

Peace Corps on Tumblr



Agenda

- Our Target Audience
- Why Tumblr
- How We Use Tumblr
- What We've Learned So Far



Target Audience

Current Volunteers

- Average age: 27 years
- Volunteers over age 50: 5% (oldest Volunteer is 80+)
- Possess a college degree: 94 %
- Minorities: 15% of Volunteers
- Gender: 60% women, 40% men
- Marital status: 94% single, 6% married

Needs for 2012/13

- College Graduate or 10 years of professional experience
- 21 – 35 years old
- Generalists
- Scarce Skills
 - Language
 - Agriculture



Why Tumblr?

- Easy to get started
- Reaches our target market
- Opportunity to use a different “voice”
- Showcases our photo/video assets



How We Use Tumblr

- Post at least once a day
- “Microblogging”
- Interesting photos, quotes, videos
- Interact with Peace Corps community on Tumblr
- Like/reblog relevant content



What We've Learned So Far

- Unpredictable – Good & Bad
- Most Popular Posts
- Diverse Followers
- Future Potential



Questions?





Life is calling.

How far will you go?

peacecorps.gov

800.424.8580