

Who is Measured Voice?

We focus on research, strategic thinking, and clear communication to help people use the Internet **in ways that make sense.**

Services include:

- Research and strategy development
- Full website design and development
- Training and coaching
- Social media management
- Email campaign management
- Internet media planning, buying, and management
- Partnership development
- Copywriting

Clients:



A strategic approach to social media

A strategic approach to social media

Using social media is real work that drives real results. Develop a strategy to get the most from it.

- Begin with internal and external research
- Define objectives
- Identify an audience
- Form a plan
- Implement the plan
- Gather metrics
- Optimize



Social media drives over 7 million citizen monthly touchpoints counted by the Office of Citizen Services and Innovative Technologies. This is 26% of all touchpoints, and more than any other source including site traffic, emails, phone calls, and mail order.

Key considerations for social media

Social media is still changing the way organizations communicate—pushing us to...

- communicate in real time
- speak frequently
- sound human
- respond directly

Seek out platforms...

- with large and growing user bases
- that make it easy to share content



Why we like Tumblr

Advantages of blogging

Blogging (still) allows quick and easy communication with your audience.

- More room to speak than Twitter
- More open than Facebook
- Many options for customization and hosting
- Can contribute to SEO
- RSS

Pitfalls of blogging

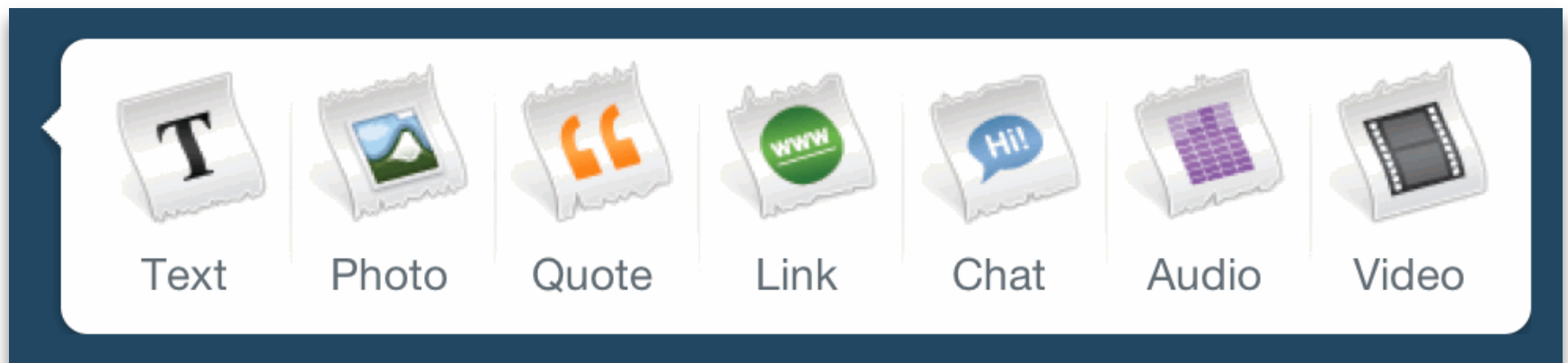
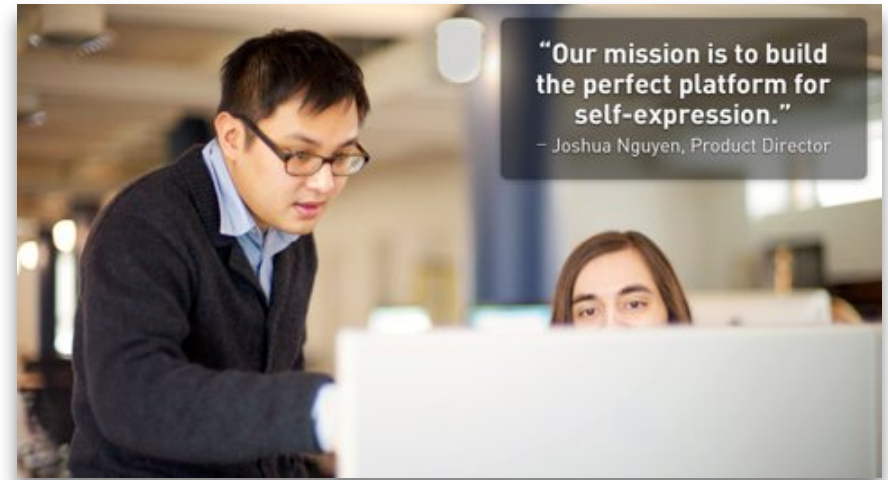
Blogs are difficult to maintain.

- Writing posts takes too long
- Blog CMS may be difficult to set up, customize, and use
- No built-in audience!
- RSS? Few people use RSS readers.



What makes Tumblr special?

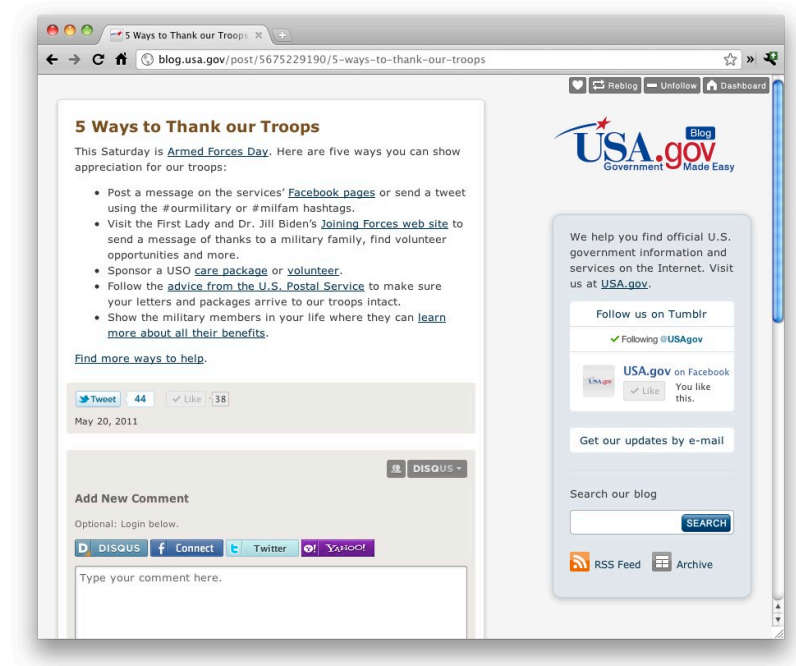
- “The easiest way to blog”
- Different post formats
- Hosted on Tumblr’s servers - free
- Sharing built-in
- Strong communities
- Tumblr editors



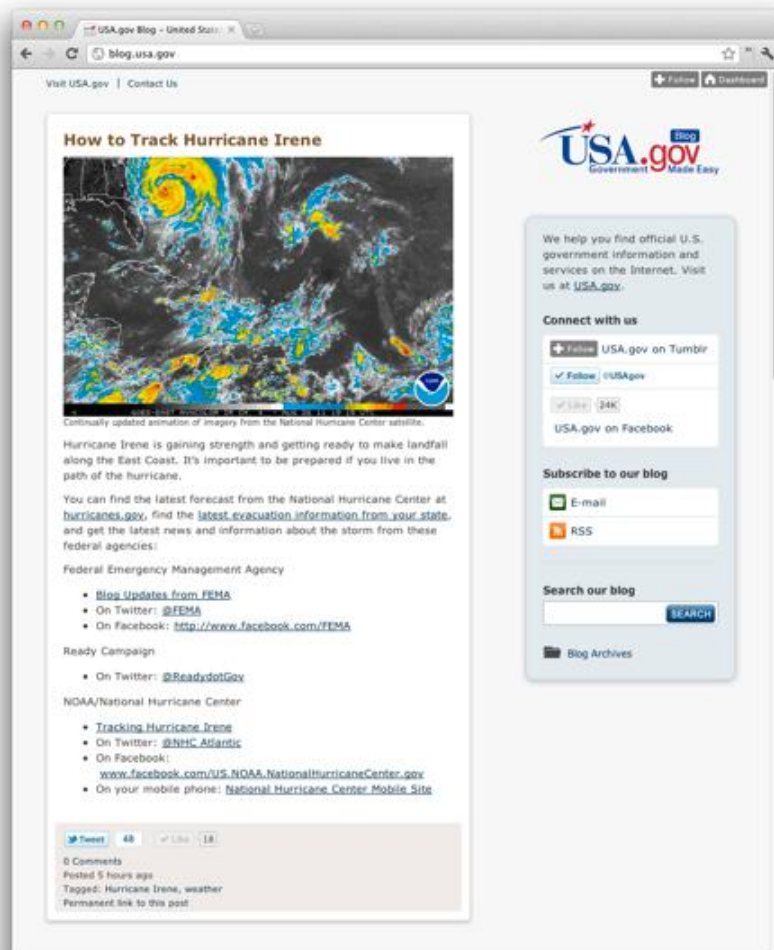
The USA.gov Blog

- Extension of existing social media strategy
- Several posts per day — text, quotes, links, photos and videos
- Search engine optimized
- Social media optimized
- Custom theme

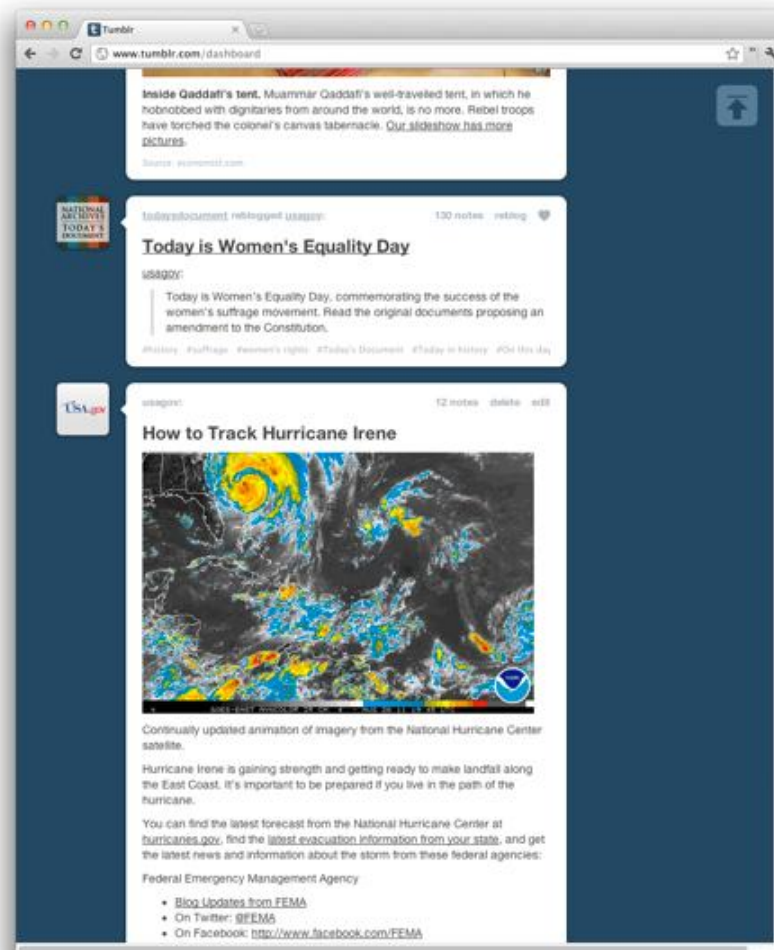
Brokered government friendly terms of service with the General Services Administration



blog.usa.gov



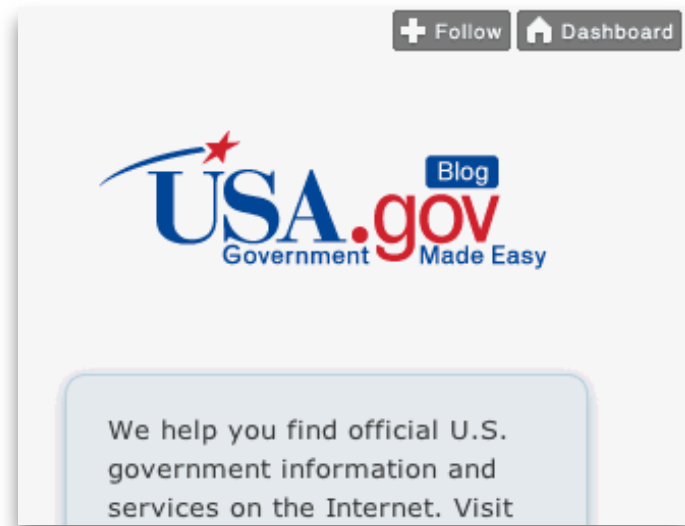
The Tumblr dashboard



Following

Subscribing to a blog on Tumblr is as easy as following someone on Twitter or liking a page on Facebook.

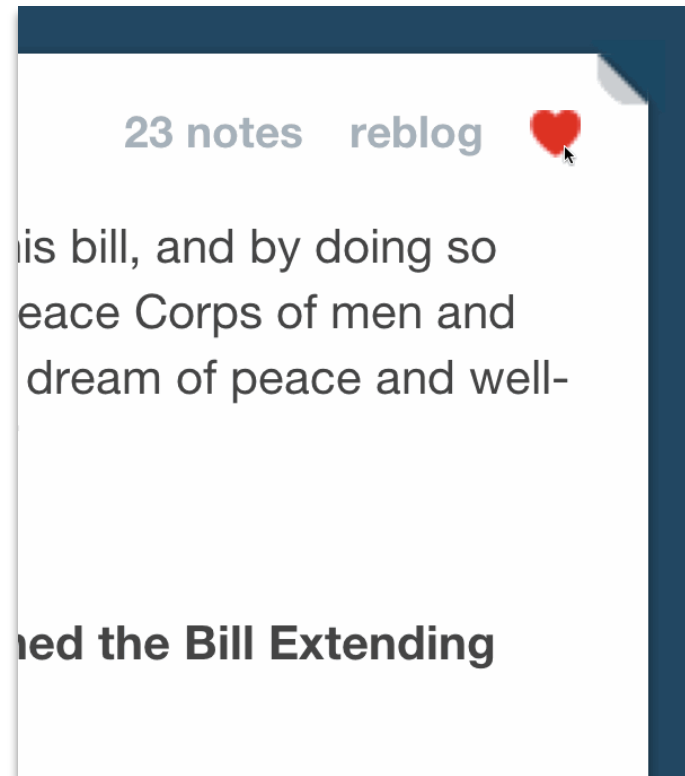
- Tumblr users see the posts of the blogs they follow in their dashboard
- RSS feeds of Tumblr blogs are also available



Liking

Every post on Tumblr can be “liked” with one click. Some users show their “likes” on their blog. Likes are useful for...

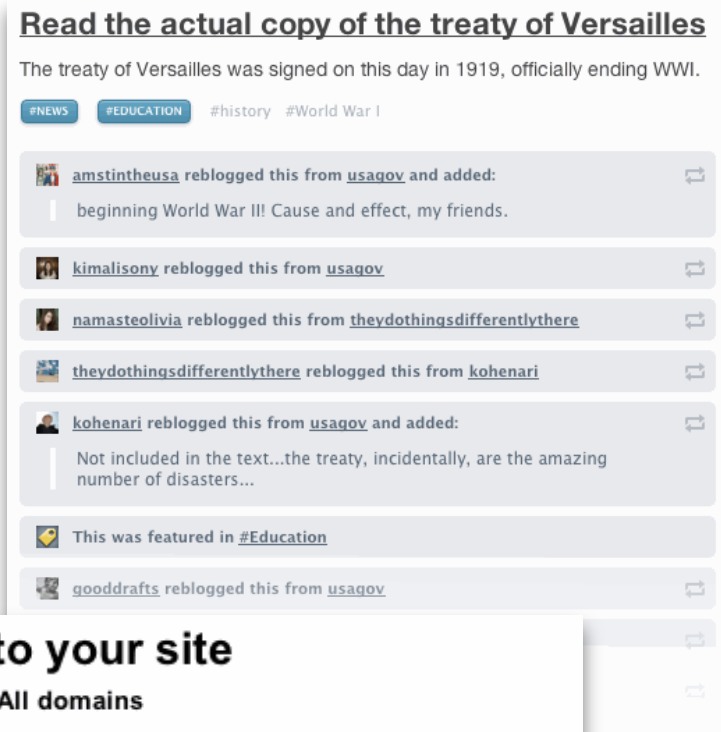
- spreading your content
- quick feedback on your content
- building community



Reblogging

Every post on Tumblr can be reblogged with two clicks. Reblogging brings the power of Twitter's retweet to a blog. Reblogs are great because they...

- relay your content to your followers' followers
- attract more users
- generate in-links to your blog



Links to your site

[Overview](#) » All domains

Top 322 domains that have links to pages on your site.

Domains	Links	Linked pages
usa.gov	121,808	56
tumblr.com	120,791	90
wuerzburcher.de	8,746	1
blogspot.com	5,331	15
wordpress.com	5,100	7
wa.gov	4,361	2

Answering questions

Every Tumblr blog has the option of enabling the “ask” page to receive questions and provide answers. This allows you to...

- engage your audience openly
- gather valuable feedback
- **provide valuable service!**

Q: Do you blog all the documents for the day? :) THANK YOU for this blog! it's like i'm in a time machine whenever i see your blogs everyday! more power!

 [danakamote](#)

Thank you for the question, [danakamote](#)!

Every day we pick from documents we have digitized at the National Archives. We also take your suggestions. Check out our [online catalog](#) and find documents you'd like us to feature.

Because we have over 10 billion records, which include paper documents, photographs, maps, electronic records, and artifacts, there are always more records than we can use.

Disqus comments

Tumblr does not support comments by default, but it is easy to add the Disqus commenting system to a Tumblr blog.

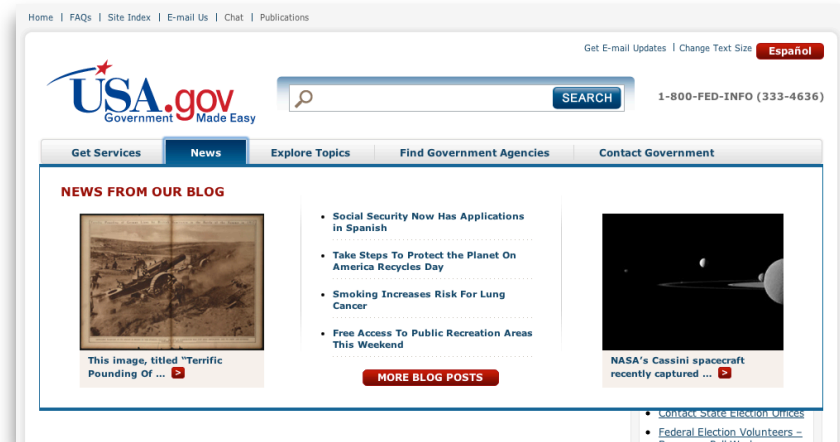
Disqus also has GSA-approved Terms of Service.

The logo for Disqus comments, featuring the word "DISQUS" in white and orange, and "COMMENTS" in white on a blue background.

Tumblr's API

Tumblr offers an API that can be used to read or write content from Tumblr.

USA.gov uses Tumblr's API to display the latest three text posts on the USA.gov homepage.



Have a strategy!

A mission driven strategy will help you start quickly and set up for long-term success

- Begin with internal and external research
- Define objectives
- Identify an audience
- Form a plan
- Implement the plan
- Gather metrics
- Optimize



How will you reach the public, and why?

Choosing a username and profile image

Just like Twitter and Facebook, your Tumblr username and profile image should clearly represent your organization

- Profile image and user name accompanies every post in users' dashboards
- Profile image can also be used in your blog design
- Your blog will be at **username.tumblr.com**, but you can also use a custom domain name

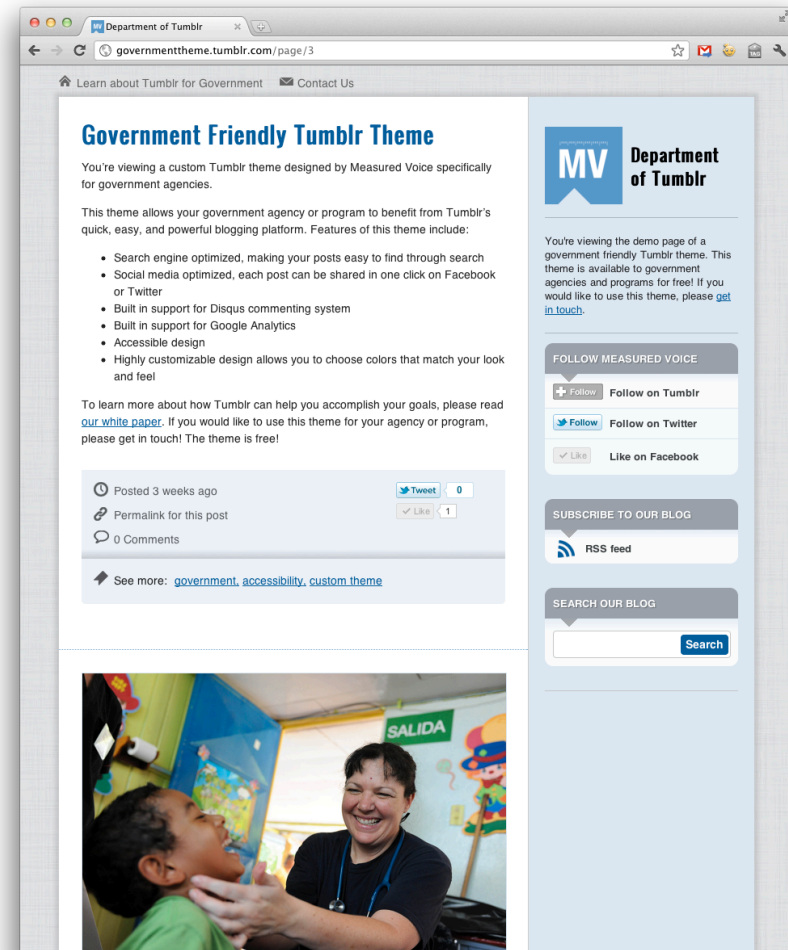


Choosing a theme

Your theme should reflect your brand and can be highly customized. Tumblr offers a variety of free or paid themes, but consider the following:

- Search engine optimization
- Social media optimization
- Accessibility
- Extensibility

We have worked with Tumblr to create a free government theme. Learn more at measuredvoice.com/tumblr

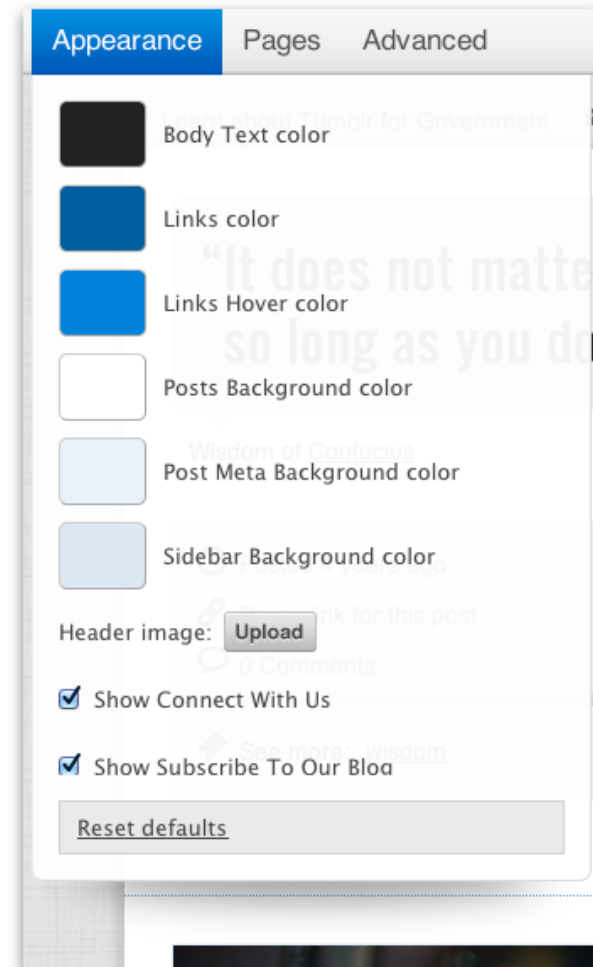


Customizing your theme

Our government friendly Tumblr theme is highly customizable.

- Search engine optimized
- Social media optimized, each post can be shared in one click on Facebook or Twitter
- Built in support for Disqus commenting system
- Built in support for Google Analytics
- Accessible design
- Highly customizable design allows you to choose colors that match your look and feel

Learn more at measuredvoice.com/tumblr



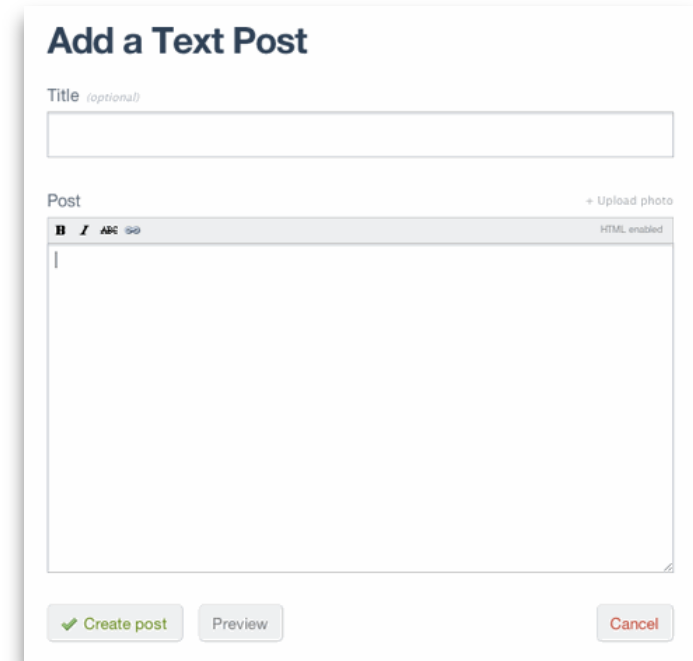
Blogging

Your blogging strategy should include...

- **Why** you're blogging!
- Who will write
- What you will talk about
- When (and how frequently) you will post
- How you will measure success

We recommend the creation of guidelines to stay consistent and on mission.

Contact us for a copy of USA.gov's social media editorial guidelines.



The image shows a screenshot of a web form titled "Add a Text Post". At the top, there is a "Title (optional)" label above a text input field. Below this is a "Post" label above a large text area. To the right of the "Post" label is a link that says "+ Upload photo". Above the text area is a toolbar with icons for bold (B), italic (I), text color (ABC), and link (chain). To the right of the toolbar, it says "HTML enabled". At the bottom of the form, there are three buttons: "Create post" with a green checkmark icon, "Preview", and "Cancel".

Gathering metrics

Tumblr provides a variety of metrics and allows integration with Google Analytics. For the USA.gov blog, we look at:

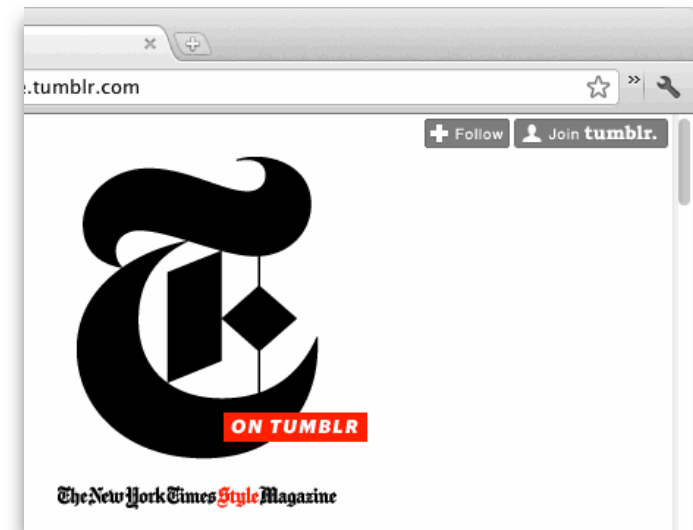
- Followers
- “Notes” or reblogs and likes of each post
- Comments on posts
- Traffic to the blog via Google Analytics



Additional considerations

Tumblr is very customizable, so consider the following:

- Will you answer questions?
- Will you reblog other bloggers?
- Will you use a custom domain? What are the implications of that?
- Will you publicize Tumblr?
- We recommend not displaying “notes” for each post on your externally facing blog



The New York Times Style Magazine blog includes an invitation to join Tumblr

Ask for help!

We'd love to help you use Tumblr to accomplish your goals. We're ready to help you with:

- Set up
- Custom theme design
- Training
- Writing
- Research and strategy development

Get in touch.

Jed Sundwall

jed@measuredvoice.com

measuredvoice.com/tumblr

Write on the USA.gov Blog!

If you would like to reach the public by writing a guest blog on the USA.gov blog, please contact:

Tonya Beres

tonya.beres@gsa.gov

The USA.gov blog team will help you write a plain language, search engine optimized post.