TUMBLR PRO TIPS

Tumblr lets you create and share content in a variety of ways; its roots as a blogging platform make it one of the most versatile accounts to manage. You can share photos or GIFs along with brief captions, create long and short text posts, reblog another user’s content, and answer questions from your followers — all within an environment that you can customize to suit your style.

FIND A THEME THAT LETS YOUR CONTENT SHINE
There are hundreds of Tumblr themes out there; finding a great one is difficult. Choose a theme with a design and aesthetic that lets your content be the center of attention. We’ve found the best themes through Tumblr’s Theme Garden.

DARE TO BE CREATIVE
Make your blog unique by sharing a variety of content. Tumblr lets you create seven types of posts — from text to video to quotes — which you should mix to create a dynamic and engaging blog.

USE GREAT VISUALS
Whether it’s a video, graphic, or photo, Tumblr thrives on visually appealing content; even text posts should include images to keep visitors engaged. Create a GIF and image library so you can find graphics quickly when needed, but branch out and don’t rely solely on what’s in your library. Using the same image multiple times may defeat the purpose of using an image at all.

GIVE CREDIT WHERE CREDIT IS DUE
If you’re using a photo or GIF found on the web, be courteous and make sure to cite where you are pulling it from — by adding image credits below graphics, listing photo sources at the end of your blog posts, or linking each image to its original location. While crediting an image doesn’t automatically give you permission to use a photo, it’s a good place to start. You should become familiar with Creative Commons licenses, but ultimately strive to capture, commission, create, and use your own photos and graphics.

TAG YOUR POSTS
Similar to YouTube videos, use descriptive tags that are both specific and broad to make your posts easier to find by people following specific tags, such as incoming freshmen following — or constantly searching — the #NYU tag. You can use as many tags as you want as long as they’re

OTHER RESOURCES

- Tumblr Training Video
  BY GROVO
- About Tumblr
  BY TUMBLR
- Tumblr Help
  BY TUMBLR
- Tumblr Support Team Blog
  BY TUMBLR
relevant. Depending on your blog’s theme, these may be visible or hidden. We hide tags on our blog for aesthetic reasons, but tags are still visible on posts when they appear on users’ dashboards. While you can hide tags, keep in mind that they won’t always be a secret.

CREATE — AND SCHEDULE — POSTS OFTEN
When creating posts, Tumblr gives you the option to publish immediately, save as a draft, or schedule for later. The latter two options are a great way to compile posts whenever creativity strikes and have drafts saved to be published at a later time.

TRACK ENGAGEMENT ON YOUR BLOG
Note the number of likes and reblogs on each of your posts to get a quick sense of what your audience enjoys most. Your Tumblr dashboard also has an “activity” tab that provides a more in-depth glimpse into your past day, three days, week, or month, as well as your biggest fans and top posts.

ENGAGE OTHER BLOGGERS AND RELEVANT BRANDS
Consider reblogging posts by others if they fit your brand, tone, and goals, keeping in mind that the posts you reblog will show up on your blog. If you chose to do so, we highly recommend adding value to the conversation by writing a few lines to explain how the original post relates to your audience. To play an active role in the Tumblr community, you may also like posts by others and follow other blogs.

CONSUME THE CONTENT YOU WANT TO CREATE
Following blogs you aspire to be like will spark ideas, help improve your tone, and encourage you to think outside the box.