

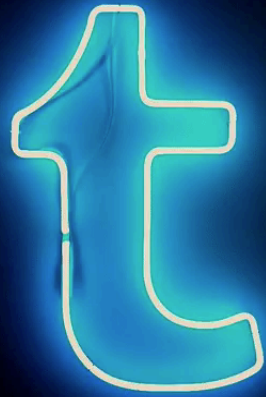
tumblr.

#SMOP14



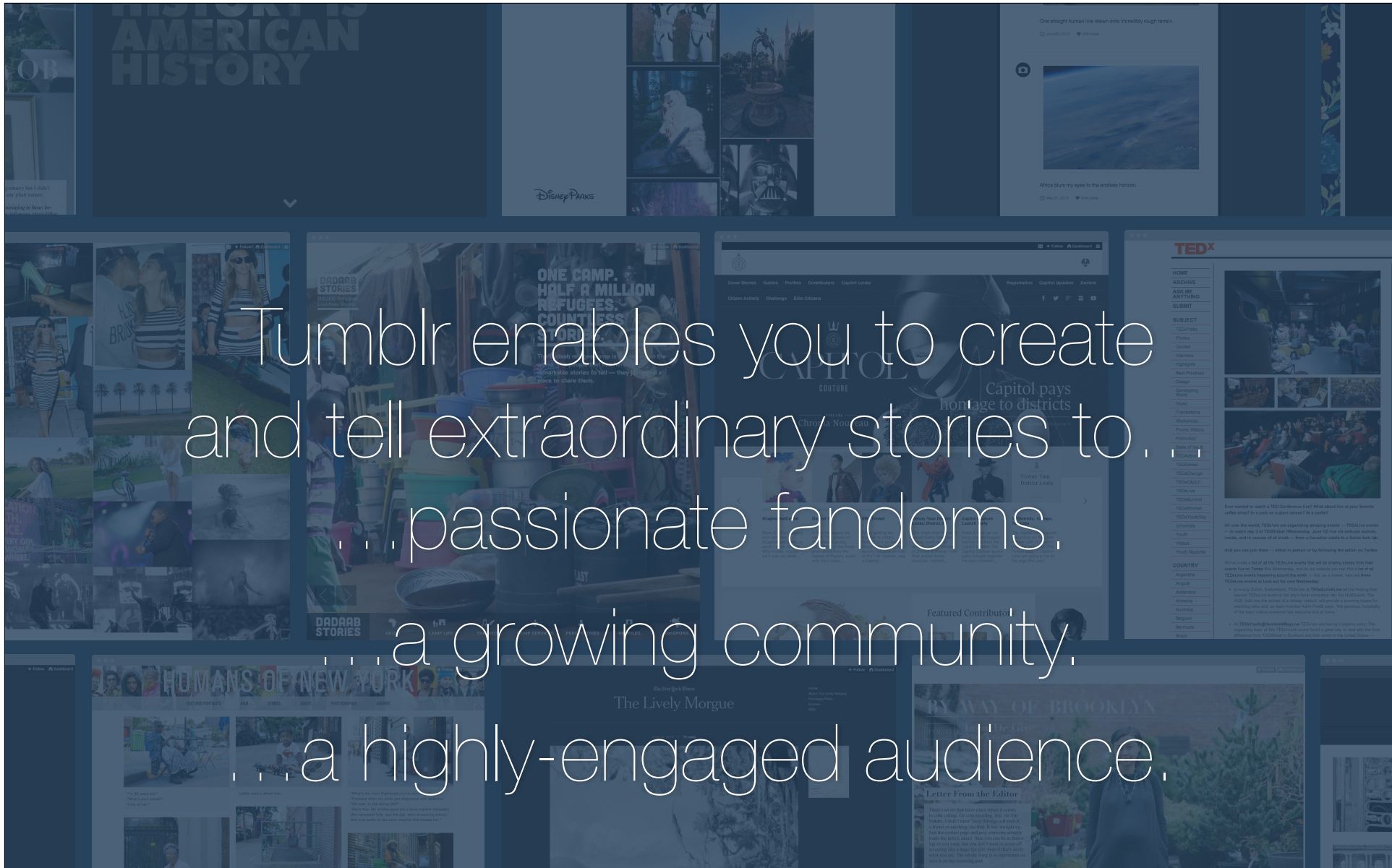
Hi, I'm ~~Libya~~. ~~Libra~~. Liba.

*When you're strange,
No one remembers your name.*

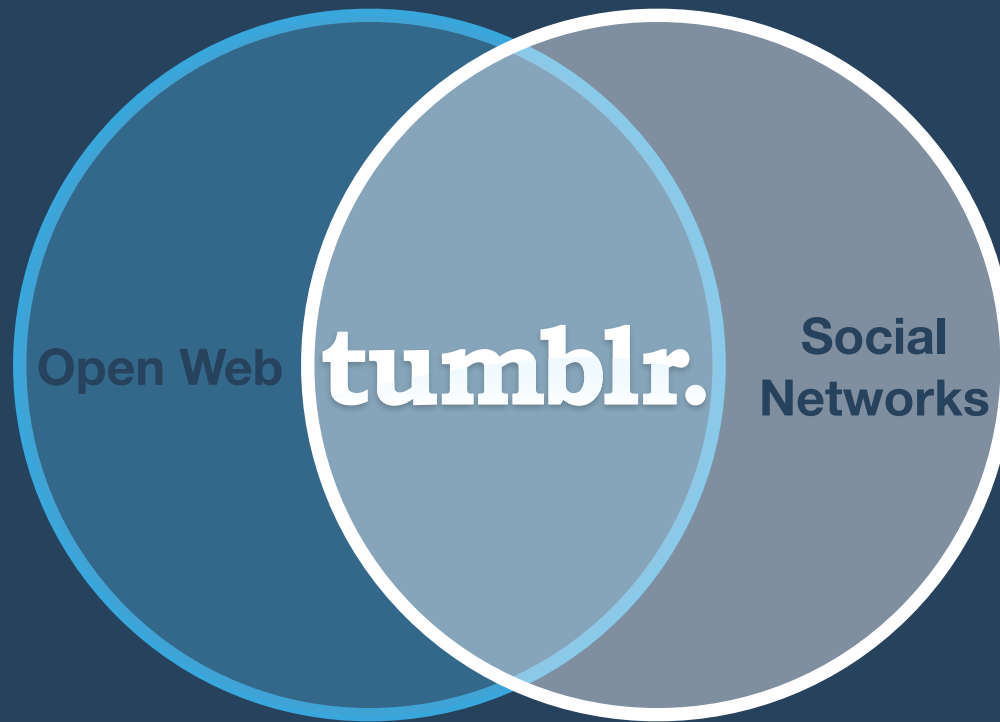


& I work at tumblr.

libawr.tumblr.com
changemakr.tumblr.com

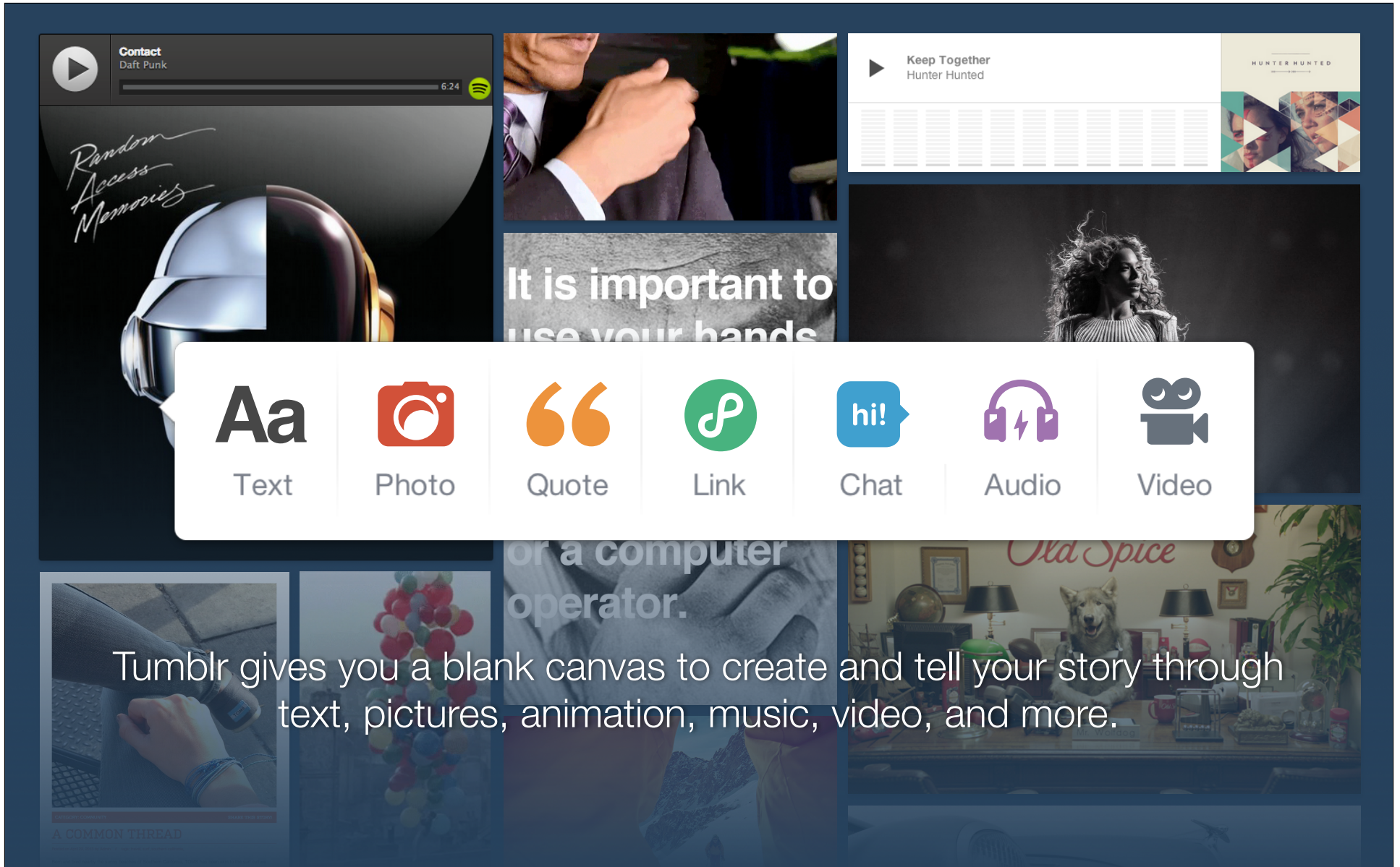


What sets us apart?



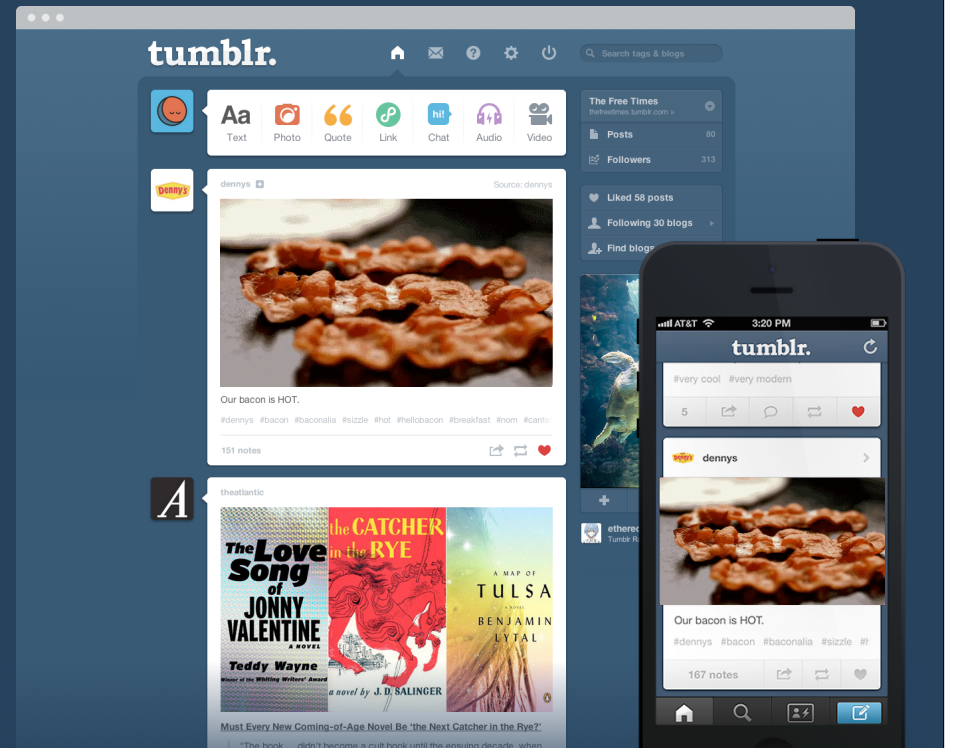
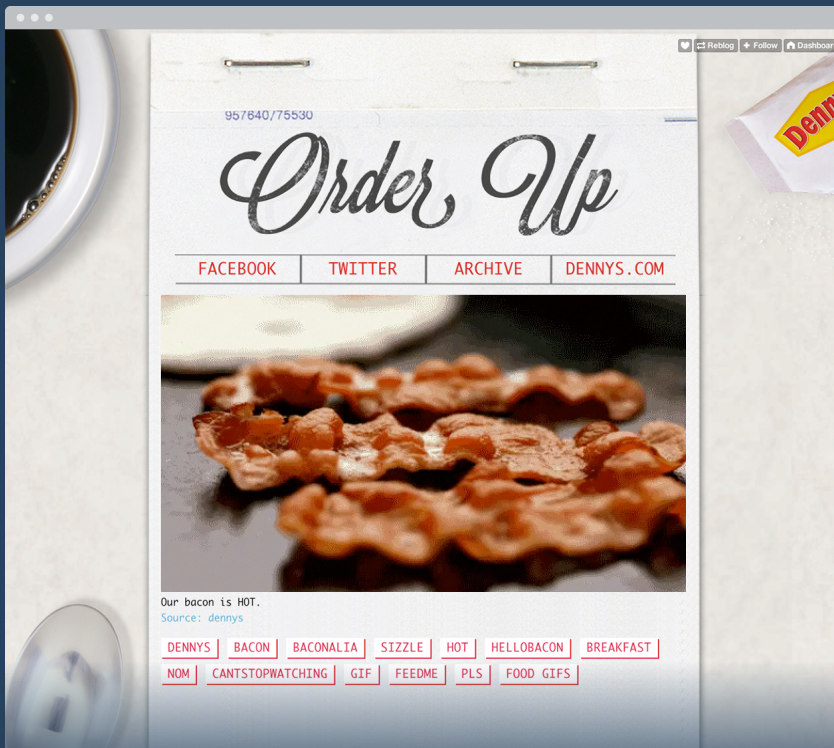
complete creative
control of the open Web

built-in audience
of a social network



Tumblr gives you a blank canvas to create and tell your story through text, pictures, animation, music, video, and more.

One post. Multiple touchpoints.



We're friendly!
Seamlessly push & pull content across your communications mix...



blog.dennys.com

Custom URL



SEO Optimized

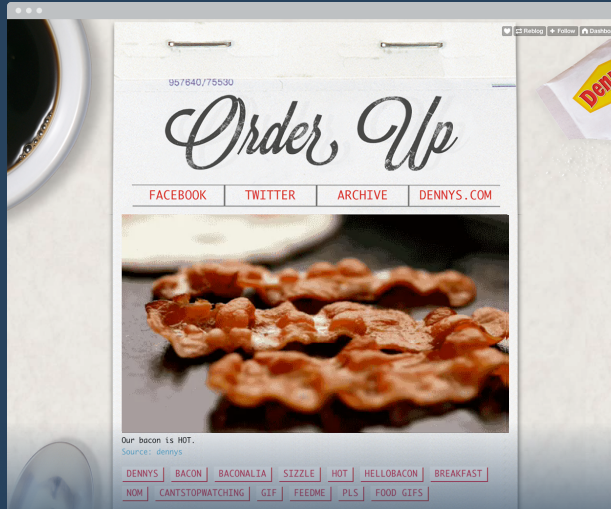
+ Follow

Dashboard

Engaged Network



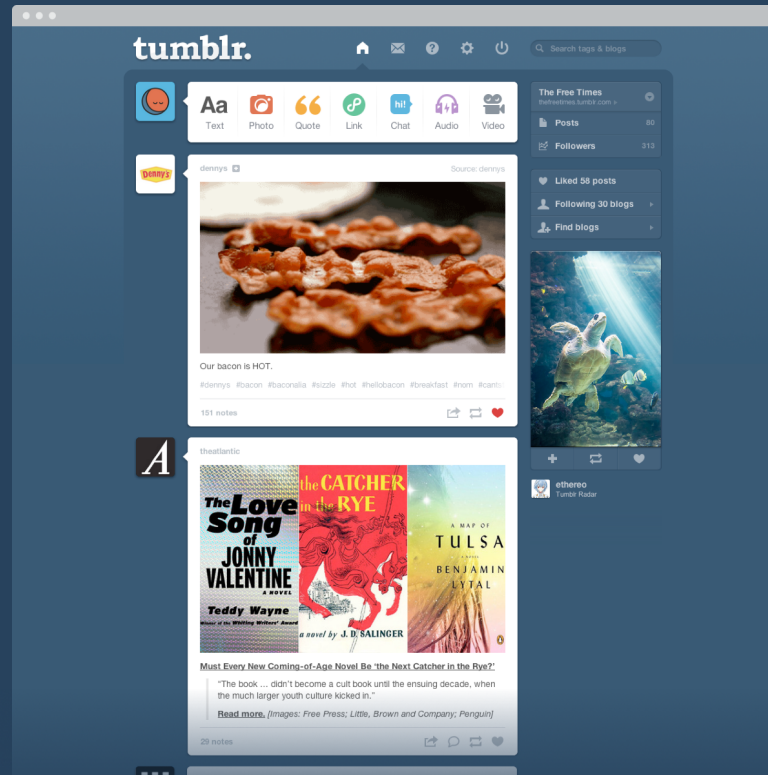
Analytics

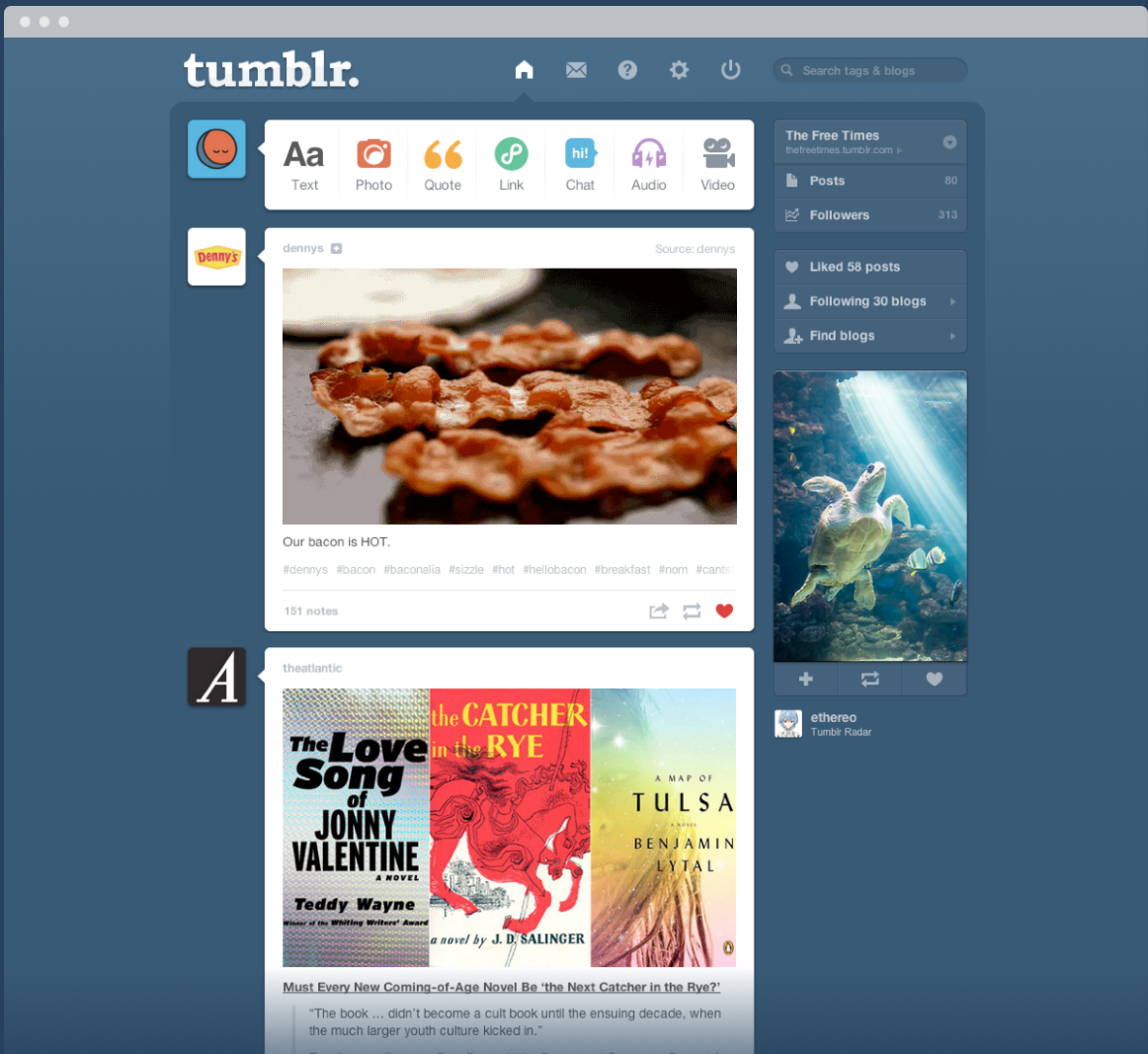


Mobile Optimized

The Dashboard

A feed of stuff you love from blogs you follow, updated in real-time.





125K+
New users sign up per day

100M+
Posts per day

174M+
Monthly global uniques

Source: Comscore, Tumblr Internal Data.



@vvtelxeira:

Go on and try to tear me down. I will be rising from the ground, like a skyscraper! #NYC #sky #photooftheday #skyscraper

#NYC #New York City #Manhattan #new york #empire state building #sky #sum

19 notes



ifc trillyoloswag



[Both screaming]

Monday.

745 notes



pitchfork



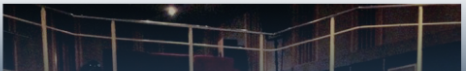
Daft Punk by Nabil.

#Daft Punk

1,672 notes



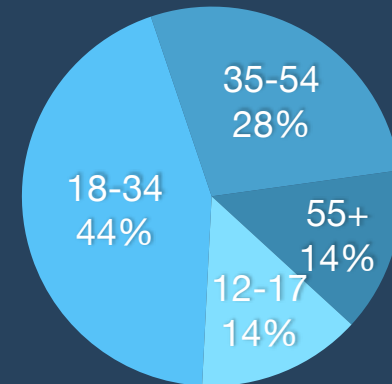
polyvinylrecords



50%
Female

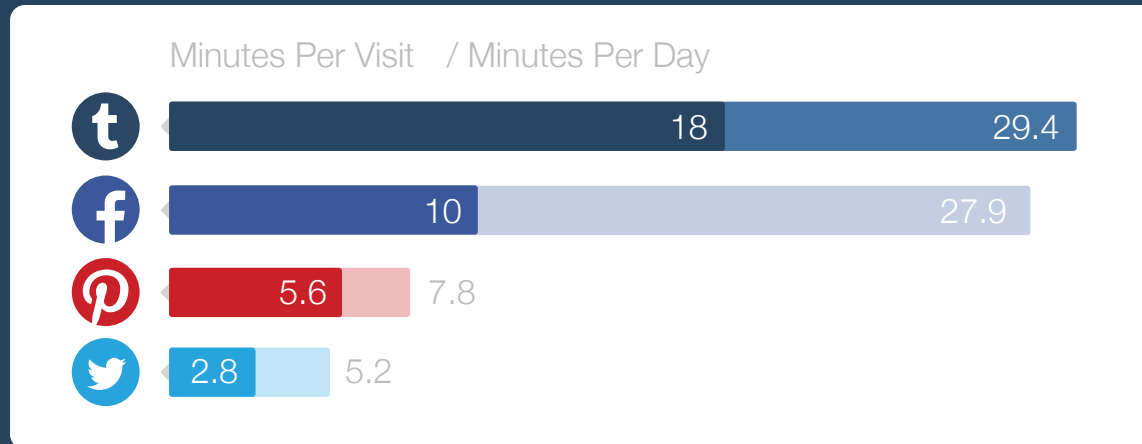


50%
Male

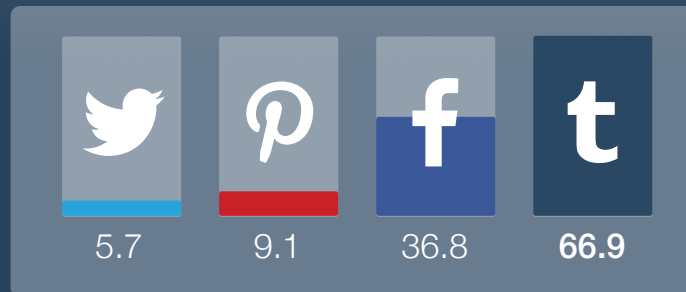


Source: Comscore, Tumblr Internal Data.

Average Time Spent



Average Page Depth Per Day



Tumblr is

#1

in engagement

out of comScore's top 100
web properties.

Source: Comscore



50 %

more likely to go to a
political rally

2.2 x

more likely to advise others on
current events/politics

108 %

more likely to be
registered to vote

Source: Comscore

Engagement on Tumblr



Build a following.

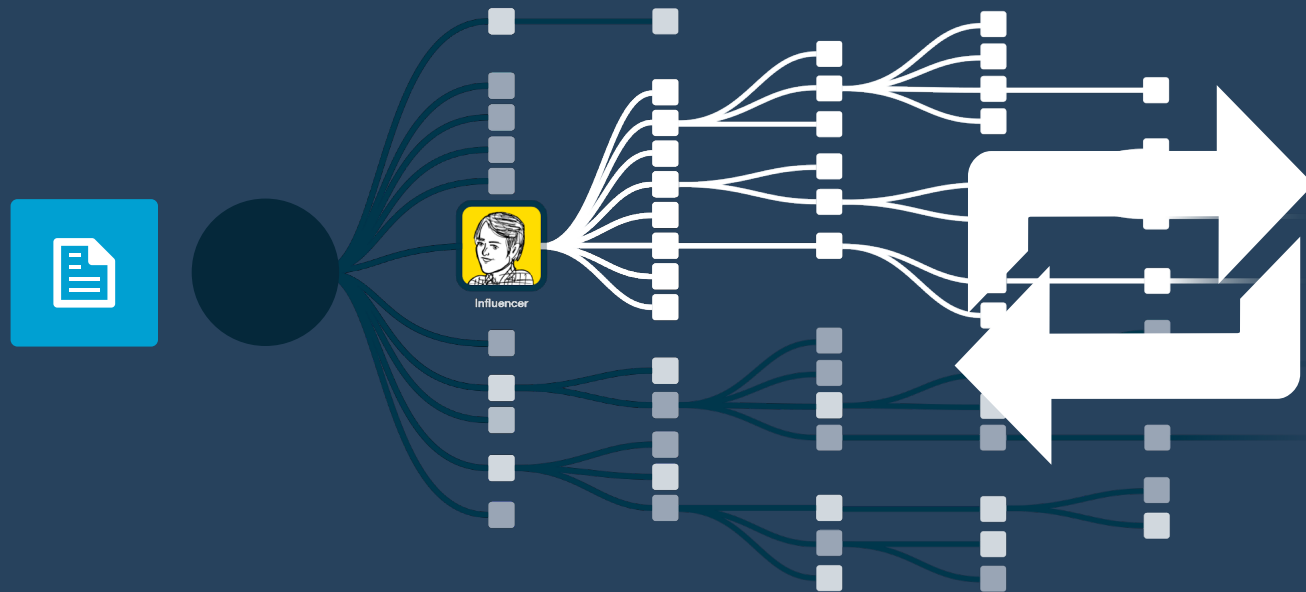


Create stuff they'll love.



Watch your content travel.

Reblogs give your stories visibility and longevity.



Longevity

1/3

of all Reblogs occur 30
days after the content was
originally posted

Reach

60%

of all Reblogs come
downstream - i.e., from
followers of followers

How do non-profits tell stories that activate people on Tumblr?

Break free from your website.

PARK AVENUE ARMORY ABOUT THE MACHINE PAUL MCCARTHY: WS OKTOPHONIE 2012: YEAR IN REVIEW

"We live in an enchanted cocoon that has become a sort of glittering sarcophagus, bounded on all sides by two-dimensional projections of beautiful celebrities and the like—many of them dead and yet beckoning us to stay, to linger with them forever. We are going to try to evoke that toxic - sarcophagus right there in the Armory."

Adam Curtis on *Massive Attack V Adam Curtis*, opening at the Armory on September 28

"Chess is so inspiring that I do not believe a good player is capable of having an evil thought during the game."

Wilhelm Steinitz, 1896

"All I want to do, ever, is to play chess."

Game 1
DEEP BLUE-BLACK
KASPAROV-WHITE
Position after 20... ♠f4

Facing the final 10... ♠f4, Kasparov counterattacks with 10 ♠d2 ♠c2 (10... ♠f4? ♠g2 ♠c2 ♠g1 ♠f3 ♠g ♠d4 (see 11... ♠g7, ♠c2 ♠d4 either win the queen or mate) ♠g2 ♠g4, giving incredible pieces.

THE MACHINE

FRIDAY 13

THE NEW YORK TIMES
Swift and Slaking, Computer Topples Kasparov

ARCHIVE | RANDOM | RSS

Boris Karloff Mad About Mexican Food

Boris Karloff scares people for a living, though how such a gentle, distinguished looking man could frighten anyone seems a puzzle.

A growup who remembers Frankenstein and his monster and other lurid movies might suppose that Karloff's favorite recipe would be compounded of wolfbane and batwings, seasoned with salamander tails. Or at the very least, it would be an exotic mixture from the foggy moors of Transylvania, properly served by a spooky butler who mysteriously appears out of the wall surrounded by eerie wisps of ectoplasm.

Not so. Karloff is a witty and urbane man of English birth who began life as William Henry Pratt, and he loves fine foods. Mexican food is a favorite of this veteran actor and of all his favorites the



Subtle, No; Awesome, Yes

GUACAMOLE
BORIS KARLOFF
2 avocados
1 med. tomato, chopped
fine
1 small onion, minced
1 tbsp. chopped canned green chiles
1 tfsop. lemon juice
2 tsp. sherry
Dash cayenne, optional
Salt, pepper

Peel and mash avocados. Add tomato, onion and chiles, then stir in lemon juice, sherry and seasonings to taste, blending well. Serve as a dip for tortilla pieces or corn chips or as a canape spread. Makes 10 to 12 appetizer servings.

*"I really had no idea how to play chess or what the rules were. Because we are exploring the play *The Machine*, and learning about Garry Kasparov, a famous Grandmaster, part of our job is to get a feel for how to play the game. It takes patience and concentration. It was frustrating in the beginning, but it was exciting when I soon got the hang of using the pieces to my advantage. I would never expect chess to be so suspenseful!" - Stephanie, Phase I Youth Corps*

"I'm learning to think ahead and analyze the consequences of my actions." - Caitia, Phase II Youth Corps



Why do we love the drama of Man versus Machine?

Kasparov versus Deep Blue epitomized this struggle against our own ingenuity - can we better it, can we control it, can we best it?

Park Avenue Armory
parkavenuearmory.tumblr.com

Serve the community.

Planned Parenthood

plannedparenthood.tumblr.com

Is Congress in Today?

iscongressintoday.tumblr.com

Planned Parenthood
Care. No matter what.

About Us Get Involved Donate Search Tags...

Ask us anything. No judgements.

Ask us anything -- we can't answer every question here, but we'll do our best! Ask!

chat
Worried? Have questions about STD testing, pregnancy tests, the morning-after pill, or abortion?
Chat Now >

am i pregnant?
We'll help you find out.
LEARN MORE

the check
Wondering if you should get tested for STD's?
CHECK IT OUT

my method
Birth control methods are not

U.S. HOUSE OF REPRESENTATIVES

Is Congress In Today?

No.

U.S. House returns **Monday**, September 16, 2:00pm ET

U.S. Senate returns **Monday**, September 16, 2:00pm ET.

They return in:
Now!

Watch here when they're in session.

Sad? Look at some charts in the meantime.

Sep 15th, 2013

Do one thing & do it flawlessly.

WORLD BANK DATA VIZ

Visualizing the fight against poverty. Submit your best development dataviz by clicking on the pencil icon on the right. If you have questions or comments about this Tumblr, please email dataviz@worldbank.org.

Posted 3 days ago

The Global Child Mortality Rate Has Dropped 47% Since 1990

Under-five mortality rate by region
1970-2012 (per 1,000 live births)

Created with [Datawrapper](#) Source: [World Bank](#). [Get the data](#)

New estimates of child mortality were released today by the UN Inter-Agency Group for Child Mortality Estimation (UN IGME), and show the global child (under-five) mortality rate has dropped 47 percent since 1990 - from 90 deaths per 1,000 live births in 1990, to 48 in 2012. This decline represents substantial progress, but the rate of decline remains insufficient to reach Millennium Development Goal 4 (MDG 4) of a two-thirds reduction in 1990 levels by 2015.

Via the World Bank Open Data Blog. Data from the World Development Indicators.

Share 4

Violence against women

Homicides of women by a partner*
As % of all homicides of women, 2011 or latest available

Global 39

Where Did the World's Youth Live in 2012?

Today, the world has the largest youth population in history. There are more than 1.2 billion young people between the ages of 15 and 24, and 90% of them live in developing countries like Sierra Leone. Find out where the world's youth lived in 2012.

Visualizing Laos' Rice Deficit and Surplus ... with Rice

Rice production increase is driven by:
Yield improvement Area expansion

Source: Lao PDR Rice Policy Study 2012

Regions Percentage of youth population

Regions	Percentage of youth population
South Asia	27
East Asia	19
Sub-Saharan Africa	14
Latin America and the Caribbean	10
Europe and the CIS	9
East Asia and the Pacific	9
Europe and the CIS	5
Middle East and North Africa	4
Sub-Saharan Africa	3

WorldPop World Population Prospects, the 2010 Revision database. [Get the data](#)

The World Bank
worldbank.tumblr.com

Leverage a unique (free!) toolset.

The image shows a screenshot of the NPR website's 'SHE WORKS NOTE TO SELF' section. The page features a grid of colorful advice cards under the heading 'popular advice'. A modal window titled 'Make A Sign!' is overlaid on the page, allowing users to create their own advice sign. The modal includes a text input field for the advice, fields for initials and city/state, a color and font selection interface, and a 'Send' button. A disclaimer at the bottom of the modal states: 'You warrant that whatever phrase/advice you submit ("the submission") is your own creation and that you are not copying or using any slogans, phrases, advice, or intellectual property, or the name, of any other person or entity. By submitting the submission, you grant to NPR any intellectual property rights that may apply to the submission and agree and understand that NPR may make the submission available to itself, member stations, website users and other third parties for editorial content, merchandise, commercial use, promotional uses, and any other use in NPR's sole discretion without any compensation or credit to you.'

SHE WORKS NOTE TO SELF

Make A Sign!

We want to hear from women: What's your note to self – a piece of advice that's helped you at work? This is part of a special series from NPR on the Changing Lives of Women. Hear the stories »

Credits: Jeremy Bowers, Dany DeBeus, Kitty Eselle, Christopher Grosskopf, Alyson Hurt and Selena Simmons-Duffin / NPR. Questions? Problems? E-mail tumblr@npr.org. Prefer your advice salty? »

popular advice

Pick the battles that are worth fighting. (There will be plenty, I promise.)

Never attribute to malice that which is adequately explained by stupidity.

HUG & HUSTLE

You must do the thing you think you cannot do. -Eleanor Roosevelt

Smile when they underestimate you, so you can hit them twice as hard.

If you can't be a good example, at least be a terrible warning.

fresh advice

NOTHING REALLY

save

Serve People with Love and Humility.

Make A Sign!

Your advice here

Your Initials Your City And State

choose a color, typeface and accent

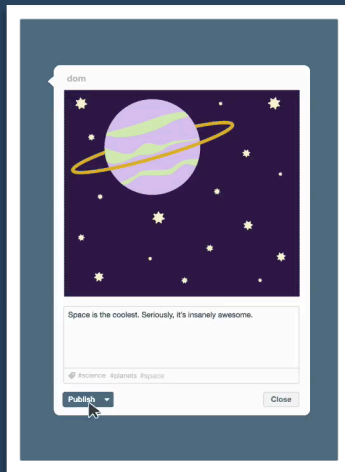
Advice Advice Advice ADVICE

Send

You warrant that whatever phrase/advice you submit ("the submission") is your own creation and that you are not copying or using any slogans, phrases, advice, or intellectual property, or the name, of any other person or entity. By submitting the submission, you grant to NPR any intellectual property rights that may apply to the submission and agree and understand that NPR may make the submission available to itself, member stations, website users and other third parties for editorial content, merchandise, commercial use, promotional uses, and any other use in NPR's sole discretion without any compensation or credit to you.

National Public Radio
she-works.tumblr.com

Learn to Speak Dashboard



- Keep it simple, visual, colorful, & positive

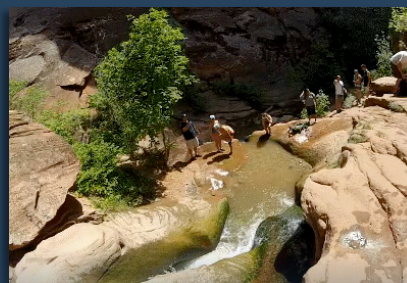
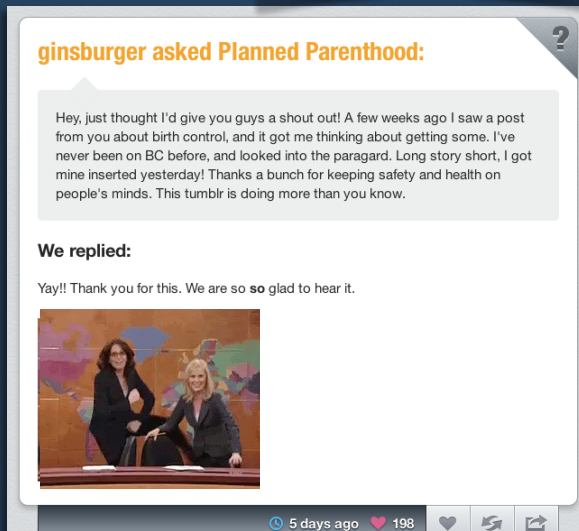
- Quality over quantity

- Each post should retain context so it can travel

- Think: "collectible"

- Irreverence is godliness (aka have fun & be flexible)

- Be a good Tumblr citizen



Speak Dash - Nights & Wkends

BY DAY



Nights

42% of all activity happens from 5pm to 1am.

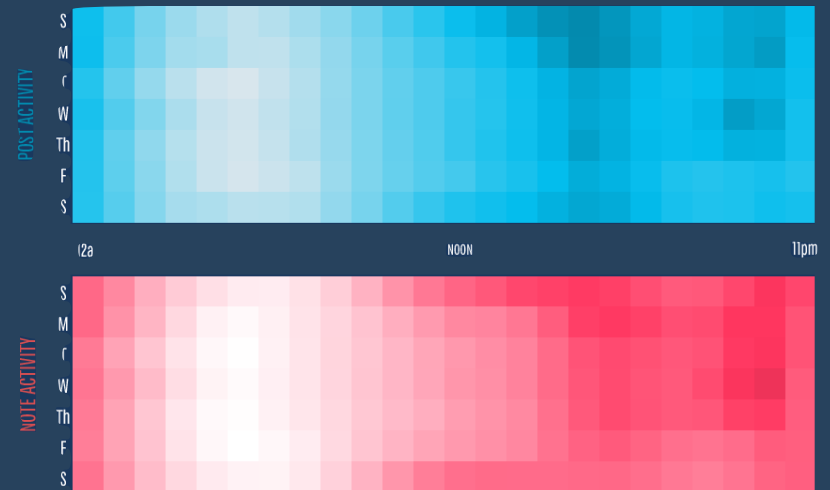
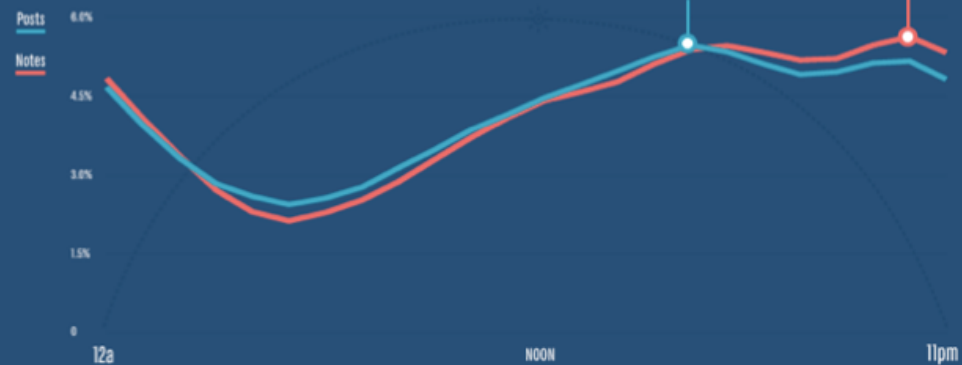
10pm on Wednesday sees the most notes.

Weekends

Saturday and Sunday are the most active days.

4pm on Sunday sees most original posts.

BY THE HOUR

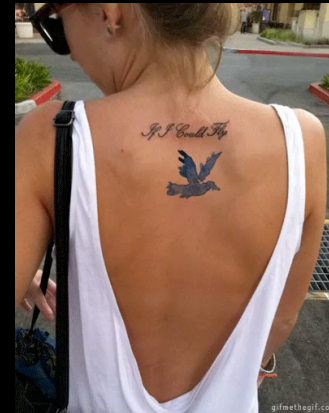


Source: Union Metrics Custom Study 2013
Check out UM for Tumblr:

Speak Dash - Always Be Tagging

The image shows the Tumblr mobile app interface during a post creation process. At the top, the Tumblr logo is visible. The user's profile 'arilevine' is shown on the left. The main content area features a SoundCloud audio player for the track 'wieslawa - Kool And The Gang - Cel...'. Below the audio player is a text input field containing 'Party Time!'. Underneath the text, there are tags: '#Music #Kool and the Gang r&b'. A 'POPULAR TAGS' dropdown menu is open, displaying a list of suggested tags: '#r&b', '#r&b music', '#r&b/soul', '#r&b divas', and '#r&b singer'. The bottom of the screen shows a 'Publish' button, social media sharing icons for Twitter and Facebook, and a 'Close' button. The background is a dark blue dashboard with various navigation icons and a sidebar menu on the right.

speaking of GIFs . . .



. . .they're not just for memes anymore!

#WOTY2012

WHAT IS
THE 2012 US
WORD
OF THE
YEAR?

OUP USA

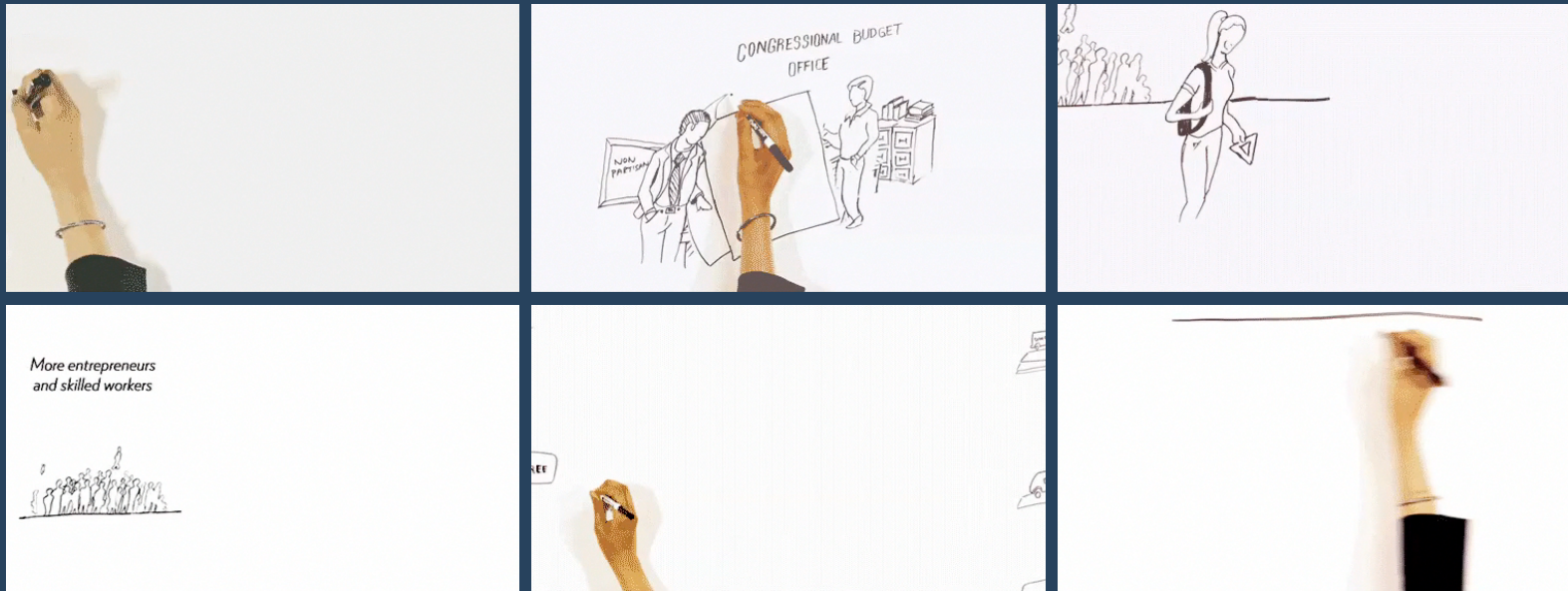
“The GIF turned 25 this year, but like so many other relics of the 80s, it has never been trendier. The GIF has evolved from a medium for pop-cultural memes into a tool with serious applications including research and journalism, and its lexical identity is transforming to keep pace.”

- Oxford University Press

“uniquely digital mode of expression”

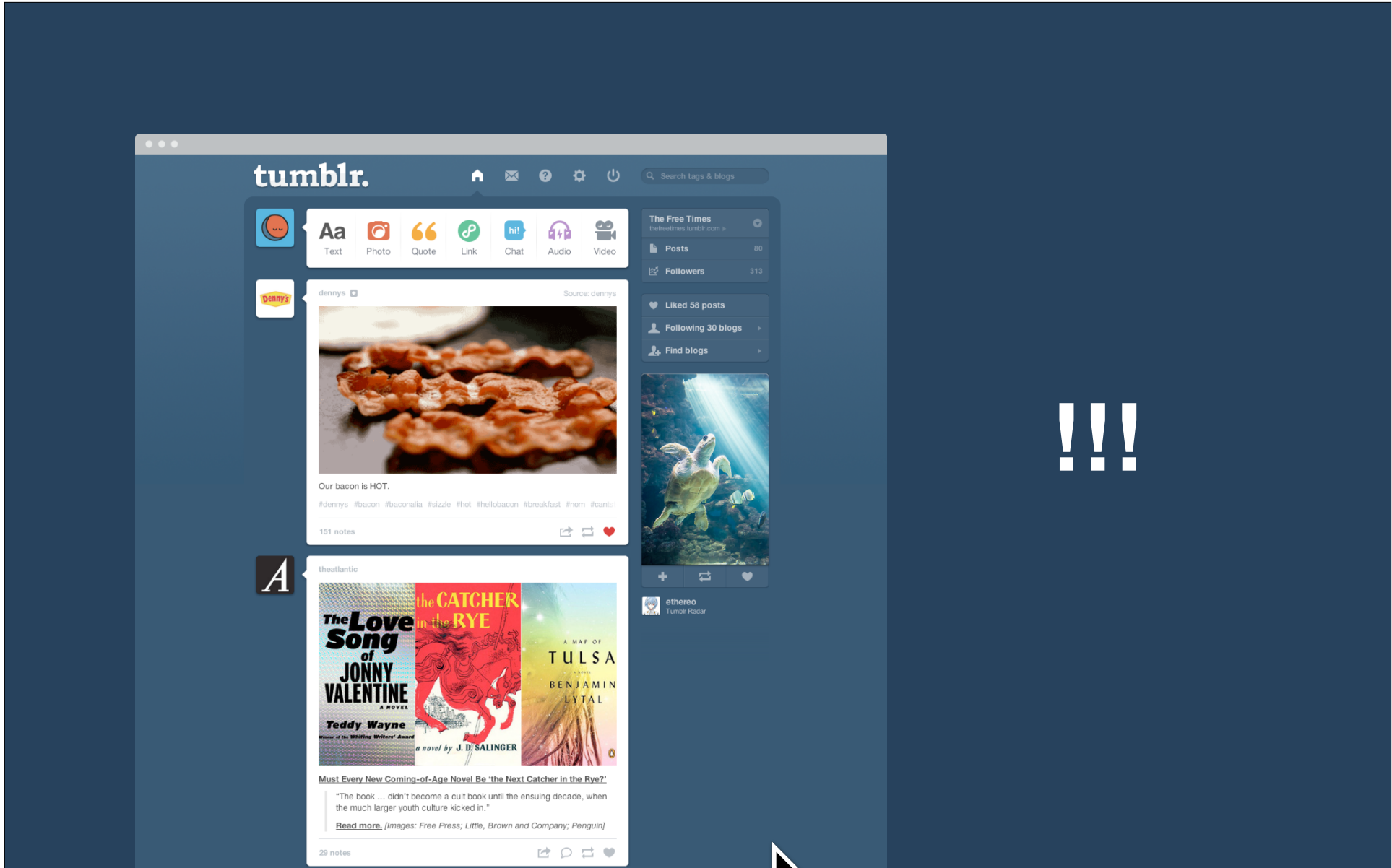
- ✓ Grab attention
- ✓ Tell a whole story
- ✓ Get right to the point
- ✓ Lower barrier to entry
- ✓ Link high & low culture
- ✓ Limitless possibilities

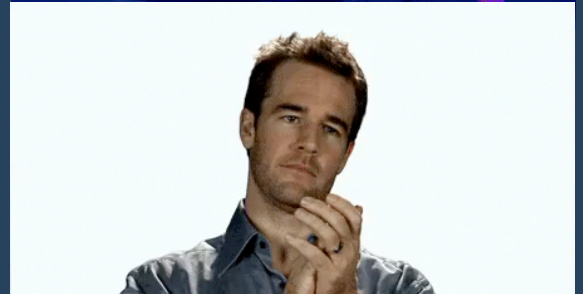
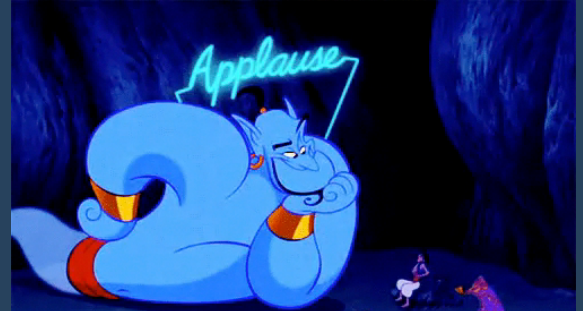
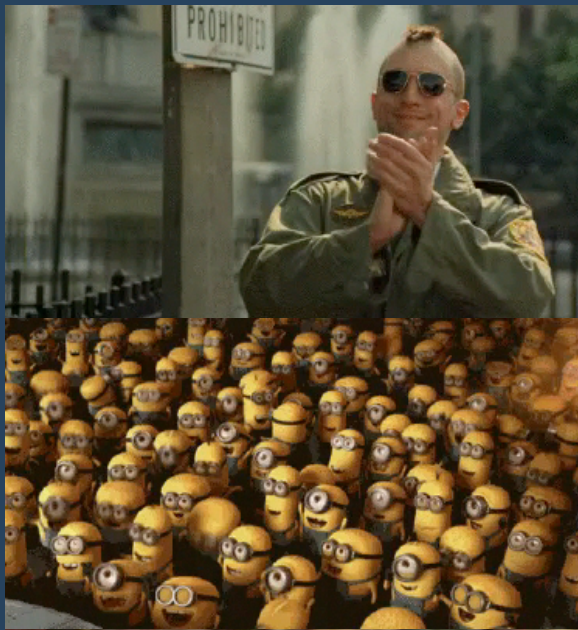
you, too, can GIF!





...using these very simple tools.





thank you.



questions?

changemakr.tumblr.com