

## 11-1 - Becoming The User Of Tumblr (Part 1)



**S1:** Hi and welcome back.

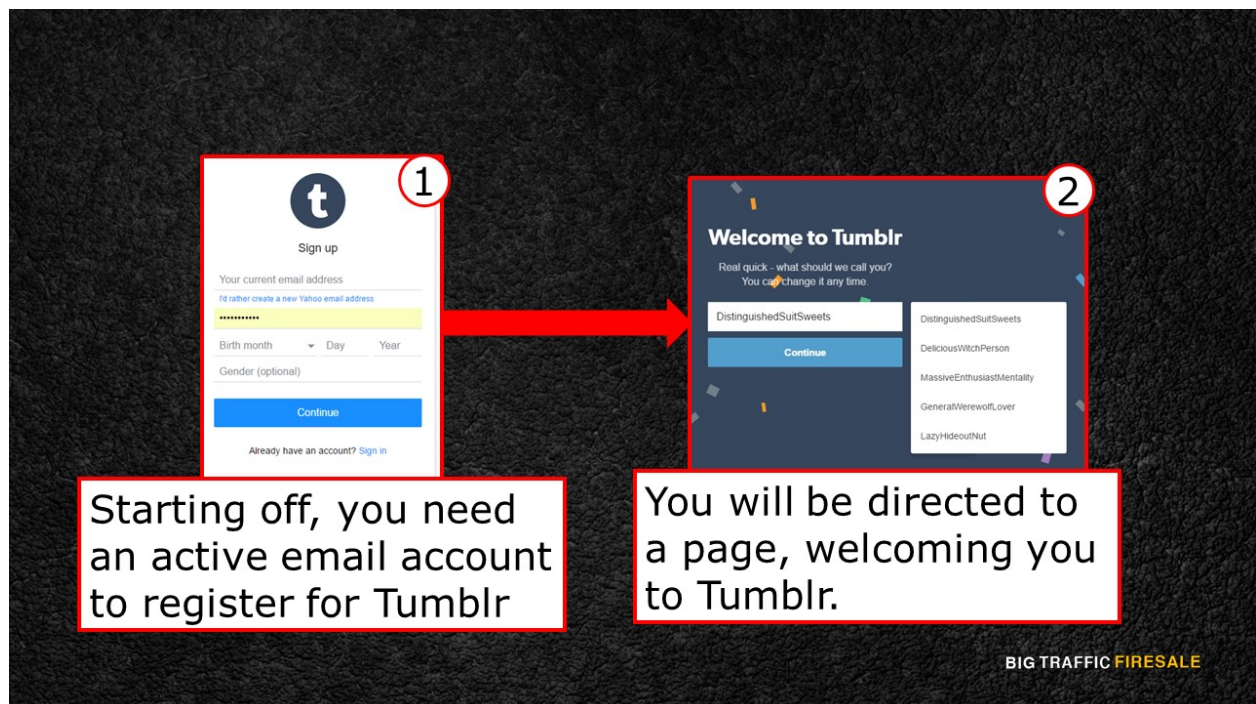
### **In The End Of This Section...**

- ▶ You will be able to create your own account and manage it accordingly
- ▶ You will start looking up for anything interesting and relevant, thus, following fellow bloggers of similar interest
- ▶ You will learn to publish that first post you wanted and tagging it for full search optimization
- ▶ Top most tags used by the majority users of Tumblr

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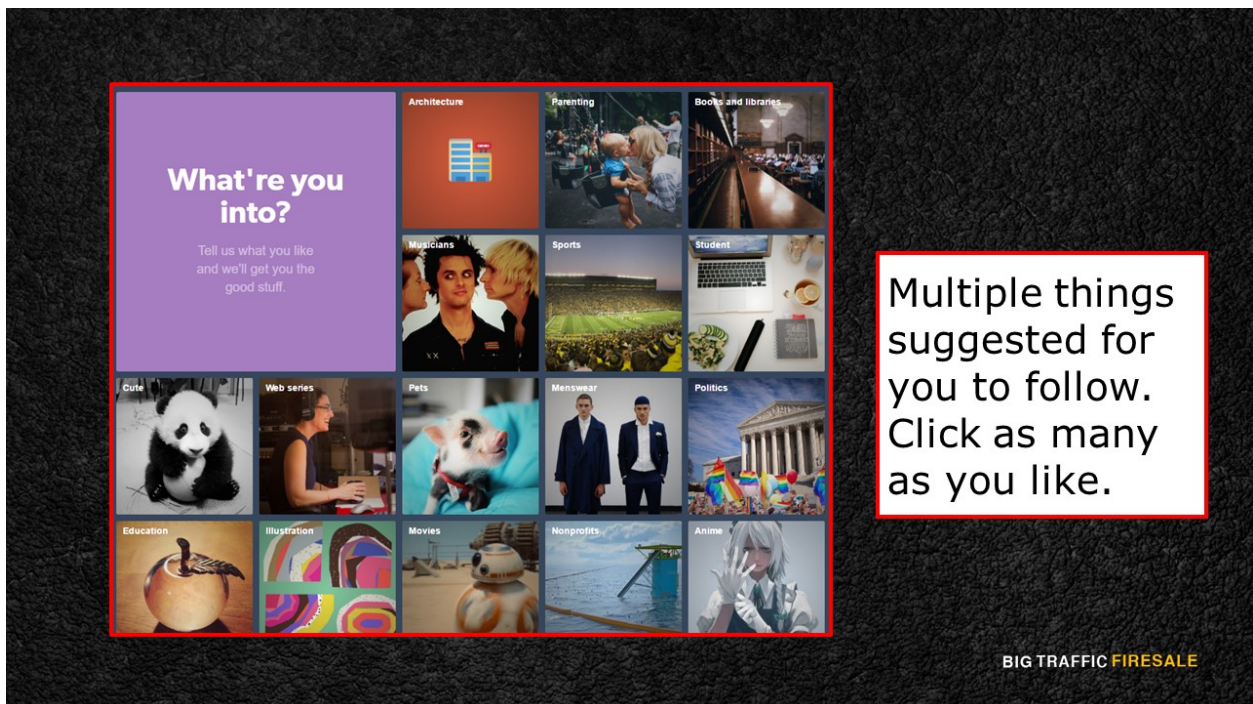
**S2:** Towards the end of this module, you create your own account and manage it accordingly. Then, you start looking up for anything interesting and relevant, following fellow bloggers of similar interest. You will learn to publish your first post and optimizing it. Finally, we explore the top most tags used by the

majority users of Tumblr.

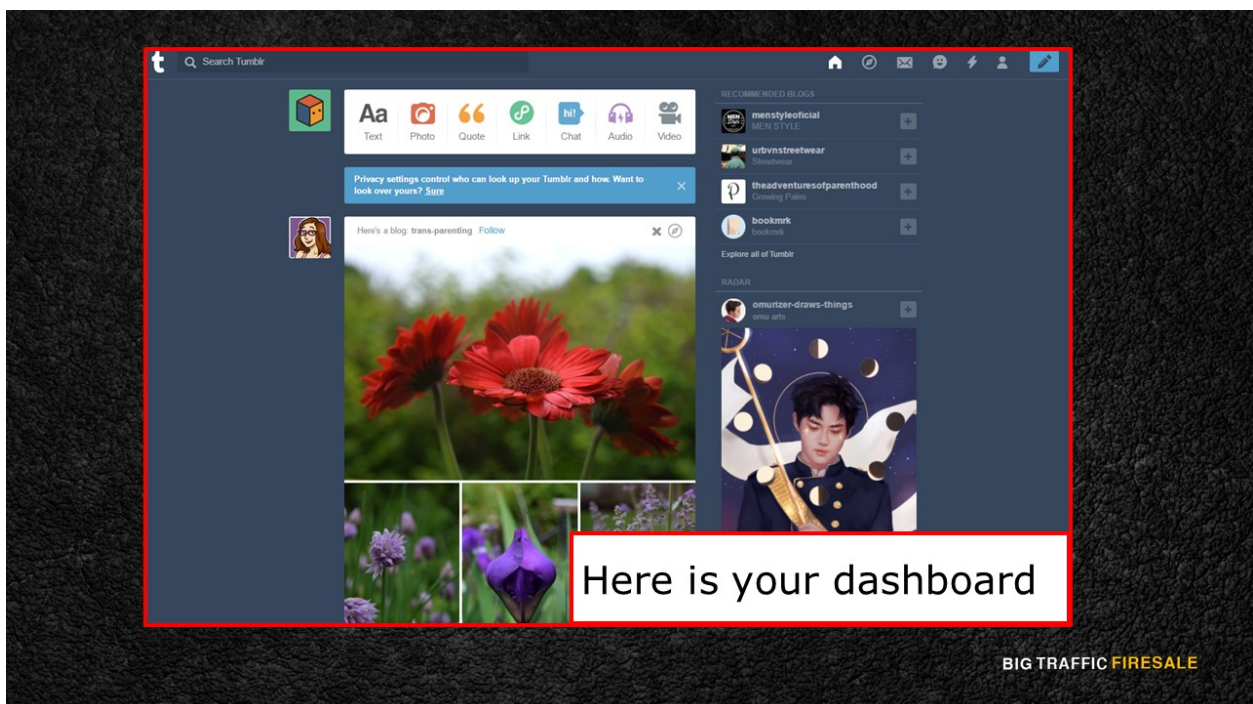


**S3:** Starting off, you need an active email account to register for Tumblr. This is the Tumblr's home page for unregistered users. Click 'Sign Up'.

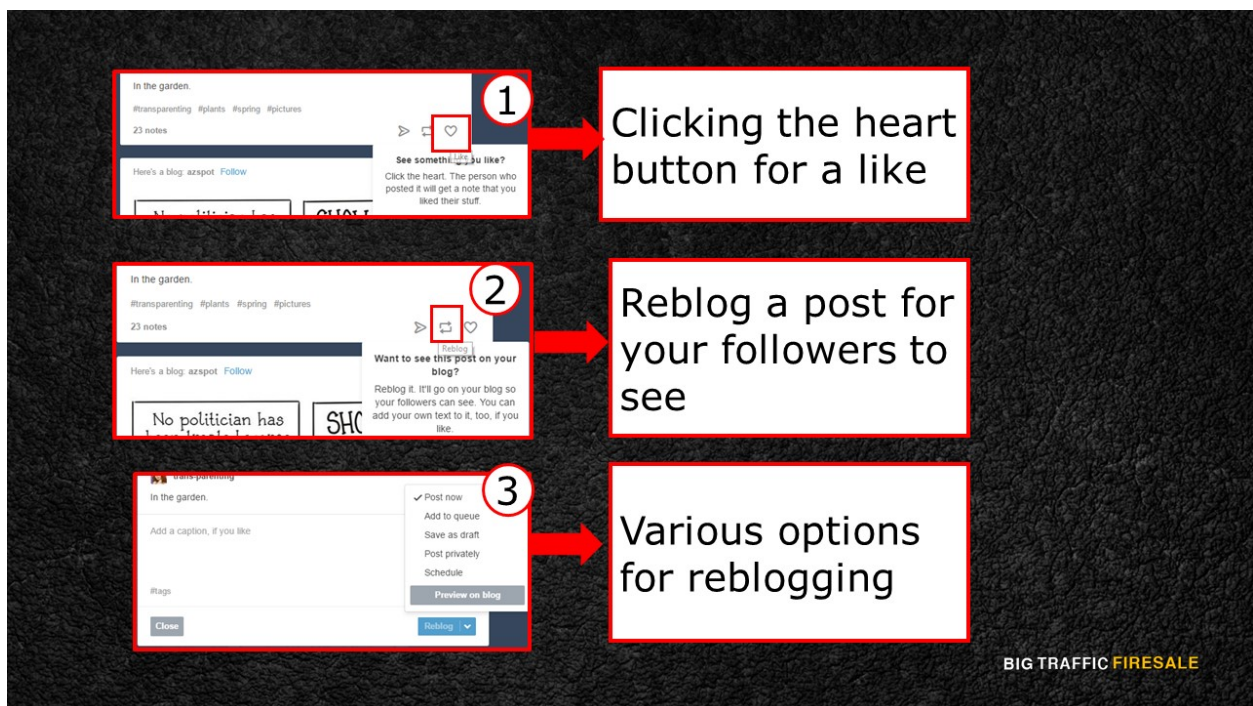
Once that is over, you will be directed to a page, welcoming you to Tumblr. Enter your relevant username. If you are signing up as a business, it is advisable to use your company's name.



**S4:** Continuing, you will see a page with multiple things suggested for you to follow. You can follow as many as you wanted. Once you have had your pick, click 'Next'. You will see a loading screen where Tumblr is automatically optimizing your choices and building up your dashboard accordingly.



**S5:** Here is your dashboard. Tumblr will then help you navigate through your dashboard. First of you will be taught on liking a post.



**S6:** Clicking the heart button will notify the person who posted it to get a like. That is one of the main items you aim for when posting something relatable to your business in Tumblr. The more likes you get, the more users will be directed to follow you.

Then you will be taught to reblog a post using the icon besides the heart. Reblogging a post will allow the post to be on your blog so your followers can see it.

Keep in mind other users may also reblog your post. When you click reblog, you have the options to add comments on the post. What's more, you can add tags to it too! Plus, you have the choice to either reblog it instantly, add to your queue post, save in your draft, post it privately or even scheduled post. You also have the option to share it amongst your followers or to other platforms as well.

Either way, this will help your company reach and expand across multiple users in Tumblr.