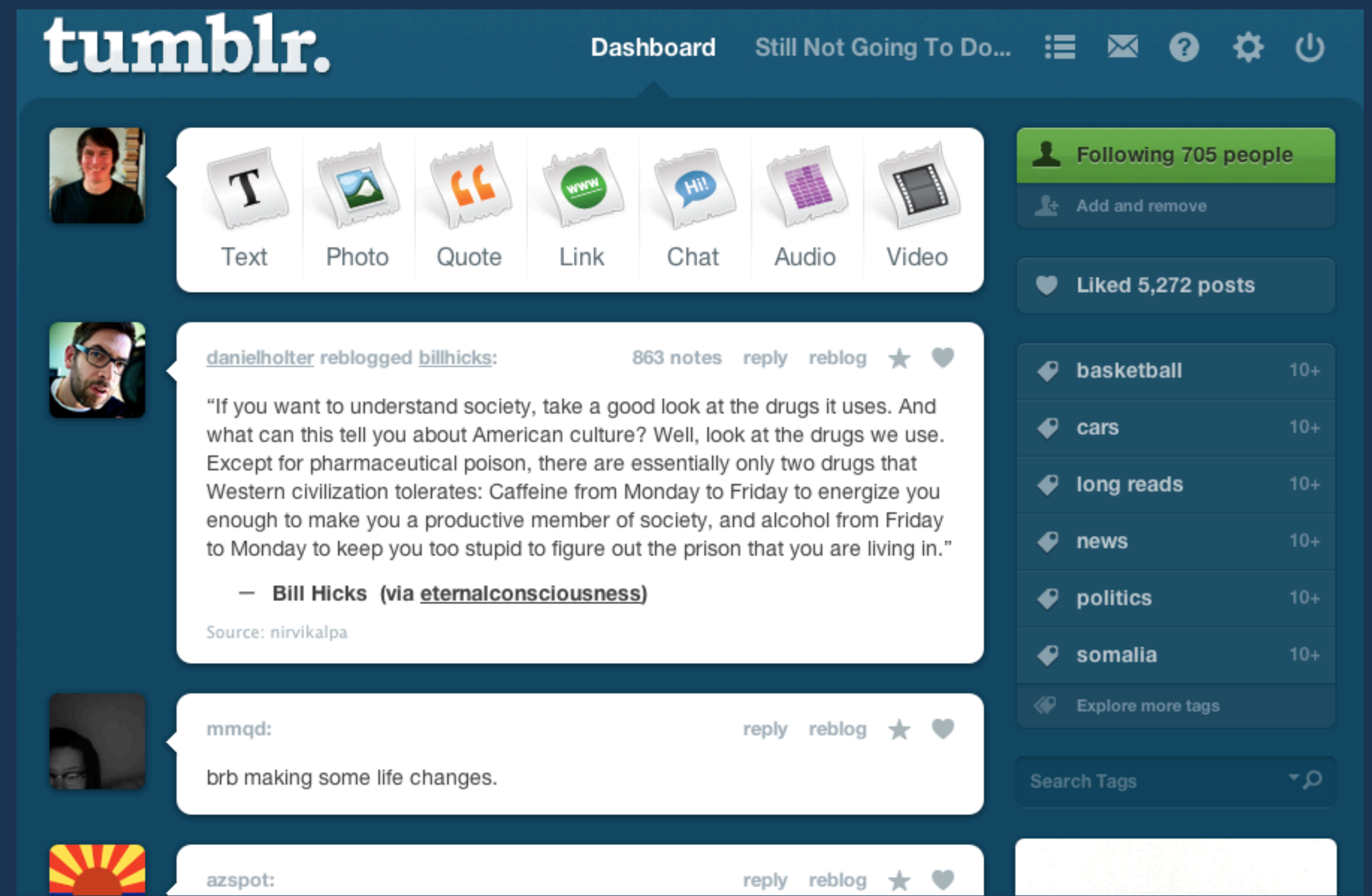


Hello

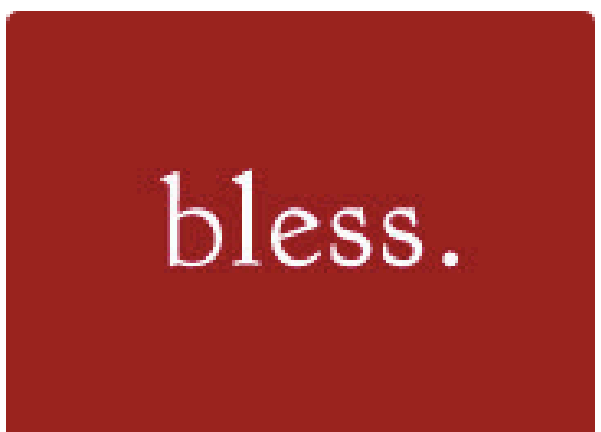
I'm Mark Coatney, and this is Tumblr

Tumblr is the Simplest Way to Share Information and Connect

- Tumblr is growing: 30 Million Tumblr Blogs, with 80,000 new ones added every day
- Tumblr is global: 94 Million Monthly Users Worldwide
- Post anything, anywhere: Dead simple blogging interface drastically reduces the time from thought to post. Easily post from mobile devices
- The network is key: 'Reblogging' means efficient and easy distribution of your message

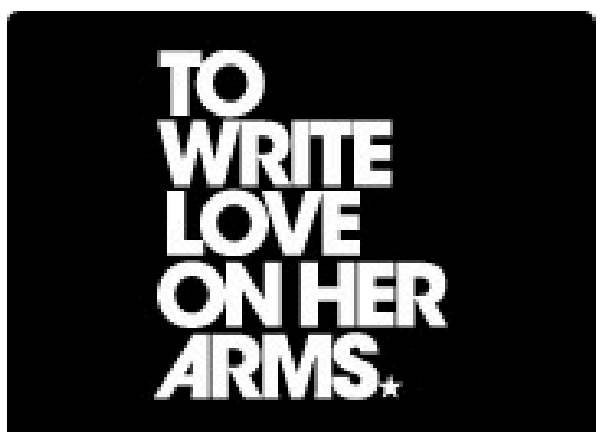


Spotlight People you know Following 717 people




LIVE FOR OTHERS
Working to build a better future for Europe.

📍 Europe




To Write Love on Her Arms: Behind The Scenes
A look at our team, in the office and on the road. Journey alongside us as we spread the message of help and hope.

📍 Cocoa, FL & New York, NY




Robin Hood
Robin Hood holds steadfast to a single mission: To fight poverty in NYC.

📍 New York, NY




Oxfam GB
Oxfam is an international charity organisation that is fighting poverty and suffering and helps communities around the world.



Unified Theater
Through student-led theater groups for young people with and without disabilities, Unified Theater puts the spotlight on ability!

📍 New York, NY



Saving Young Lives
The Trevor Project is the leading national organization providing crisis intervention and suicide prevention services to LGBTQ youth.

📍 USA

- Architecture
- Art
- Artists
- Book Deals
- Books
- Business
- Charities & Non-Profits**
- Comics
- Culture
- Curators
- Cute
- Design
- Developers
- Education
- Entertainment
- Fashion
- Film
- Filmmakers
- Fitness
- Food
- Funny
- Gaming
- History
- Home and Lifestyle
- Illustrators

Tumblr and Nonprofits



Doctors Without Borders/ Médecins Sans Frontières (MSF) is an international medical humanitarian organization working in more than 60 countries to assist people whose survival is threatened by violence, neglect, or catastrophe.

You can also find us on [Twitter](#) and [Facebook](#).

HOME

ARCHIVE

MALNUTRITION

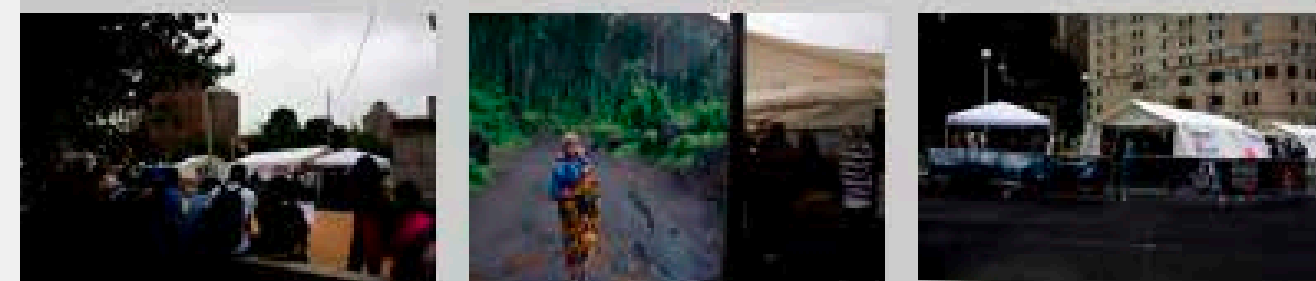
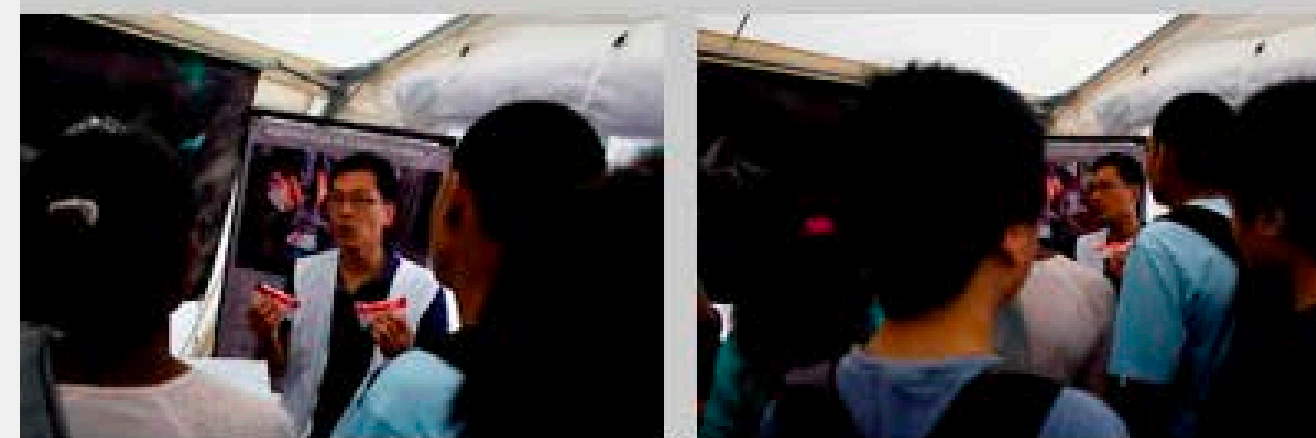
SOMALIA

LIBYA

PAKISTAN

HAITI

HIV/AIDS



It's our last day in [Brooklyn](#) with the "Starved for Attention" interactive photo exhibition, we'll be there until 5 PM.

Next week we're headed to [Philadelphia](#), followed by [Baltimore](#) and [Washington D.C.](#)

Photos: @MichaelGoldfarb/MSF



The [Starved for Attention](#) exhibit is at Prospect Park in Brooklyn today and tomorrow and then we take the act on the road, so New Yorkers: come see us while you can! The exhibit will travel to Philadelphia, Baltimore, and Washington D.C. in the coming weeks with our first stop in Philadelphia from Sept. 30-Oct. 2.

And you can always [sign the petition online](#) to help us rewrite the story of malnutrition.

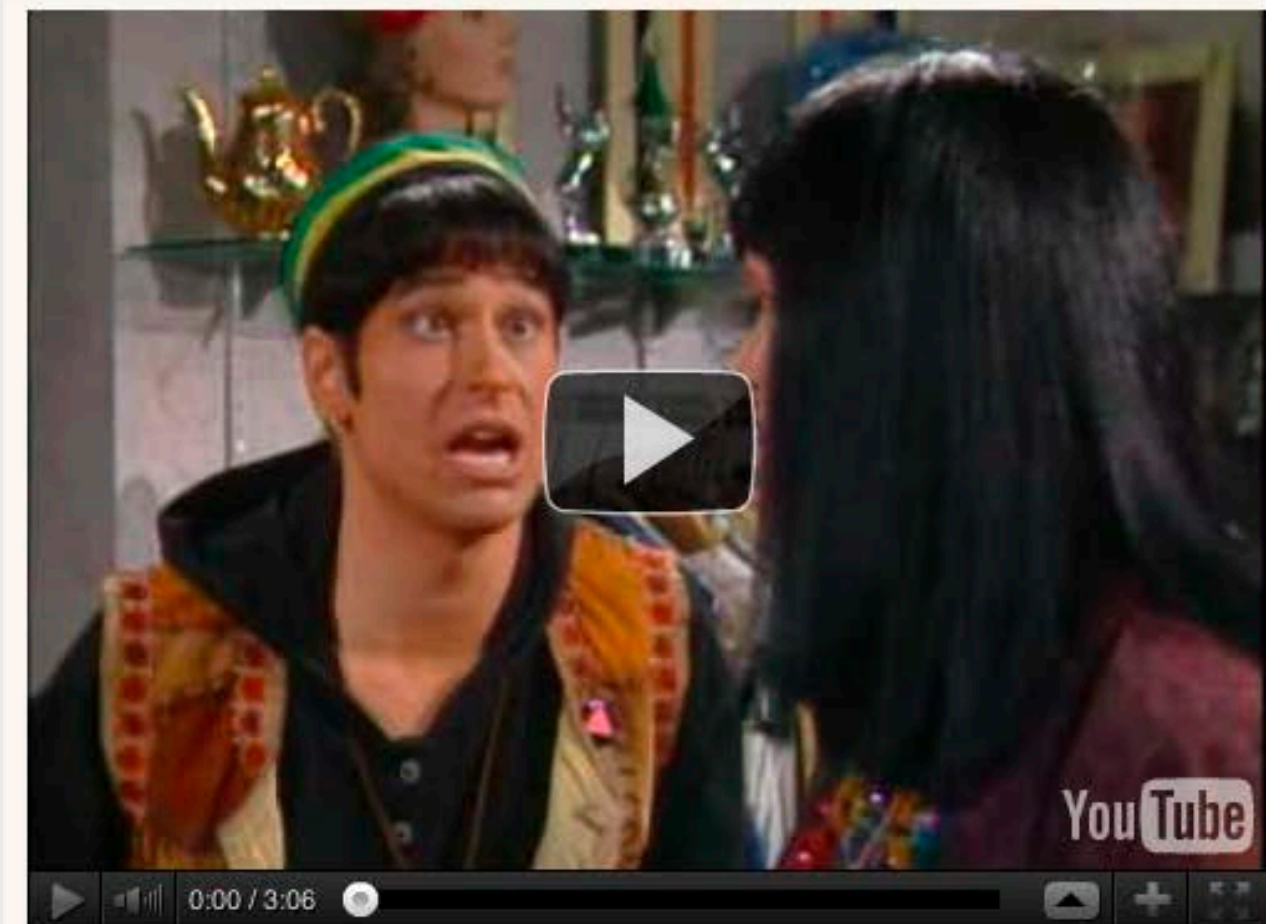
22 Sep, 2011 |  35 | 

Use Case: Doctors Without Borders



Smile!
All white tag clothing is 25% off today!

17 minutes ago Tagged: [sale](#), [discount](#), [east village](#), [thrifting](#), [thrift shopping](#).



CURE THRIFT SHOP

212.505-SHOP CURE THRIFT SHOP 111 EAST 12TH

Search

CURE THRIFT SHOP
111 East 12th Street
New York, NY 10003
212.505.7467

Monday - Friday: 11:30 - 8:30
Saturday - Sunday: 11:00 - 8:00

We are a philanthropic thrift shop in Manhattan's East Village benefiting the [Diabetes Research Institute](#)

Use Case: Cure Thrift Shop

Ask, and Answer

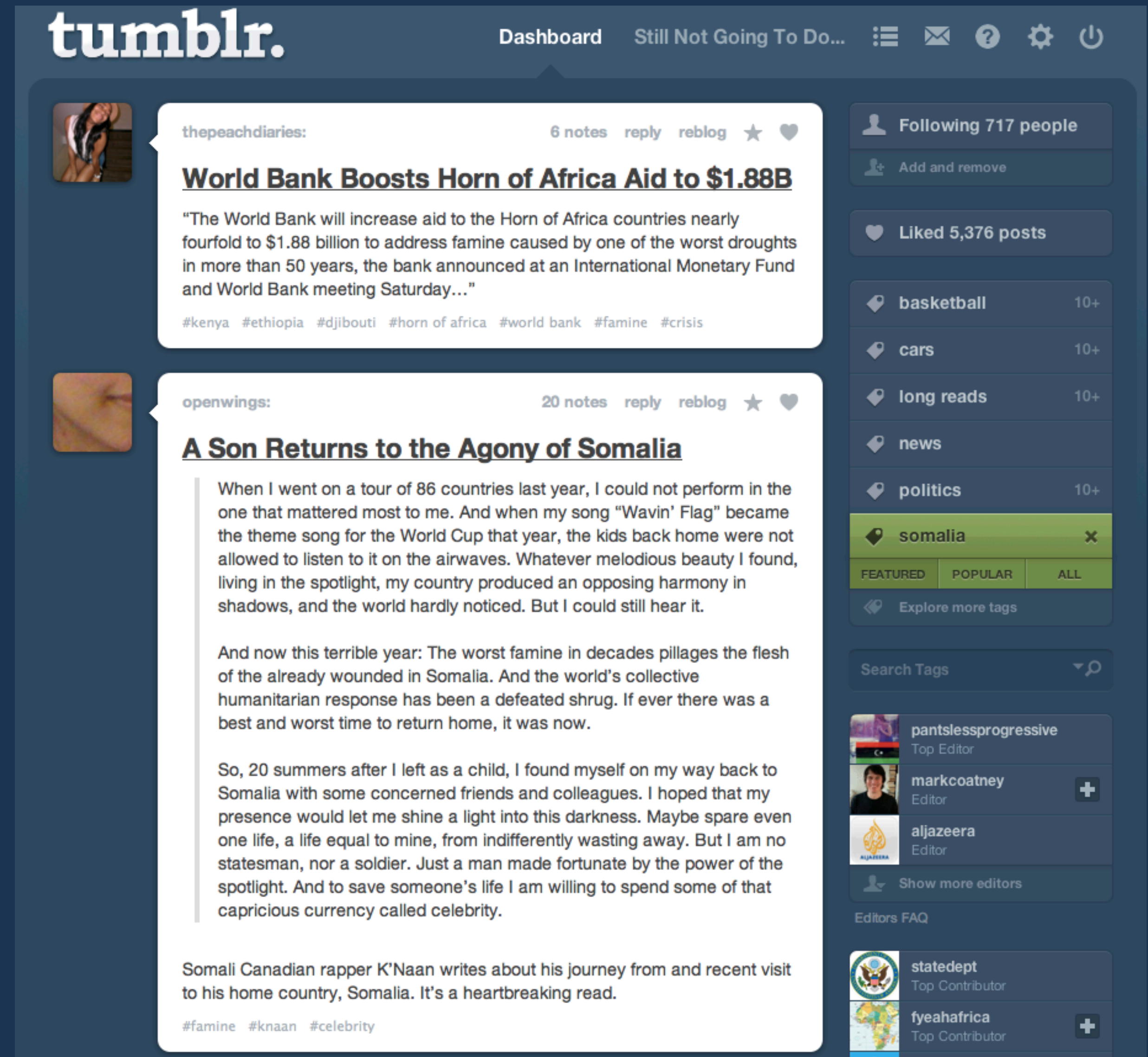
- Use Tumblr's 'Ask' feature to take reader questions and quickly and efficiently provide answers. Anyone can ask a question, and answers can either be private or public
- Use Tumblr's 'Submit' feature to take citizen photo, video, audio and text submissions to publish on your blog



The screenshot shows the 'Ask Me Anything' interface on the NYC Digital website. At the top, the text 'NYC DIGITAL' is displayed in a large, serif font. Below it, a horizontal line separates the header from the tagline 'TECHNOLOGY IN THE PUBLIC SERVICE, FROM THE CITY OF NEW YORK'. Another horizontal line follows, leading to a navigation menu with links for 'ABOUT', 'ASK', 'ARCHIVE', 'RSS', 'SEARCH', and 'TWITTER'. A third horizontal line is positioned below the navigation. The main heading 'ASK ME ANYTHING' is centered in a large, serif font. Below this heading is a large, empty text input field with a white border and a small downward-pointing arrow at the bottom left corner. At the bottom of the form, there is a dark grey bar containing a small profile picture icon, the text 'Ask as markcoatney', a 'log out' link, and a prominent 'Ask' button.

Tumblr Curation

- Tumblr users curate topics of interest on Tumblr, helping to filter and surface the best, most relevant stories
- Curators are featured in the right rail, giving their Tumblr blogs exposure on the Tumblr network



The screenshot shows the Tumblr interface. At the top, the Tumblr logo is on the left, and navigation links for 'Dashboard' and 'Still Not Going To Do...' are on the right. Below the navigation, there are two main posts. The first post is by 'thepeachdiaries' and is titled 'World Bank Boosts Horn of Africa Aid to \$1.88B'. The text of the post reads: 'The World Bank will increase aid to the Horn of Africa countries nearly fourfold to \$1.88 billion to address famine caused by one of the worst droughts in more than 50 years, the bank announced at an International Monetary Fund and World Bank meeting Saturday...'. The second post is by 'openwings' and is titled 'A Son Returns to the Agony of Somalia'. The text of the post reads: 'When I went on a tour of 86 countries last year, I could not perform in the one that mattered most to me. And when my song "Wavin' Flag" became the theme song for the World Cup that year, the kids back home were not allowed to listen to it on the airwaves. Whatever melodious beauty I found, living in the spotlight, my country produced an opposing harmony in shadows, and the world hardly noticed. But I could still hear it. And now this terrible year: The worst famine in decades pillages the flesh of the already wounded in Somalia. And the world's collective humanitarian response has been a defeated shrug. If ever there was a best and worst time to return home, it was now. So, 20 summers after I left as a child, I found myself on my way back to Somalia with some concerned friends and colleagues. I hoped that my presence would let me shine a light into this darkness. Maybe spare even one life, a life equal to mine, from indifferently wasting away. But I am no statesman, nor a soldier. Just a man made fortunate by the power of the spotlight. And to save someone's life I am willing to spend some of that capricious currency called celebrity. Somali Canadian rapper K'Naan writes about his journey from and recent visit to his home country, Somalia. It's a heartbreaking read.' On the right side of the page, there is a sidebar with several sections: 'Following 717 people', 'Liked 5,376 posts', a list of tags including 'basketball', 'cars', 'long reads', 'news', 'politics', and 'somalia', 'Search Tags', and a list of editors and contributors including 'pantslessprogressive', 'markcoatney', 'aljazeera', 'statedept', and 'tyeahafrica'.

How to Tumblr

- Be Engaging: Don't simply push out information about your own organization. Remember that people are already talking about what you're doing on Tumblr. Follow that conversation. Respond to other Tumblr users and ask questions
- Be Unique: Use the assets of your team, whether it's historical, data-driven infographics, or user-submitted elements
- Be Visual: Tumblr is a visual medium, so look for images to help tell your story

Pitfalls

- Unhook the Feeds: Don't simply auto-publish other content to Tumblr. People already know how to use RSS
- Don't be a Bore: It's important to remember that Tumblr a peer-to-peer communication, not a broadcast channel. You'll get a better response if you treat Tumblr as a two-way conversation
- Don't Overthink: Tumblr should be lightweight, simple and easy; it shouldn't be a chore

We're Here

- Tumblr Inc: 35 E. 21st St., New York, NY 10010
- Charities and non-profits on Tumblr: tumblr.com/spotlight/non-profits
- Design: tumblr.com/themes
- Developer information: tumblr.com/developers
- General help: support@tumblr.com
- Contact me with any questions! mark@tumblr.com