

## The Challenge – Module 3 – Day 5

### 2010TCMD3D5c: Setting up a Tumblr Blog

Running Time: 5 mins



The screenshot shows a video player interface. At the top left is the 'The Challenge' logo with the tagline 'there is no charge for awesomeness'. To the right is the year '2010'. The main title of the video is 'Setting up a Tumblr site to add to Posterous'. The video content displays a Tumblr blog page for 'GuruBob's Tumblr Blog'. The blog post is titled 'Google Now Treating .co as a Global Domain' and includes a detailed paragraph about domain registration and a link to 'Read more on GuruBob's Blog...'. Below the post is a 'Most Flipboard' section showing a tablet. On the right side of the Tumblr page is a profile for 'GuruBob's Tumblr' with a 'Follow on Tumblr' button. At the bottom of the video player, there are two buttons: 'MODULE 3' and 'DAY 5', both with large yellow numbers. The website 'www.challenge.co' is shown in a blue bar at the bottom right.

## Intro

Hi, everybody. **Guru Bob**. And in this second video on day five of module three for **the Challenge of 2010**, I'm going to be showing you **how to set up a Tumblr blog to add to your Posterous network**.

## Overview



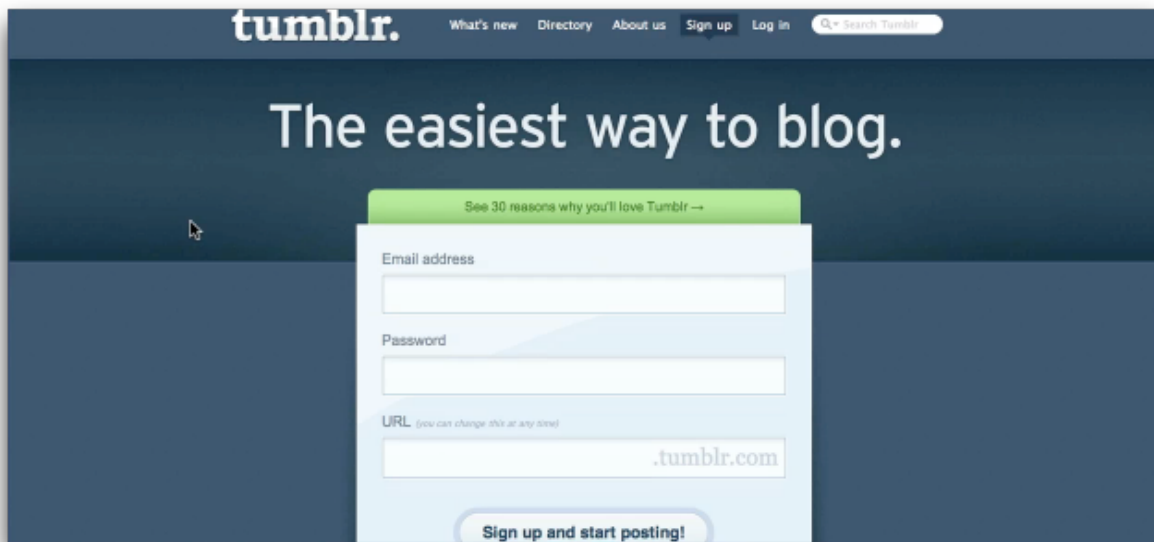
Just briefly, here's my **Guru Bob Tumblr blog** that I've added into my **Posterous** network. You can see the same posts that we saw over on Wordpress. Here on Tumblr, obviously, it looks a little bit different. But you can see here on the right hand side below my profile picture, I've got my three links that I'm looking to generate here. One to the main blog, Guru Bob's blog and also, again to my Twitter and Posterous site. And you can do the same if you wish.

So, how do we go and set up a Tumblr account?

## Setting Up A Tumblr Account

Well, the first thing we do is we go to:

<http://www.Tumblr.com>

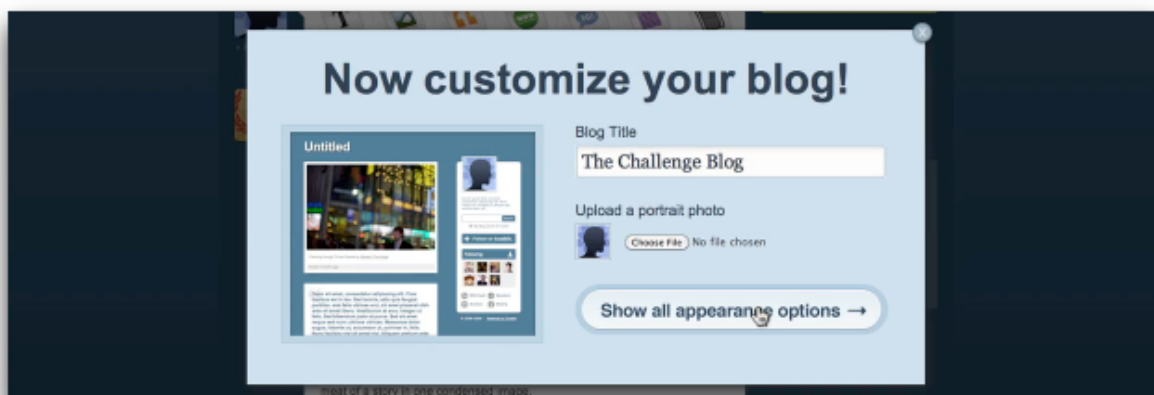


The screenshot shows the Tumblr homepage with a sign-up form in the center. The form has three input fields: "Email address", "Password", and "URL (you can change this at any time)". The ".tumblr.com" domain is pre-filled in the URL field. A "Sign up and start posting!" button is at the bottom of the form. The background features the text "The easiest way to blog." and a navigation menu at the top with links for "What's new", "Directory", "About us", "Sign up", and "Log in".

And in the menu bar up at the top of the page you can see there's a **Sign Up** link. So, we're going to be going and clicking on that. And it is asking us for an **Email** address, a **Password** and a **URL**. So, I'm just going to fill those in relative to **the Challenge** and I'll see you shortly.

[TIP: As with other Web 2.0 properties, the URL should contain your **Theme Keyword Phrase**]

Ok, so, having entered my data and clicked on **Sign up and Start Posting**, I filled out the Captcha that it asked of me and I chose the option that **I didn't want to create a first post**.



The screenshot shows the Tumblr customization interface. The main heading is "Now customize your blog!". There are two main sections: a preview of the blog layout on the left and a form on the right. The form includes a "Blog Title" field with "The Challenge Blog" entered, an "Upload a portrait photo" section with a "Choose File" button and "No file chosen" text, and a "Show all appearance options" button with a right-pointing arrow. A small note at the bottom says "Most of a story is one condensed image."

Now Tumblr has asked me if I want to **customize the blog**, which is what I'm going to be doing here. So, I'm going to give the blog a title. Again, we'll call it **the Challenge blog**.

[TIP: Again, this is an opportunity to use your **Theme Keyword Phrase**]

There is an option to upload a portrait photo here, which I'm not going to do, but I am going to click on **show all appearance options**.



Now, there's a whole bunch of things that you can do to customize your blog.

It turns out in Tumblr, the place where you can add your links into the profile is in this **Description** here. So, the way we're going to do that is we're going to put those underneath our little sub-description here. So, I've got ***There is no charge for awesomeness***.

And underneath there, I'm going to be adding in an **Anchor Text Link** (Ed showed you how to do that yesterday):

```
<a href="http://www.YOURDOMAIN.com">YOUR ANCHOR TEXT</a>
```

Just cut and paste this and put your own details in for **YOURDOMAIN.com** and **ANCHOR TEXT**.

Mine looks like this:

```
<a href="http://www.challenge.co">The Challenge</a>
```

If we save that, by clicking **Save** over at the top-right of the page, you can see that now, underneath where the profile picture would go and our little tag line here, ***There is no charge for awesomeness***, we've now got a link that will take us to the blog.

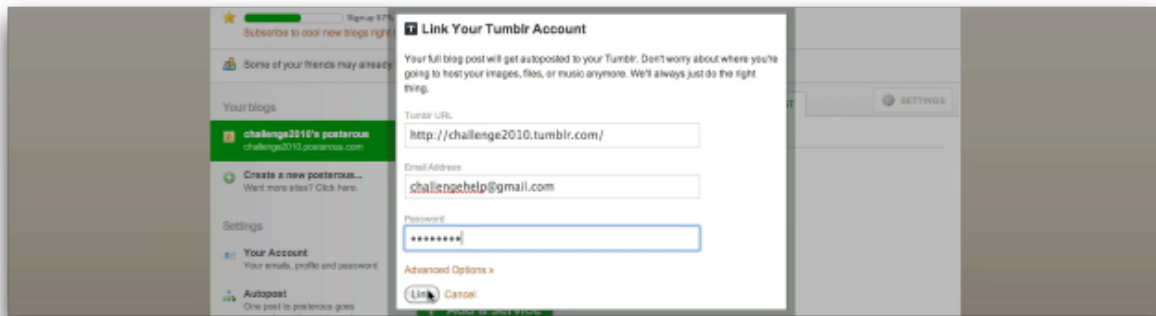


Alright! So, that's Tumblr. Now, as I've said, there are a number of configurations, things that you can have a bit of a play with here if you wish. But at this stage, you've done everything that you need

to do to actually set us for the requirements for **the Challenge**. All we need to do now, of course, is **add the Tumblr details to Posterous**.

## Adding Tumblr to Posterous

So, we sign in to Posterous. We go to AutoPost, and click **Add a Service**, and choose **Tumblr** from the list.



We put the **Tumblr URL** in – **http://challenge2010.tumblr.com**. Tumblr also requires the **Email address** that you used to register the account, and the **Password**. When I've filled those out, I can click the **Link** button. And that's now been successfully added to the account.

## Wrap Up

So, for day five, we've got one more video to go. I had anticipated we'd be doing a video on TypePad. But in reviewing TypePad, it seems that TypePad has gone to a *paid* business model. And whilst they do have a free trial, that does seem to be limited. So, I think rather than show you how to set up a TypePad account, I think I'll show you how to set up a micro-blogging profile on a service called **Identi.ca**. I'll see you on the next video.

## Actions

- **Sign up for a Tumblr blog**
- Edit the blog **Description** to include an **Anchor Text Link** to your micro-niche blog
- Add the Tumblr blog to your Posterous account

**Handy Tip** - Use your main Theme Keyword as the URL or part of the domain name.

**If needed, the code for an anchor text link is:**

```
<a href="http://www.YOURDOMAIN.com">ANCHOR TEXT</a>
```

Just cut and paste this and put your own details in for **YOURDOMAIN.com** and **ANCHOR TEXT**.

## Resources:

**Tumblr** - <http://www.tumblr.com/>

Click here to signup for a Tumblr blog.

**Tumblr Help** - <http://www.tumblr.com/help>

Click here to get support using Tumblr.