Tumblr is a blogging platform that enables you to easily share the content you love with the world. Unlike other blogging platforms, tumblr is focused on sharing multimedia. It is specially formatted to share photos, images, videos, text, quotations, links, and audio all elegantly displayed in a feed. You also have the option of following other’s tumblr blogs and seeing recent posts from all of them in a chronological feed.

Getting Started
When you first join tumblr, you will pick a name for your blog. This name will become part of the URL. For example, if the NYU Bobcat had a tumblr, he might choose the name “Bobcats Rule” for his blog. His URL would then be: bobcatsrule.tumblr.com. For a fee, there is also an option of making your own URL instead of using tumblr.com (so, bobcatsrule.com).

There is a variety of themes—both free and at a price—that can be styled to a certain level of customization for your tumblr blog’s appearance. Themes will probably vary based on type of blog you are hosting. A more journalistic-styled blog would probably have columns or posts viewable without scrolling. A blog with substantial single posts that stand on their own could have a more minimalistic style with one post at a time on a page rather than a collection all at once.

Consistent Flow of Info
Tumblr has the feature of “queuing” posts, so that you are sharing content consistently and spread out during the day. When writing a post or sharing content, simply choose “Add to queue” and set the frequency at which you want to post (about 4-6 posts is usually good if you have a lot to share) or choose a specific time and date to publish your post. You can also set up features to push your tublr posts to your Facebook and Twitter feeds.

Following
Like many other social media sites, users can follow, like, and share other blog posts. Tags are the easiest ways to explore tumblr, used similarly as in Twitter with hashtags. Using tags to come up in searches is the best way to get your posts noticed and reacted to.

Your dashboard feed will have recent posts from blogs that you follow. You can find people you know to follow through importing contacts, or just searching interests and tags. However, you don’t have to follow blogs to reblog or like posts from another tumblr user.

Examples
NYU Local: http://nyulocal.tumblr.com/
Florida International University: http://fiu.tumblr.com/

Further Reading
   Tumblr in Higher Education