

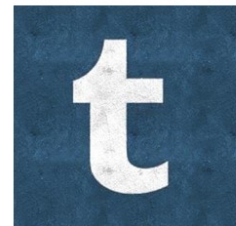
## 11-2 - Becoming The User Of Tumblr (Part 2)



S1: Hi and welcome back.

### In this section...

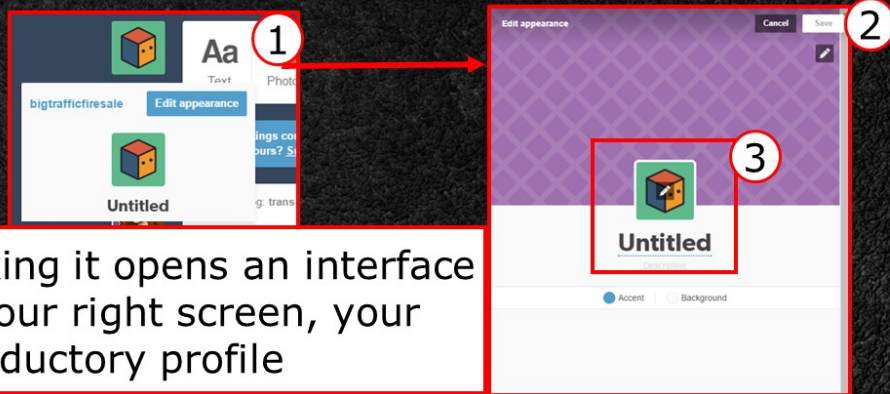
- It is time for you to customize your profile, and in Tumblr, you have 2 kinds of profile.



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S2: We continue with how to maximize your Tumblr platform. There are 2 kinds of profile in Tumblr.

## First Tumblr Profile – Introductory Profile



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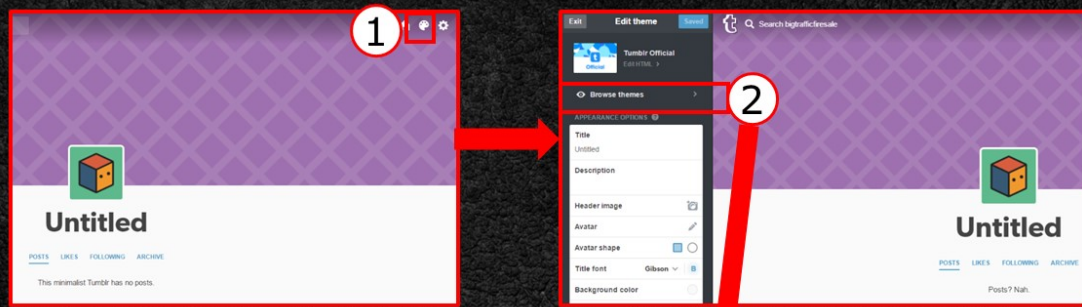
**S3:** Let us explore the first one. Continuing from your dashboard, you see a thumbnail on the top left screen.

Clicking it opens an interface on your right screen. This is an introductory profile. Users get a glimpse of what your blog is all about in this section. It looks empty now because you have yet to post anything.

First off, your thumbnail should be relevant to your business. Use your logo for this. Name your page and describe it per the objective your business. Next, your header image is to encapsulate the whole idea of your business.

If you are uncertain, explore other blogs for ideas. Hover to other thumbnails you see on your dashboard. When you find anything interesting, click it and the same introductory profile will pop up. There are plenty of users out there who could assist in your idea pool.

## Second Tumblr Profile – Main Profile



Click 'Browse Theme' and navigate from there. However, most of these themes require you to pay, so for now, stick to 'Free Theme'

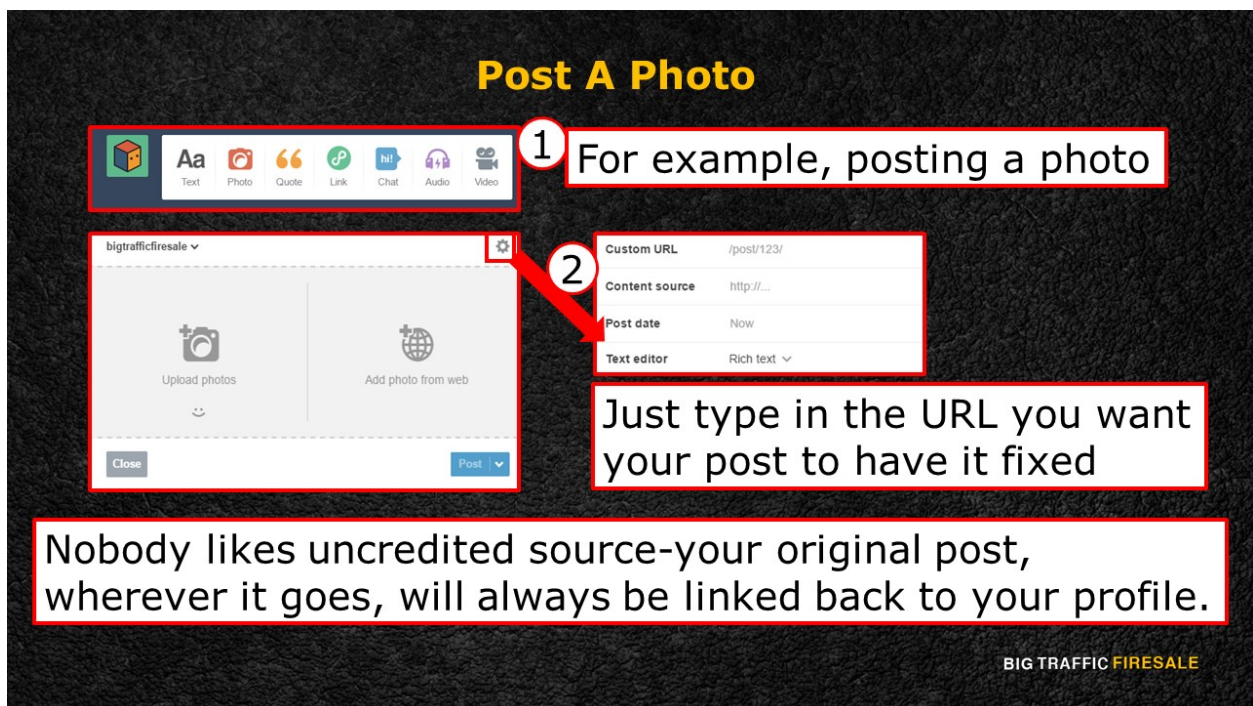
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**S4:** Next, edit your 2<sup>nd</sup> profile page. This serves as your main page to users in Tumblr. Simply click on your avatar when the right interface pops out and you are directed to your main page. On the top right screen of your page, click on the 'Edit Appearance' icon.

There are multiple customizations you can do. You can edit your theme however you want. Explore these options and figure out which suits your business best. There is also ready-made theme you can browse through. Click 'Browse Theme' and navigate from there. However, most of these themes require you to pay, so for now, stick to 'Free Theme'.

Now that your blog is ready, time to create posts to generate traffic!





**S5:** Click the 'Dashboard' button. On top of the page, you can see 7 icons besides your avatar. Click the icon suitable for your post.

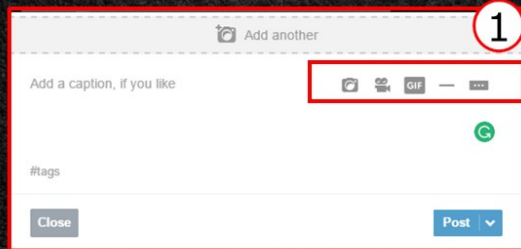
Say for example, you want to post a photo from your device. Here is your photo and the tools necessary for traffic in Tumblr. Before you dive in to the captions and the options within, click the 'Settings' button top right of your photo.

One useful tool from Tumblr is the custom URL. Every post will have the option to have its own custom URL. This makes it easier for users to find you! Just type in the URL you want your post to have. Below it is the content source.

Nobody likes uncredited source and since 2011, Tumblr expressed their concerns over posts that are not properly credited. This is because authors or owners did not get the traffic and recognition they deserve.

This way, your original post, wherever it goes, will always be linked back to your profile. What's more, only the creator of that post may change its source and not random users of Tumblr. There's also 'Postdate' and 'Text editor' options.

## Post A Photo – Cont.



On the captions, you have the option to add another 'photo', 'videos', 'GIFs', 'horizontal line' for caption breaks and 'read more links' if you want to put additional credit to the source of your post

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**S6:** On the captions, you have the option to add another 'photo', 'videos', 'GIFs', 'horizontal line' for caption breaks and 'read more links' if you want to put additional credit to the source of your post.

Finally, tagging. This is important. Your traffic in Tumblr also depends on the tag you've given to your post.