

## Tumblr



### What is it?

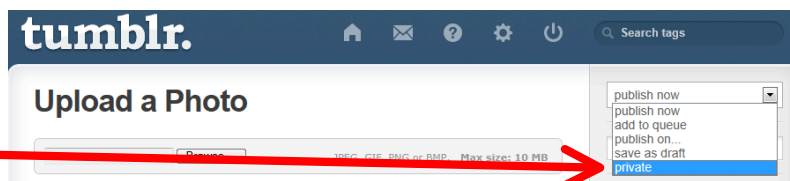
Tumblr is a micro blogging platform and social networking service which allows users to post images, audio, video, comments and text to a webpage/blog. Users can follow others and profiles can be public or private.

Tumblr currently has over 150 million users and some research points to it quickly catching up with Facebook. Tumblr can be accessed directly through a website: [www.tumblr.com](http://www.tumblr.com) or by using an app which is available for different devices and platforms.

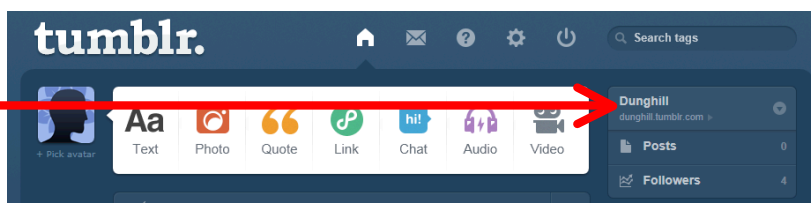
### Privacy

Tumblr is very clear about privacy: **By default, all sharing through the Services is public, and when you provide us with content it is published so that anyone can view it. Although we do provide tools, like password-protected blogs, that let you publish content privately, you should assume that anything you publish is publicly accessible unless you have explicitly selected otherwise.**

However, the password-protected blog is not quite so easy to get hold of! Users need to set up a secondary blog if they want to use the password protection – the primary blog (which is the first blog you set up when signing up for Tumblr) cannot be password protected and is therefore always public unless you choose to make a post private (which means no one can see it except you).

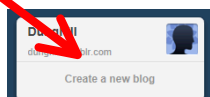


1. To set up a secondary blog with password protection – click on the blog menu at the top right side of your dashboard.



2. Click on “create new blog”.

3. Tick the box next to “Password protect this blog”.



4. You can then share the password with those people who you want to be able to access the blog.

