



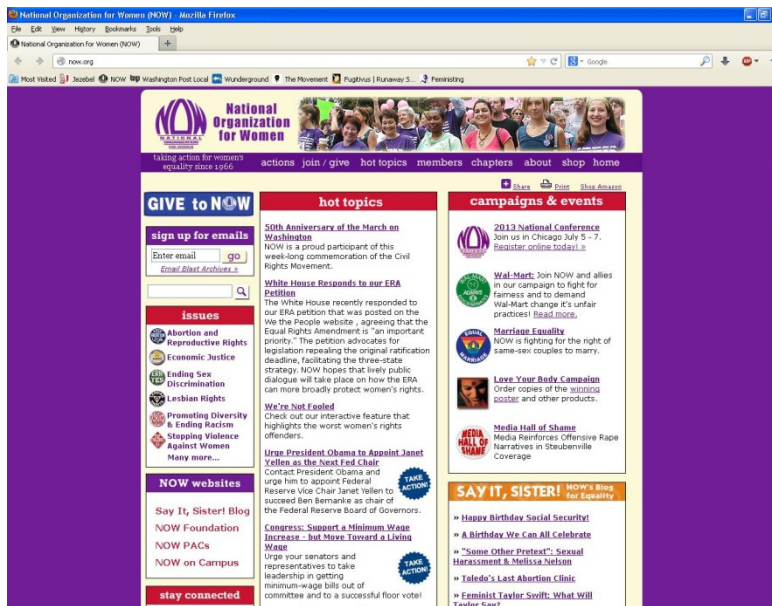
## Tumblr: A Step-By-Step Guide

This guide is designed to assist NOW leaders in creating their chapter Tumblr page.

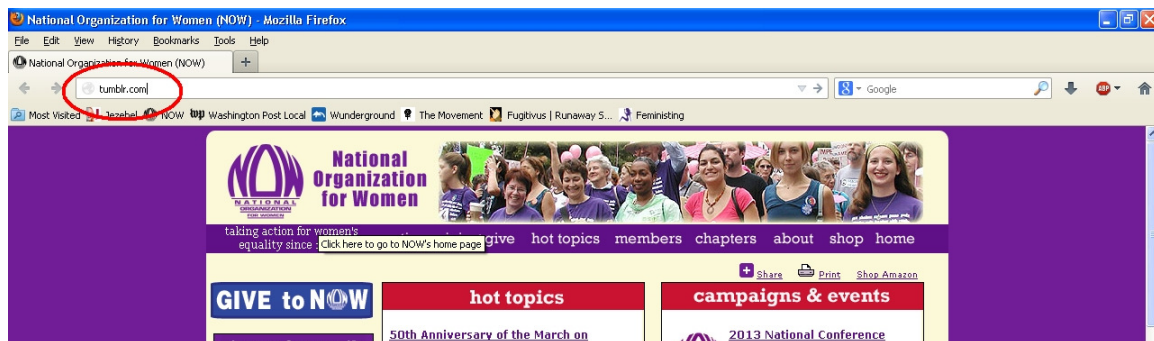
### *Why create a Tumblr account for your chapter?*

Tumblr allows users to post blogs for free. On Tumblr you can include links, photos, videos, and more in your blog posts. This is an alternative platform for chapters without a website or a stand-alone blog.

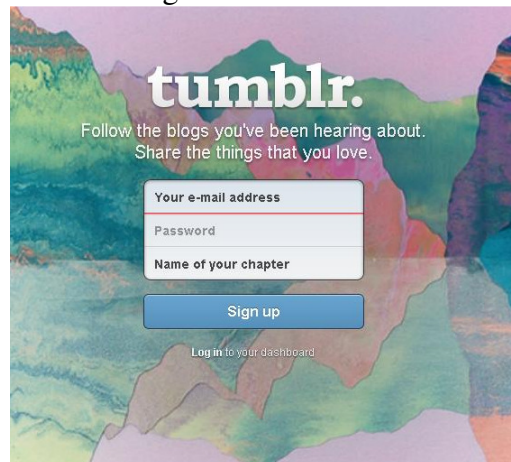
Step 1: Open your web browser (i.e. Google Chrome, Firefox, Safari, Internet Explorer). Your browser's "home page" will appear. In this tutorial now.org is the browser's home page.



Step 2: Delete the “home address” (in this example, now.org) in the address bar. Then type "tumblr.com" into the address bar of your web browser and press the **Enter** or **Return** key on your keyboard. (On an Apple computer it will be labeled a Return key, and on a Windows computer it will be labeled an Enter key. The keys serve the same purpose; they are just labeled differently depending on the computer’s manufacturer.)



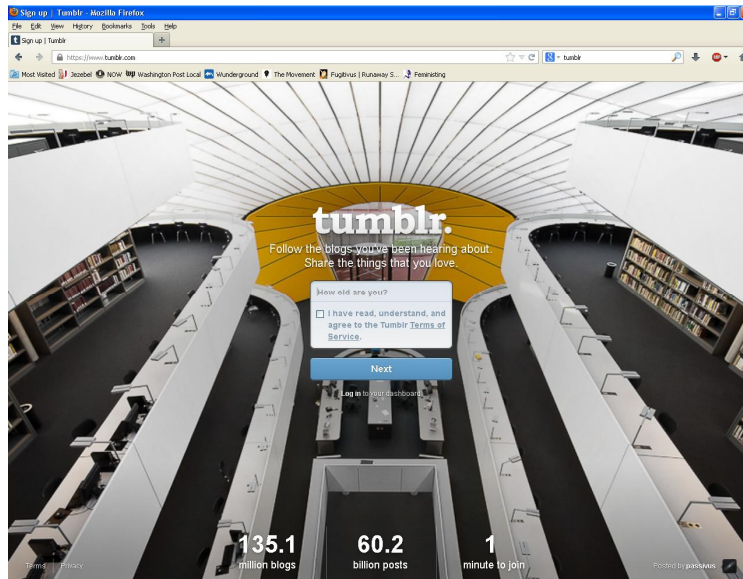
Step 3: On this page, type your chapter email, password, and a username (the name of your chapter) in the spaces provided. Then click “Sign Up”. Your e-mail address and password will serve as your future log in information.



Tip: When creating a password, a column of bars will appear to the right in the password box. If the column bars are grey or red, your password is considered “weak”. In order to create a “stronger” password use upper case letters, symbols, and numbers. A “stronger” password provides higher security for the account you are creating. If the column bars on the right are green then your password is “stronger”. The more green bars indicate the strength of your password.

*Important Note:* Be sure to write down your log in information for future reference.

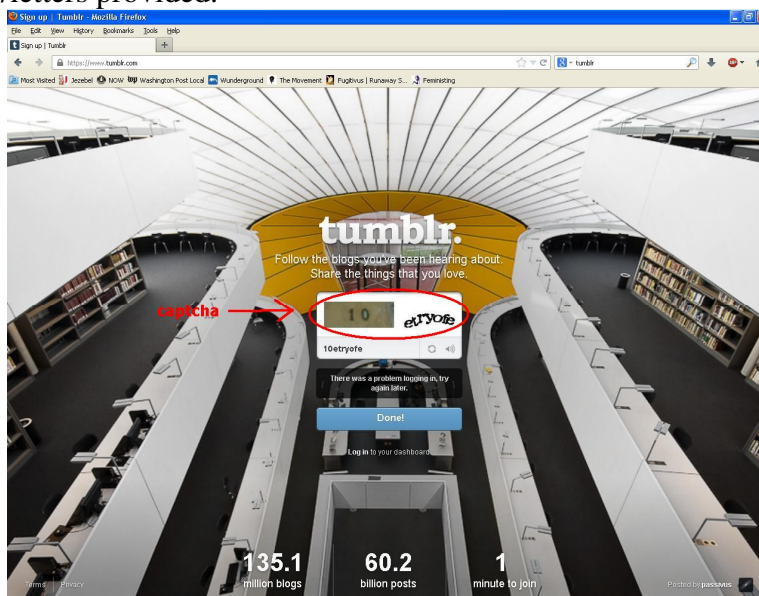
Step 4: Enter a number over 13; this is required to ensure that users are over the age of 13. On the bottom row, click the box to show that you agree to the Tumblr's Terms of Service. Then click **Next**.



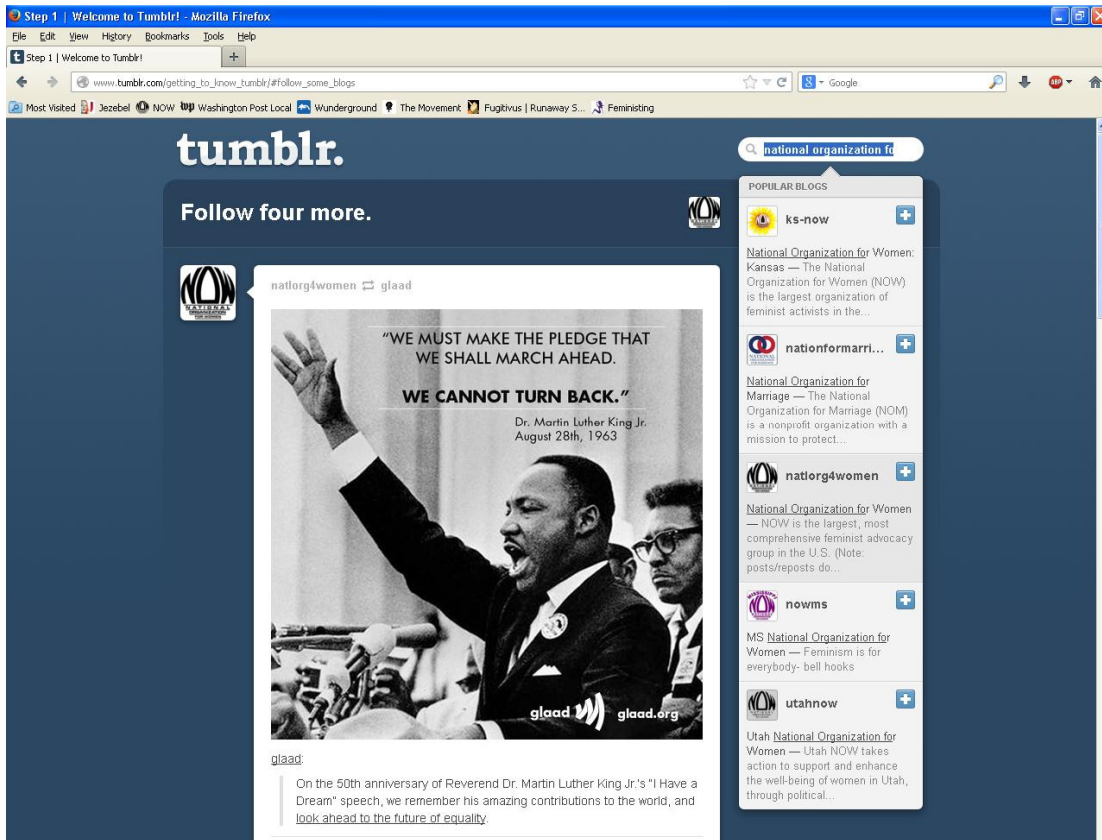
Step 5: In the space provided, type in the letters or numbers you see. This is a security procedure known as a "captcha." If you cannot make out what is there you can click the "refresh" button next to the text box, or click the speaker button to hear the "captcha" read out loud. Once you have typed your answer press the "Almost Done!" or "Done!" button.

Tip: Do not put a space between the 2 images you see.

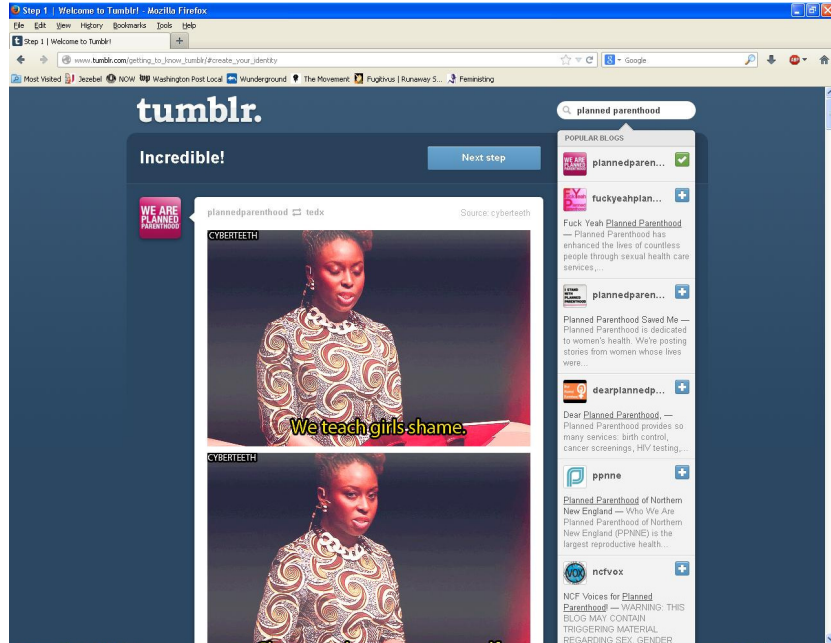
If your typed answer does not match the image, you will need to try again with the new set of numbers/letters provided.



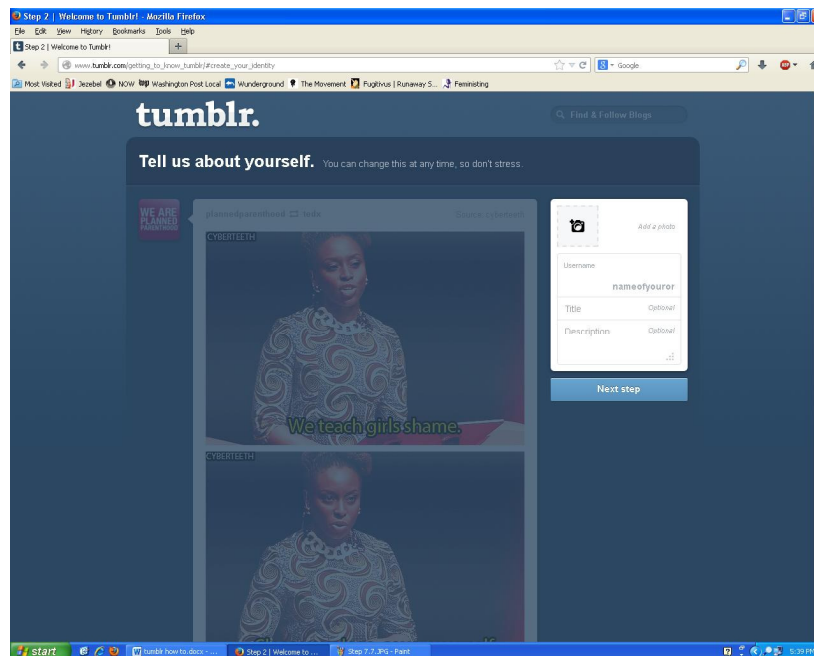
Step 6: You will need to “follow” (subscribe to) 5 different Tumblr pages. In the example, the first blog that we decided to follow was the National NOW Tumblr page. There will be suggested Tumblr pages on the right, however if you want to search for a specific Tumblr page you can use the search bar at the top right hand corner of the web page. In order to follow a Tumblr page, you will need to click the “+” sign. Make sure at least one of the Tumblr pages you follow is the National NOW Tumblr page. Following a page means that its posts will show up on your Dashboard.



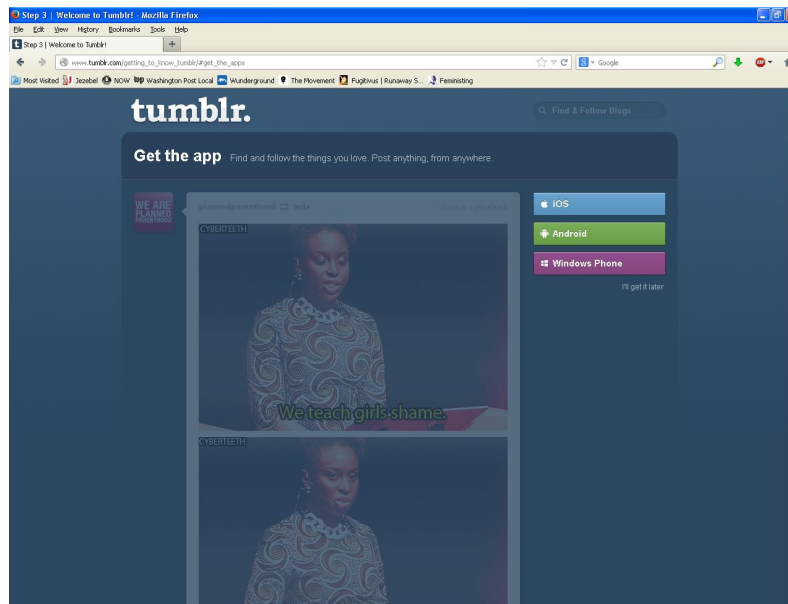
Step 7: After you choose 5 Tumblr pages to follow click the “Continue” or “Next Step” button.



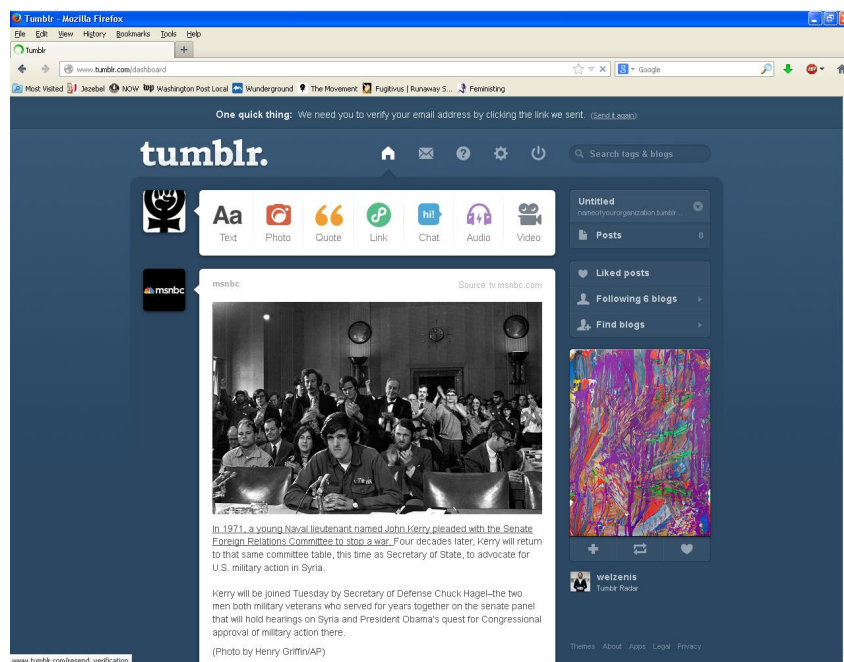
Step 8: Choose a picture which will become your “icon”. At a later time you will be able to change the picture you take or upload, if desired. This can be your logo or a picture of your chapter. At this time also provide a title and a brief description of your chapter. Once completed, click “Next Step”.

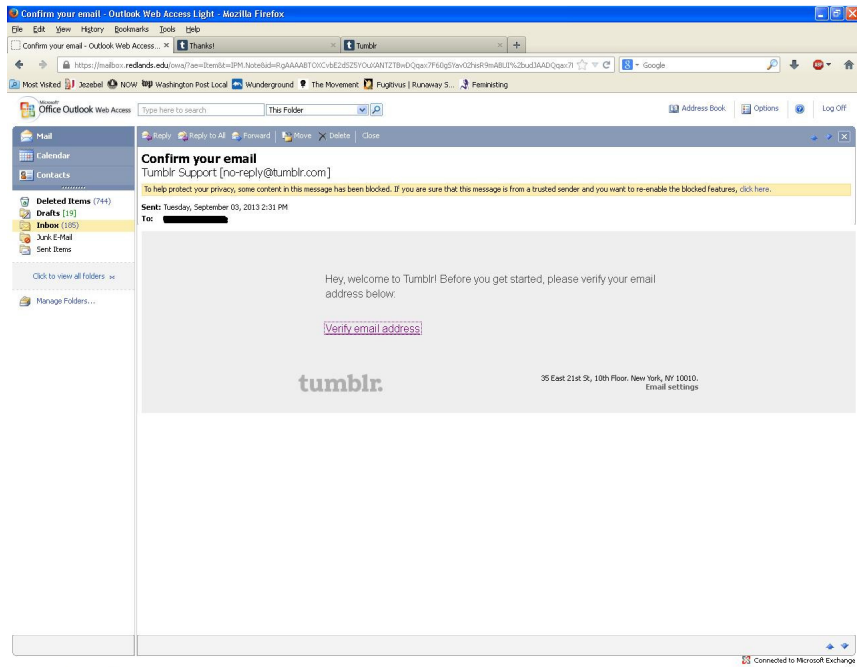


Step 9: You can connect your Tumblr account to your smart phone. This is not required. If you do not want to connect your account to your smart phone, or do not have a smart phone, click “I’ll get it later” listed underneath the phone options.

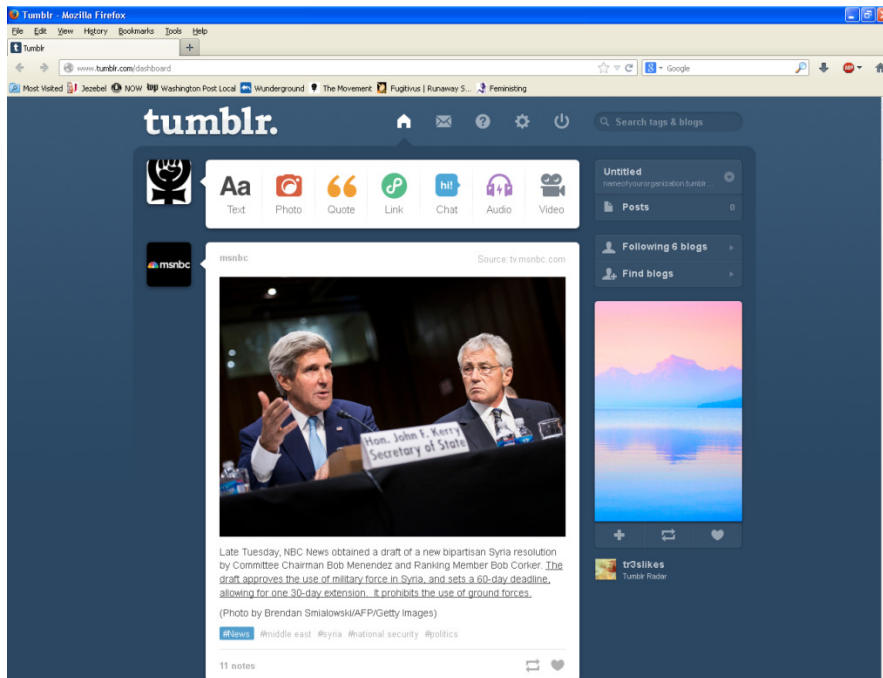


Step 10: Go to the e-mail account you signed up with to verify your address. If you do not see an e-mail from the Tumblr staff (“Confirm your email” from Tumblr Support), check your spam folder just in case. After opening the e-mail click “Verify this address”. But, if you did not receive an e-mail from the Tumblr staff to verify your e-mail address, go back to the Tumblr page and at the top of the page click “(send it again)”.





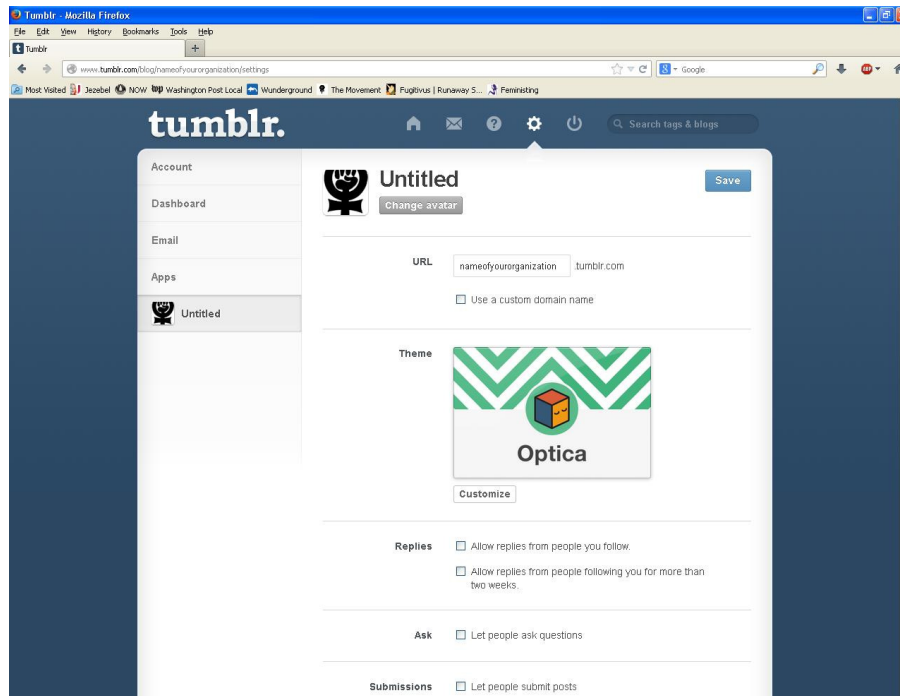
Step 11: Return to the Tumblr. You now have now created an active Tumblr account! When you log into Tumblr, you will see your “Dashboard”. The newest posts from the Tumblr page’s you are following appear here.



Step 12: To begin customizing your Tumblr click the setting's button at the top of the page.

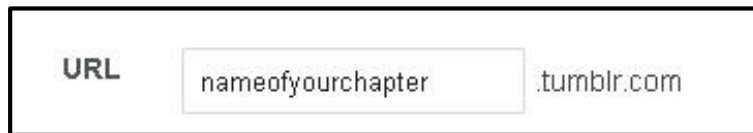


Step 13: The column on the left of the screen will include a tab with your blog title. Click it.





Step 14: On this web page there are many options that will help you customize your specific Tumblr page. (This is different from your Dashboard; this is the page viewable by the public.) If you want to change the URL to your tumblr page (web address) that is the first option. The URL is the address that a person can go to in order to see your public posts. **Recommended:** List the name of your chapter in the URL to make your blog specific to your NOW chapter.

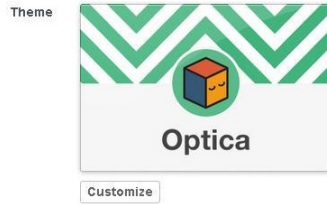
A screenshot of a Tumblr URL field. The field is a rectangular box with a black border. Inside the box, the word "URL" is on the left. In the center, there is a smaller white box containing the text "nameofyourchapter". To the right of this smaller box is the text ".tumblr.com".

Other Features on this page include:

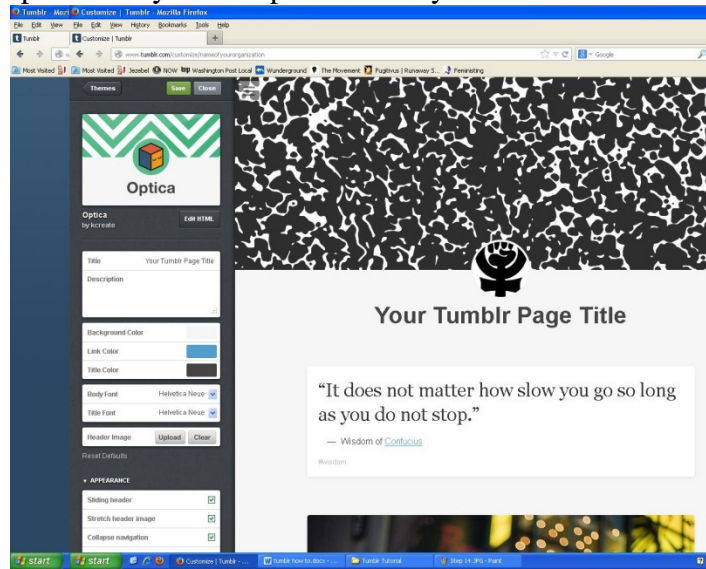
- Customizing your tumblr page's theme (Steps 14-18)
- Replies:
  - [1<sup>st</sup> box] Allows people who manage Tumblrs that you follow, to reply to questions that you post on your Tumblr page
  - [2<sup>nd</sup> Box] People who decide to follow your blog can respond to your question after they have been following you for 2 or more weeks.
- Ask: Anyone can post a question to your Tumblr page publically.
- Submissions: Anyone can submit a post (text, link, picture, ect.) to your Tumblr page.
- Queue: "The queue lets to stagger posts over a period of hours or days. It's an easy way to keep your blog active and consistent."
- Facebook: This option links your Tumblr page to your Facebook page. So anything that you post on Tumblr will be automatically posted onto your Facebook page.
- Twitter: Will link your Tumblr page to your twitter account. If you post something on Tumblr, the link will automatically be tweeted through your twitter account.
- RSS Feeds: AKA people's dashboards. To "Truncate RSS feed" means that posts you create, will appear shorter in someone's dashboard. In order for that person to view your full post, they will need to visit your Tumblr page. There is no reason to check the "FeedBurner" option.
- Language: Your language preference.
- Time zone: Your time zone
- Directory: By checking the first box, if someone were to look up your Tumblr page in a search engine (Google, Yahoo, Bing, ect.) it would appear in their search. NSFW is an acronym for- Not Safe For Work

After adjusting your settings click the "save" button located at either the top or bottom on the right-hand side of the screen.

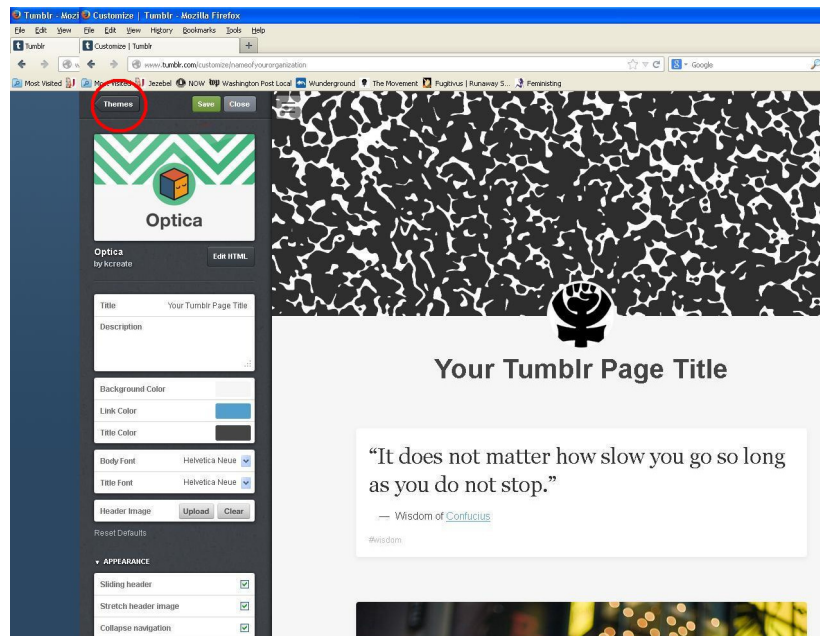
Step 15: To customize the "theme" of your tumblr page, click "Customize"



Step 16: From here you can decide what layout, background patterns or colors, font, etc. you want for your Tumblr page. You can also edit your Tumblr's title and description from this page. The layout you are customizing is what people will see when they visit your Tumblr page. Additionally anything you "post" will appear here, for your "followers" to keep track of your Chapter's activity.

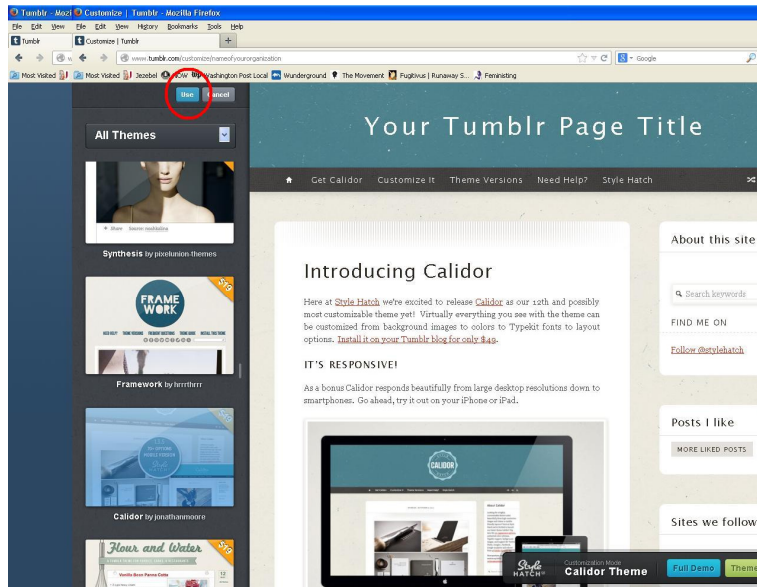


Step 17: To change the layout of your Tumblr page click "theme" at the top left corner of the web page.

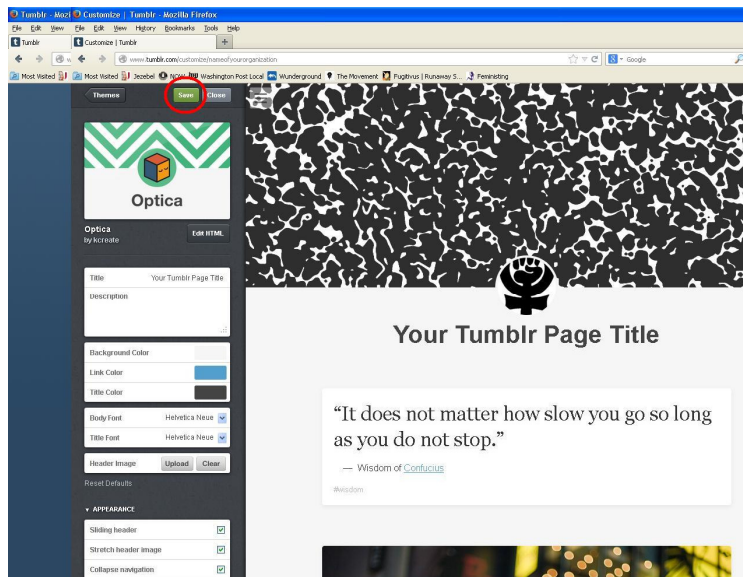


Step 18: Different options will appear in the column on the left. Choose a theme/layout by clicking on it. To save that theme/layout click “Use”.

**IMPORTANT NOTE:** Some themes are *not* free. In order to see the free themes click the dropdown box in the left column that says “All Themes”. One of the options in this box is “Free Themes”. By clicking on “Free Themes” the refreshed list of themes will all be free.



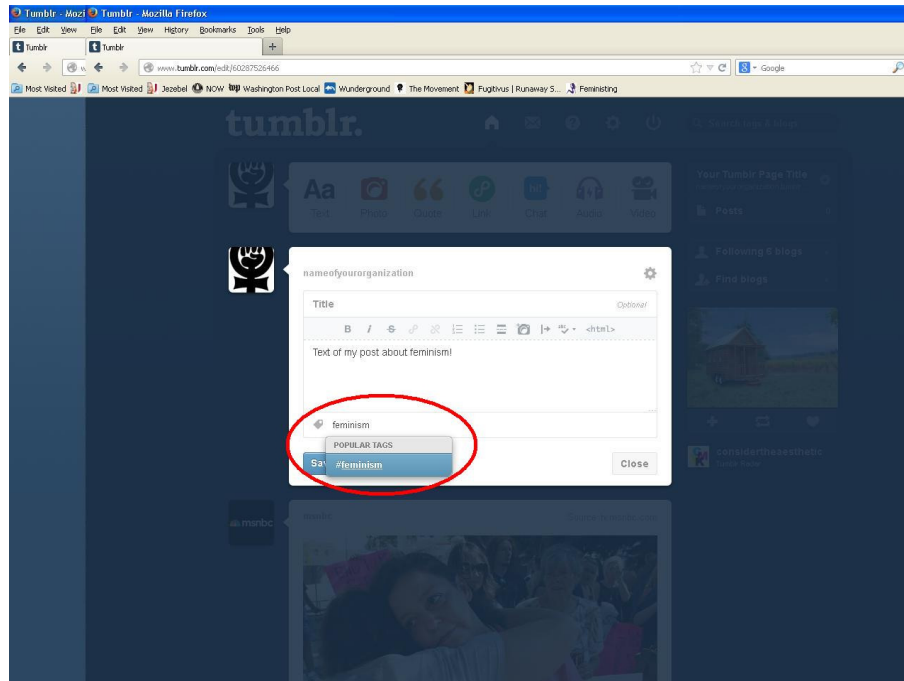
Step 19: Once you are happy with your Tumblr’s layout click save at the top left corner of the webpage.



When you are finished customizing your Tumblr page, click “close” (button next to “save”) and you will be redirected back to your dashboard.

Step 20: Now you can start posting your photos and blogs!

Tip: When posting anything- Tumblr will let you review and edit what you are posting before it is posted. You can edit and/or delete posts at any time. While reviewing your post, underneath the post you can put hashtags to make your post more easily searchable.



Step 21: Add the URL of your Facebook page to the online form below so we can keep do our part to spread our message! You will need to copy and paste the URL into your browser in order to fill it out.

[https://docs.google.com/forms/d/1L\\_1CzpUPLNx64j5OjflibkqvvrXRJBq7P2Vvkqt\\_8zw/viewform](https://docs.google.com/forms/d/1L_1CzpUPLNx64j5OjflibkqvvrXRJBq7P2Vvkqt_8zw/viewform)