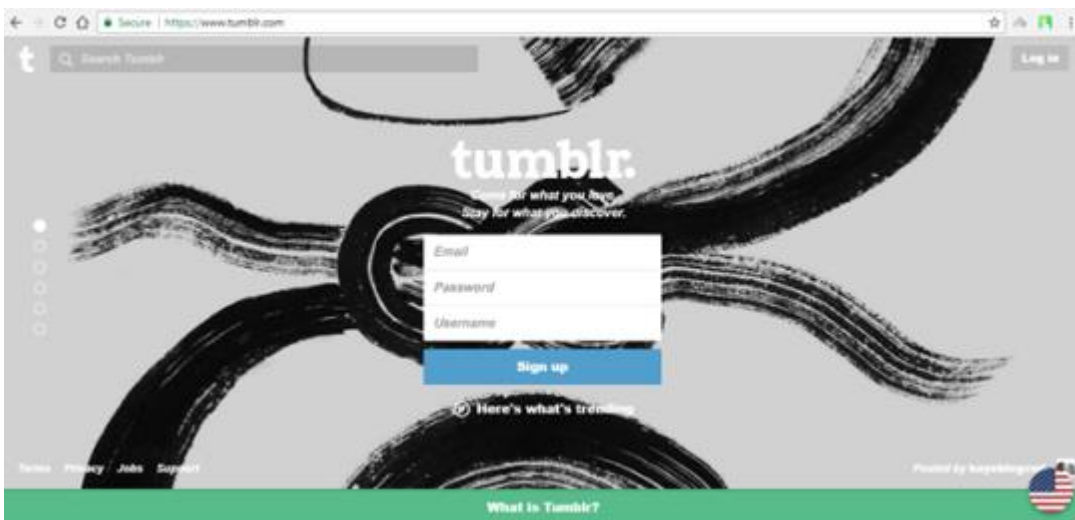
### Step 1: Setting up a Tumblr account.

- Enter <https://www.tumblr.com/> in your url.
- Click on Get Started.



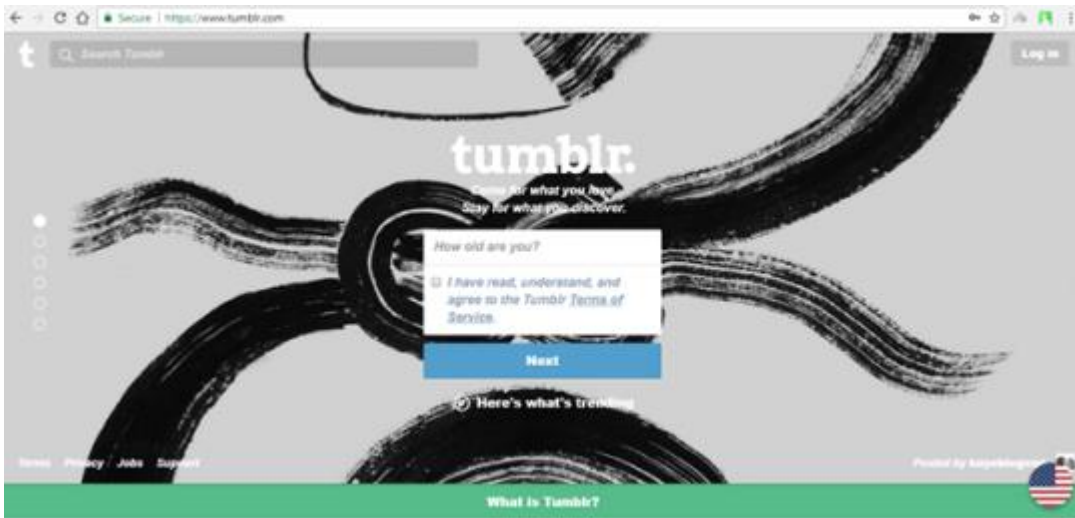
### Step 2: Fill In your details

- Enter your email, password and username of choice.



### Step 3:

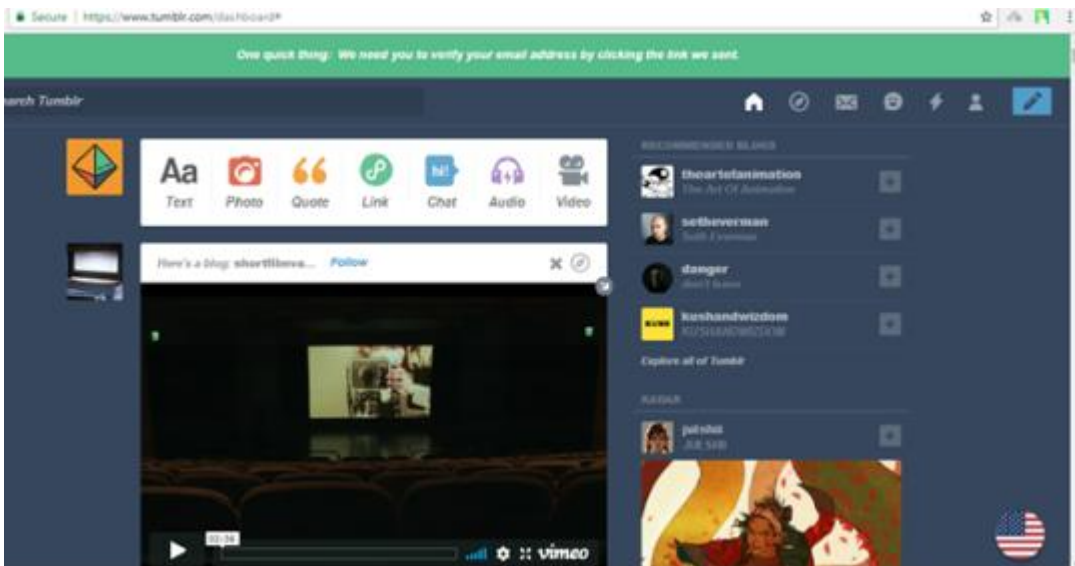
- Enter your age.
- Check the terms and service box, then click next.



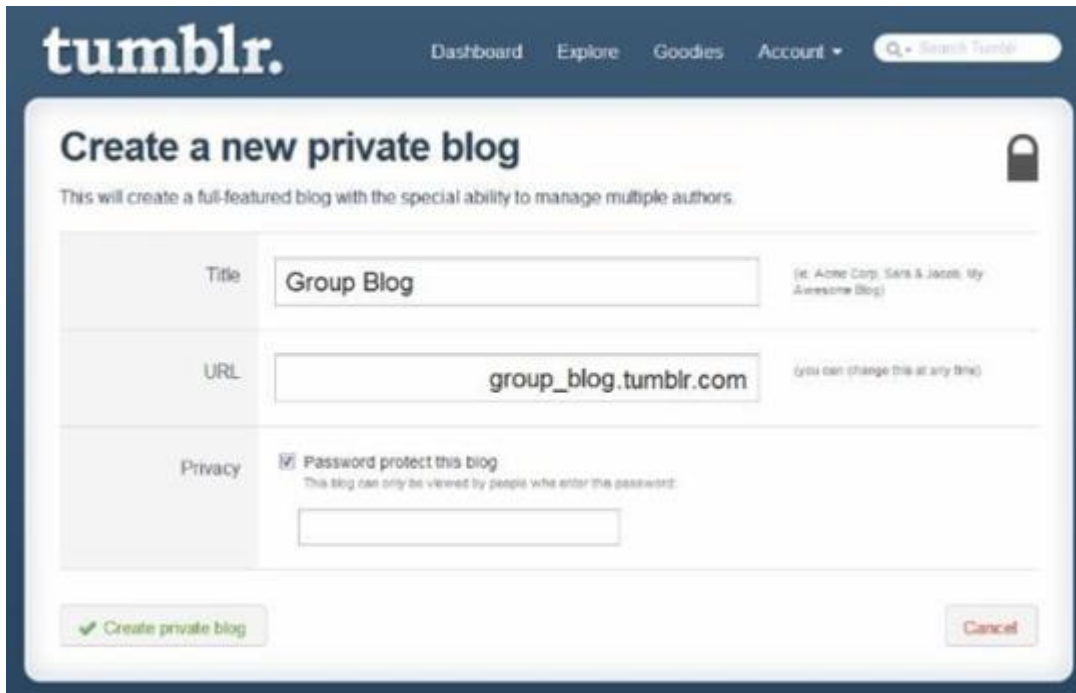
### Step 4: Creating Admin on Tumblr.

In order to set up a company blog that contributors can post to from multiple accounts, you have to create an additional blog under your account, then invite new members to join it. Here's how to get you started:

- Log in to the Tumblr Dashboard of your account.
- Select "Create A New Blog" From The Drop-Down List Of Blogs. Fill In The Blog Information. Click "Create blog" Button.



## Step 5: Give your blog a name and create a password



The screenshot shows the Tumblr interface for creating a new private blog. At the top, the Tumblr logo is on the left, and navigation links for 'Dashboard', 'Explore', 'Goodies', and 'Account' are on the right. A search bar is also present. The main heading is 'Create a new private blog' with a lock icon. Below the heading, a sub-heading reads: 'This will create a full-featured blog with the special ability to manage multiple authors.' The form has three sections: 'Title' with a text input containing 'Group Blog' and a placeholder '(e.g. Acme Corp. Sales & Jacob, My Awesome Blog)'; 'URL' with a text input containing 'group\_blog.tumblr.com' and a note '(you can change this at any time)'; and 'Privacy' with a checked checkbox for 'Password protect this blog' and a sub-note 'This blog can only be viewed by people who enter the password:' followed by a password input field. At the bottom, there are two buttons: 'Create private blog' (with a green checkmark) and 'Cancel'.

- After clicking the "create new blog" tab, enter a title and domain name for the new blog. There's an option to protect the blog with a password. If you decide to use a password, only people who enter the password will be able to view your blog.

## Step 6: Invite new members.



The screenshot shows the Tumblr 'Members' dashboard. The main heading is 'Members'. Below it, there is a text block: 'To invite others to contribute to this blog, submit their email address below. They'll receive an email with instructions to join this blog and register if they're not a Tumblr user yet. New members will be allowed to post. They will not be able to make any changes to this blog's settings, unless you promote them to an admin.' Below this text is an email input field containing 'david@example.com' and an 'Invite to this blog' button. At the bottom, there is a user profile for 'sarahkessler' (admin) with a 'Leave this blog' button. On the right side, there is a dark sidebar menu with the following items: 'Following 1 person', 'Group Blog' (with a dropdown arrow), 'group-blog.tumblr.com', '1 post Max-editor', 'Members' (with a person icon), 'Drafts', 'Queue', 'Customize', 'Tracked Tags', 'Explore Tumblr', and 'Radar'.

- In the dashboard of your new blog, select "members" from the menu on the right panel.
- You can invite members to post on the blog through email or by copying and pasting an invite link. Members that are invited will be able to add content to the new blog, but they won't be able to change settings unless you promote them to be admins of the blog.

## Pros:

- **Simplicity:** Tumblr is good for starting a blog immediately with minimal prep time. You can set up a functioning blog in a few minutes using Tumblr's readymade customizable themes. This doesn't require tech or design help.
- **Cost:** Tumblr is a free platform. They offer premium versions that varies from \$9 and \$49, premium services give the user the ability to customize the blog as they wish, but the free version is also enough for a great blog.
- **Community:** By joining Tumblr, you have access to a built in community, making it easy to grow an audience than other blogging platforms. You can gather subscribers, answer questions from readers and re-blog other peoples content all from within the platform.
- **Self-sustainability:** Tumblr allows you to schedule posts, removing the need for third party apps like Hootsuite and Virtue.
- **Analytics:** Tumblr gives its users the ability to connect their account to Google Analytics to monitor post effectiveness.
- **Mobile optimized:** Tumblr is optimized for iOS, Android, and Windows app, meaning your blog is automatically mobile optimized.

## Cons:

- **Design limitations:** Tumblr's designs are limited, though Tumblr offers design customization for its themes, Tumblr isn't for individual's brands and businesses that have strict brand guidelines or a particular design team.
- **Functionality limitations:** As mentioned earlier, Tumblr is well-known for its simplicity. Tumblr isn't your best option if you're looking for plugins and widgets.
- **Users must adapt to its format:** Tumblr has a precise formula that works best on the platform. Light on the copy, more on the imagery and shareable stuff. Don't expect huge success on Tumblr if you're writing long form articles with no images. Users must adopt this technique and adjust their content accordingly to create engaging content on the platform.
- **Server dependant:** You're mandated by Tumblr server to host your blog, with no option to host using your own website's preferred hosting software. This can be a security concern as well as a technological one. If Tumblr's server goes down or theres a downtime, so does your blog.

## Sources:

1. Flightpath NYC. (2017). Tumblr for Brands: Pros and Cons of Tumblr Blogging Platform. [online] Available at: <https://www.flightpath.com/blog/2016/10/tumblr-for-brands-pros-and-cons-of-tumblr-blogging-platform/> [Accessed 22 Nov. 2017].

2. Kessler, S. (2017). HOW TO: Create a Group Tumblr Blog. [online] Mashable. Available at: <https://mashable.com/2011/05/01/group-tumblr/#AjZCQZx4emqjh> [Accessed 22 Nov. 2017].
3. TwelveSkip. (2017). How To Make Another Blog On The Same Tumblr Account | TWELVESKIP. [online] Available at: <http://www.twelveskip.com/tutorials/tumblr/513/how-to-make-another-blog-on-the-same-tumblr-account> [Accessed 22 Nov. 2017].