



UBINODES

GUIDE: TUMBLR

BLOG

Review: Tumblr blog.

To effectively reach its audience, a business must determine the most suitable blogging platform. Love4aviation experimented with Tumblr alongside other platforms but decided in January 2018 to cease using Tumblr and transition to Steemit. Here is why.

Introduction.

At Love4aviation, after much consideration and deliberation, we have decided to discontinue posting on our Tumblr blog. Let's quickly review some features and benefits of Tumblr:

1. **Microblogging and Social Networking:** Tumblr allows users to post multimedia and various content to a short-form blog.
2. **Dashboard Interface:** Users can access website features via the dashboard interface.
3. **Live Feed:** The dashboard provides a live feed of recent posts from blogs the user follows.
4. **Interaction:** Users can comment, like posts, and reblog (repost a blog on their dashboard) directly from the dashboard.
5. **Content Uploads:** Users can upload text posts, videos, images, links, and quotes through the dashboard.
6. **Social Media Integration:** Connectivity to other social media accounts like Facebook and Twitter is possible. Posts can be sent as status updates on Facebook and as tweets on Twitter.
7. **Following Blogs:** Users can follow other users' blogs.
8. **Privacy Options:** Bloggers can make their blogs private, accessible only to users with the blog's password.
9. **Scheduling Posts:** Posts can be scheduled for a particular time or delayed, and can also be spread over several hours or days.
10. **Tagging:** Tags help users make their posts easily discoverable by adding relevant tags.
11. **Customization:** For tech-savvy users, Tumblr allows editing of the blog's theme through HTML codes and the use of a custom name for the blog.
12. **Compatibility:** Tumblr is compatible with multiple platforms, including iOS, Android, and Windows.

The Cons of Tumblr are;

1. **Design Limitations:** While Tumblr offers design customization for its themes, its designs are limited. Tumblr may not be suitable for individuals or businesses with strict brand guidelines or a particular design team.
2. **Functionality Limitations:** Tumblr is well-known for its simplicity, but it isn't the best option if you're looking for plugins and widgets.
3. **Adaptation to Format:** Tumblr has a specific formula that works best on the platform, which is light on text and heavy on imagery and shareable content. Users must adapt to this format.

- 4. Server Dependency:** Tumblr requires users to host their blogs on its servers, with no option for alternative hosting. This can be a security and technological concern. If Tumblr's server experiences downtime, so will your blog.
- 5. Account Requirement:** To read an article on Tumblr, the user must create a Tumblr account. Without an account, the article cannot be read.

Although Tumblr has many great features that are beneficial for business blogging, our primary aim in using the platform is to share information with the general public.

Since Tumblr is a privately owned company, our articles can be taken down, or our blog closed at any time for any reason they deem fit. The major drawback is that users must register and create an account to access our articles, which defeats our goal of providing ease of access to our users at all times and from anywhere.