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>> Hello everyone, welcome to the webinar. Quickly again, if you need to -- technical assistance you can e-mail us or call us at 202-208-0668 and, we have Lisa Nelson to do the introductions.

>> Hi everyone, we have a wonderful panel of people with a diverse background that are going to be instructing our Tumblr webinar today. I would like to introduce Jed Sundwall. He is the president of measured voice. He has developed a social media strategies for the government and other websites. He -- his work is mentioned in the drear Times, the LA Times, -- and a wider radar. He has also worked prior to measured voice at -- we develop and manage the social outreach initiatives for Barack Obama, John Edwards, Mike Huckabee, and Ron Paul. He has also worked as a researcher and consultant for net squared. In addition, we have him Percy go who does the social media magic -- Amber. The three hours a day she is -- she is not on the web, she can usually be found watching or attending games. She has a degree in public relations from Northern Michigan University and has spent 10 years working in communications and marketing on the web. Last but not least, we have Mark Coatney who is the medium ambassador for Tumblr. He has worked 15 years as a journalist for Newsweek and Time . Currently he lives in New York City and is a graduate of the University of Kansas. He does believe that there is no place like home. Thank you very much everyone for coming, and I will turn it over to a our great set of presenters to -- over to our great spec for everyone, this is Mark. Thank you all so much for coming to what I will do quickly is ready to a little bit of what physics is and how it works, and how government agencies are using it and what may be useful for you in particular. We will have a lot of time for questions afterward, so please feel free, and Jed and Amber will have support specific instances due to think of this as a top-level introduction if you're not familiar. So, this is Tumblr. Typically, when we think of Tumblr, I like to think of it as not simply a blogging platform, but what we call a number to people finding and sharing the things that they care about. What that really means is that we think Tumblr is a platform that allows anybody to kind of freely express what they're interested in and share it with other people to -- people. Facebook is much more dependent and tied to a person's identity, and your real-world societal stuff, Tom -- Tumblr is what you're interested in and what you find useful in your day-to-day life. I think it is a very good place to connect and share information with citizens. Just an overview of the size and scope of Tumblr network. First is the growth. The platform has been tremendous in the past year. About 1.5 years ago, the entire Tumblr Universal sought about 1 billion pages looked at in one month. This October we hit \$16 billion -- 60 billion pages. We have grown tremendously and a lot of it is a tribute to all the people who do really interesting things on Tumblr. A little bit about our scope, this is growing rapidly every day so some of these numbers are slightly out of date. Right now we have 35 million blogs, 102 million monthly unique users globally, 42 million of those are in the United States. So one nice thing is that it is a very global platform. You see 40% of our users are in the US. The top countries are the US, -- United Kingdom, Canada, and Japan. We are pretty well represented across the world. There are 45 million new posts on Tumblr everyday. About half of them are images of some kind, -- it's just worth remembering things that are visual on to the. Whatever you are doing -- on Tumblr. The more you can tell your story visually, it is better to have it resonate and people will share its. -- Its.

>> Brazil has been getting a lot of our growth recently, it has only been in the last year that it has made it into the top five, but it has been a tremendous source of new audiences for us. I little bit about the traffic, he did all these are the little bit of grain of salt. These are samples numbers as opposed to absolute numbers because we don't ask these things. You don't have to tell us your name or your sex or age or anything, so so this is just a simple data versus actual data. That said, it is generally well reviewed as direct. Is about 22% male, 48% female. Tends to be slightly younger including fairly large set of people who are aged 13 to 17, and our biggest group is 18 to 34. The decline as you go down from the. -- Then declining as you go down from that.

>> I will go quickly because a lot of you probably have a very good Tumblr by. -- Blogs. So it is supposed to be really simple to set up from thought to action to post. Only asking for, by the way obviously getting can talk about his agency has done all the work with us and a legal agreement so that our terms of service now confirmed to the US government requirements. Going to USA.gov will help you navigate those waters. Basically instead of the blog -- inside of the blog, but as features of Tumblr blogs, you can think of them as customizable. You have complete control over the week it looks. Anything on these customized web basically we call the theater area. There is the ecosystem of designers who create the look and feels for blogs. You can either tap into those designers and a lot of people give them away for free, or you can buy one of the themes or if you want to get really advanced, you can contact one of the designers to make something a little more advanced. Most of these -- most of the themes of complete with jet -- website functionality built into the. They'll have a Facebook and tweeting kind of function, all those tools that you want for your website are pretty much their. You can also create your own theme if you want to get that ambitious. It is up to you because that is the strong point of the.

>> A little bit about posting, the way to where works, -- we Tumblr works, instead of having a traditional pepper metaphor we create a title and you write the text, and add some photos, all of these things to it, Tumblr break that down into component parts. I mean rather than say to an article, we save this video, post a photo. The idea being that we want to make it very quick because sometimes you don't have a full-fledged thing to say. So the idea is almost around artifacts. This is why I can, the government works very well -- I will talk about this very well pick national archives, this is a fantastic company that takes advantage of the fact that there are all these unique objects. Every agency has those things, if you -- you can use tempered and present them to the community.

>> This is just a quick indicator of what I called the dual nature of number which is basically to say if you are a total user, the thing on the left is the kind of interface that you often see, the timber dashboard. If you like into your blog, it shows a view of everything you have done, and also anyone like twitter, you can call other timber users. So anytime another user publishes something, you'll see that in the extreme. The dashboard is really the primary consumption than you for people who are timber users. If you did the math earlier, we have 102 million people visiting blogs and only 35 million number blocks. There are a lot of people who see blogs that are not necessarily users. The view they see is the front end of the block, it which looks like any weblog or website. You can kind of do this, it allows you to talk to two different audiences. It will be mostly into the dashboard if they have chosen to call you, and to have that external audience who may not even know what it is, who know what -- what Tumblr is that it is a nicely done blog .

>> The fundamental thing is called Reed blogging. It's easy to stipulate that around somewhere, that means anytime you see a post under dashboard stream, I think this is really interesting, hit re-blog and that will immediately be placed on your block with any other sort of commentary you want about the. -- About that. Is a quick way to expose interesting things to another person. If you re-blog something, that anyone following you automatically sees that as well. The network effect is really good at circulating that. The other function is what we call -- which is a simple gesture that says I like what you did. Some people use -- to converse in as a witness like things were reading later, which is another way you can use that thing. I'm going to go a little faster because a lot of us is a little bit of mechanics, which I will give this presentation afterward. If you have any other questions. One thing I wanted to stress is that it is a very good user generated audience engagement platform. That basically works in two ways. One is called ask, which is this little box. Every box is a block -- that is asked a question. This is really great for like citizen engagement. Typically with -- and things like National Public Radio, a lot of their blogs do this really well where they get people to ask questions about the shows and what is going on with them, and you just ask them the question, what happens when people fill in that little box, if the question is sent to you in your dashboard and you decide to either answer privately to the person who asked or publicly, GPS or publicly it means it is posted to your blog. It is a really good way to engage with people. The nice thing is that you don't have to be a top producer to ask a question. Anyone can ask you a question penis citizen engagement. Similar is what we called submit. It is a subtly different but it's the

same idea. Basically it means that rather than ask a question, you can send in a photo or video and in the same fashion, it goes into a queue under dashboard and you decide, do I publish this to my own brat -- blog or not?

>> I'm going to skip over a little bit. A few notes about functionality and getting your message out outside of town there, -- Tumblr on a post-by post basis you can send them out to your own account, you can change the message and craft what you want to say, it hasn't less good integration with Facebook because it cannot be done post by post, another has to be turned on or off. It still is very effective.

>> To point out, it is search engine friendly, and is optimized for search. You can use Google analytics or any other package for that matter to manage how your blog is doing and what's going on. And we discussed this a little bit except to note that one of the things that we do spend a lot of time on because the essence of public, is how to find interesting things. One thing we have that we are splitting is a section that says interesting blogs in the kind of political and government feel. It was always politics and government working together because until the last few months we have not had enough government likes to call the whole thing. Another has been a lot of excellent federal and local state government blogs so we want to give them their own space. If you're interested in that area, we will guide you to the best of blogs. This is another thing to get -- until the. Another way to do this is to -- and what this is is six users curating different topic areas. At six users during the news or if they find some particular news on somewhere -- on Tumblr or anything like sports or fashion, whatever it is that the community is interested in is kind of a self-curated area. It is really good at exposing new and interesting things to users. Amber and gentle talk about this war, but I wanted to talk about some of the great things this gets a lot of attention because it really speaks to whatever is about which is sharing and talking about unique and interesting things. The archives have an incredible collection and do a great job of putting that out there and letting anyone on convert to the unique opportunity to you will see all the time people will find whatever they -- they did the original key Peace Corps founding document. People like to see that connection to their government and the connection to the unique things that they do. It is an effective way of building engagements, but really audience engagement kind of loyalty -- -- is another one, one thing I loved about the Peace Corps is the memories that were is a very visual medium. They have this enormous collection of photography -- with over 40 years of the Peace Corps, and the rich history is really conveyed through this blog in a really brave we. The last one, I wanted to quickly touch on what is going out of New York City called the daily puzzle. The thing I like about this is it a strictly service oriented which is everyday, but give you a number of, as you can see, how many square yards of asphalt have been paved in New York City in the past week. It is a great way of showing people, here is what the progress is, here is how we are making our lives better and making the city better. This is followed by a lot of people in New York. That is us. I will turn it over to much better users than I., but thank you very much and I will be around later for any questions. Spivak they do, that was really fascinating. Basically people are going to have a lot of questions for you. In when we get to the Q&A. Now we're going to have getting -- to have jet -- Jed Sundwall.

>> Hello, I received a notification to share my screen should I just --

>> So, they give very much for doing that for us. There's nothing better than showing us -- then someone from Tumblr showing us how Tumblr works. So I'm showing you the work that measured voice does, and the work that we've done for you as a backup on Tumblr. -- That we have done on USA.gov. We use the Internet on with a mix of the. We always want to help our clients during what to -- how to publish with a mission objective is a new and highly efficient ways of the Internet. When we talk about social media, we are very strategy oriented, and what we mean by that, is that we do a lot of research to figure out what it is you're trying to do, but it is that you have to offer people, and what is the best way to do that? Once you figure out the best way to do that, who is going to do what and when and why? Are always asking why are we doing this? So for the past 3.5 years, we've been running and consulting on the social media strategies for USA.gov and go-Vienna. It has been really remarkable, the success we've had with social media using Facebook and twitter and now tumblr -- Tumblr to help USA.gov achieve their mission which is to make sure that people everywhere have access to useful government information that they can understand and apply to their lives. So our strategy with USA.gov is to make sure

that people have access to a steady stream of useful information that they can turn around and share with other people. But as we are always looking to do. How can we get this information in a way that is easy to retreat for sure again, or to re-blog? That is the whole idea. So based on this idea, we are looking at social media, you will see on the slot at the bottom, we are always seeking for platforms with large and growing user base is. Like I said, that was big easy for people to share our content. That is why a little over one year ago, I have been using Tumblr for a few years personally, and we looked at some numbers and said this is growing really really fast. Or millions of users that were very active and engaged and it was not slowing down. They would reach the critical mass and keep going. We said you know what, this is a really viable place for us to get our message out and to do what we need to do. And the other thing I want to talk about with our approach is that one thing we have found that government organizations and a lot of organizations have trouble with the social media is that it forces them to communicate in real-time and to communicate more frequently than they are used to. Also more human because you're speaking directly to other people, that can be challenging as well. Whenever we are approaching a new platform you want to make sure that we have a process in place to be able to write new content. So let me explain why we like to. Until this year, we had not recommended that anybody start a blog for a long time. It is great, because it gives you a little more room to speak your mind and sure things than something like twitter, it is more open and less constrained than Facebook. It can contribute to your search engine optimization, and blogs have RSS feeds. So they are the great -- to communicate with people. They're also very difficult to maintain. We have seen a lot of clients and people in general go through a lot of trouble to set up a blog and then they never write posts because it is too long to get a. That is too difficult to use, also significant is that there is no built-in audience. You have to do all this work to make sure people know about it and they keep coming to it, and that takes a long time. It is frustrating and demoralizing when somebody set up a blog and no one reads it and disable why am I going to write a blog if no one read that? And to be honest, RSS feeds are cool but very few people use the. So it is really not that big of an advantage. we love Tumblr because it gives you all the power and possibility of a blog , but it makes it so much easier. Like Mark said, it takes all the things like writing a headline and a title for your blog post and having all of your posts and adding pictures and abetting videos, you don't have to do that every time. If you want to share it with you, you share a video. If you want to share a quote you share a quote. You don't have to worry about installing anything on your service, and they have a strong community built and dashed servers -- so it makes it much easier for people to find your content because it is on the and six network. -- Tumblr network. I

>> Our strategy with USA.gov is to help people get access to information that is timely and useful that they can apply to their lives. So I am going to go straight to the blog. This is what the blog looks like behind the scenes when the team is using it. We can see if I wanted to write something, I would click on one of these things and get it started. You see we have a good-study -- where this draft, we have a lot of drafts written to help with the. This is what the blog looks like to us as editors. This is what the blog looks like I might dashboard which is where I log in to see all of the things that I'm interested in. You'll see, here is a blog post in between a song that someone shared and some cool pictures that another guy shared. It is just like Facebook or daughter, the current dashboard putter,. -- Twitter.

>> This is what the blog looks like if you go to the blog right now. It looks like any other website or any other blog, and you can scroll through and see the different kinds of things that we shared. I want to show off one cool thing that is built into our theme. Like Mark said, you can customize this a lot. This photo, if I like it, we have optimized the Facebook so that if I like a photo on the USA.gov blog, that will show up on my news for you -- beat him because of the. That is the kind of customization that you can do with Tumblr I really like. It is powerful. I will come back to this in a second to show you a few other features. That is how the blog works, and like Mark said, we brokered from the terms of service between Tumblr and the General. services administrative. Tumblr is now available on the application's website. If you're concerned about -- we have done all the heavy lifting for you, but you make everything easier. I have to be the difference between the blog outside and inside public. Like Mark said, following people on a blog is very easy and simple. You just click this button and people will be following you.

You don't have to use a feed unless they want to because everyone also has an RSS feed. Liking of content, this is a great way for you to get feedback on what you're doing and how effective your posts are. People can like them with one click. It is a powerful way to measure the impact of your work. Now I want to talk about re-blogging. That is one of the coolest features of tumblr and I have said this a few times, we really look for platforms that make it easy for our content to get paint all over the Internet. One really cool thing about re-blogging is that if somebody read blogs your post, you always get a link back to your blog when they do that from their blog. If you can see here on the right, I have a little screenshot, that was taken a few months after we launched our blog. We notice the other two were brought -- Tumblr Plaza sending over 120,000 links to our blog. So having all of those links is really great for search engine optimization, it does wonders for you. Let me show you something that happened yesterday. Some of you may have noticed that on USA jobs, NASA posted a job opening for after the. We thought that was really cool and so we wanted to highlight that on our blog. The kind of put -- we got a little tongue in cheek and pointed out that one of the requirements was that frequent travel to be required to people loved it. We got a lot of things and people to do about it a lot. One cool thing is that NPR re-blog is. They have their own tumblr, and you'll see it's as USA.gov so they reflect its. A lot of people re-blog it through NPR. One of the responses I got a kick out of was from an 18-year-old kid who said hey guys, I have decided to give up everything and become an astronaut, goodbye. This is a cool engagement but you can see when you put yourself out on tumblr and people start sharing -- Tumblr so -- is awesome. Marketed much answer questions. I have a screenshot that is hard to read, but this is from the archive where someone is asking a question and the answer to publicly. This is an awesome thing, USA.gov answers questions that are directed at them on Facebook and twitter, we are in the process and about to open answering questions on tumblr -- Tumblr. >> We use discuss comments also discuss as a third-party commenting tool that integrates very nicely with Tumblr and it also has GSA approved terms of service and is available.GOV so you can get bent and integrate it with your blog. Transits also has an API, it is very technical but I will say this really quickly, be used -- to pull in content from the blog and integrate it into you as a backup. If you go -- no, you'll notice the links to the bottom of the page, very soon you'll be able to see in the drop-down menu, we will be bringing in photos and stories in the news dropped him from the blog. That is something really cool. Because of the resources to --

>> Again, I want to possess, if you're going to use Tumblr picture you have a strategy. It is a lot of fun and it is a free tool, we love it. The way we describe three social media tools, they are free like a puppy. They're very fun and exciting, and you have to walk them and feed them and clean up after them and stuff like that. Is a picture you have a goal in mind and objectives. Former plan, who's going to do what, when are they going to do it, why and why are they going to do it? Go forth and gather metrics that will help you determine if you are publishing your goal and optimize accordingly. If you keep considerations, I would like to recommend, if you do set up a temper block -- he Tumblr block, you threw your username and profile image, make sure that it is -- and make sure that people recognize the. Is not like an acronym but no one will be familiar with. Same thing with your identity and profile picture. If you are already on Facebook and twitter, try to be consistent with your username and profile picture there. Choose a theme. We actually designed a feed specifically for government agencies I that has a lot of accessibility features. The colors are all compliant with our accessibility requirements. It is highly social media optimized. And has all the Facebook integrations and twitter integrations that I showed off, if you go to measured voice/Tran6 you will learn more about it and be able to install this very easily if you'd like. You can customize your thing based on the colors and the feel of your website, things like that. We would be happy to help with that. I'm going to fight it is because I want to show that we have time for Amber and questions, but it is very easy to block a. So do that. As far as budgets, I want to let you know that on USA.gov, we track the number of followers. We look at the notes which means all the re-blogging and likes that we get I and we also use Google analytics to track our blog's. That is about it. The only other thing I would recommend is that one thing we have done on the blog is that we don't show on the external blog, who has liked and re-blog our focus to that is because the block is hosted on theGovernor domain. If they did show

tumblr-transcript.txt

those, each node would include a link to the person's blog who liked us, and Tumblr is an open platform and people can share all sorts of things that they want on their blogs so we have to be careful of what would have control over. Again, that is kudos for Tumblr for giving us so much flexibility over our design. So if you have any questions, please ask. If you do not want to set up a blog ring of you would like to reach the public through Tumblr, you can write a guest post on the USA.gov blog. To do that you can -- she can work with you to write a post that will be published. So thank you very much.

>> Thank you, and now we have Amber.

>> Hello. I will be brief because I think the guys have done a pretty good job of explain to you how this works. I want to talk about about what we have done so far so you can see -- we'll talk about about our audience, why we chose tumbler -- Tumblr as we've learned. And we're using it as a recruitment and awareness tool. As you can see, our current volunteers fall in the middle of the demographic that Mark talked about earlier. So we want to reach out to these people in areas that they may not have thought they would see us. That is part of the reason that we chose Tumblr. We have been planning a plug for a really long time and it can become inculcated.

I'm sure everyone knows that only in terms of content, but the government, we really liked that you can just start it out and put things in the queue and let it take her of itself for a while. I also but it was a place where we could use a little bit of less government waste and abuse in other areas. There is certainly a personal connection, getting someone to commit to 27 months of their life to do something, so we want to be a little more friendly and open and Tumblr give us the place to do that where there was a little less risk than having our own block. As Mark mentioned, we do have a really nice archive of photos and video assets that we thought fit into this tumbler community idea. So Tumblr, we try to post at least once a day and it is nice because you can load posts into a queue and see everyday at 1130, I want to -- a post to go up. Then we can add to that if we have special things we want to talk about. Like the micro-blogging aspect of that, I'm the only social media person here so I have to do this Facebook and twitter stuff, the YouTube, and Tumblr. Is nice that I can spend one day a week and fill it up and let it go and I don't have to write six paragraphs about a topic. I can get our point across with pictures or maybe just a nice video for our YouTube channel. There are a lot of volunteers that have Tumblr and are using it to talk about the projects that they are doing overseas. We judiciously spent time looking at their blogs and re-blogging their content. There is also other organizations that do similar work to what we do, so enacting to them has been imported. What we have learned so far, I will show you some examples of what we have done the. Can everybody see this? This is our turn to page, we kept it really simple, and we wanted to be a part of the tumbler community so we chose one of their famous and who did not go all out and make it look government a. The only ode to government you will see a is blogs like -- are not endorsement from Peace Corps. That is the only sort of caveat we have on here. We do show the notes on our blog because we are unencumbered, we feel like we can get away with that little more. So, one of the things I want to show you is the Obama campaign recently got onto tumblr -- Tumblr and before you get started on it, you kind of have to understand that there is a very vibrant community on tumbler, and they all have a -- I don't know if you can see this, but they opened up their asses box and a whole bunch of people started putting in these very strange questions about their favorite television shows and what they had for dinner and all that kind of stuff. So you have to be careful of that sort of thing. I think it is fun and if you plan that, you can certainly get more attention. We have started our -- at the end of -- Tumblr stuff blog, we reached 2000 followers by August and we are up to 5400 right now so we are pretty proud of that. I wanted to show some examples of the posts that we have done, we have a lot of promotional materials in our archives so we put them up and we have made sure to kind of tag them with graphic design so that people who are not necessarily on Tumblr looking for specific things they still stumble upon the. Quotes have been pretty popular from our volunteers, we also have radio PSA's and it is really great because Tumblr lets you put just about anything on their. This is an experiment that I did, it did not turn out as popular as it wanted to, but we kind of used pop culture to explain things about Peace Corps. There is a misconception that you can drop out of high school or dropped out of college to join the peace Corp., and that is not true. I used some television characters to express that. We plan to do some of that in the

future, hopefully -- will pay attention to that. So here is another one for our archives, this is from the 1960s. As you can see it was pretty popular. Some people were re-blogging it anything that they wanted other people to leave the country, but I still think we got our point across. This is our most popular post today to. 875 notes and I check it everyday and it continues to grow. If you're not familiar with her Excellency, she recently won the Nobel Peace Prize and initiate is very big, and I love this picture because she is an amazing woman. It got a lot of attention and it is still rebought every week so we're pretty happy about that. We have had some surprising things that are popular, I don't know why this billboard got 60 notes, but people seem to like quotes and that kind of thing. Another thing we do is, because I have been on Tumblr before I used it for Peace Corps, I have an idea of what the community is -- is like, so I try to use tags that I know are popular like pretty places or something that had been on there for a long time. That helps your posts get attention. So we have done so re-blogging of volunteers, we have directed people to our other social media things, we have done some really good stuff for volunteers and interacted with them. We have answered questions. This is someone who has talked about wanting to go to grad school but maybe Peace Corps and the let them know that you could do both at the same time. He also answered some questions that were about some issues that we had gotten into. I think it was a really good idea because we could talk to these people in their own language and give them the answers that they were looking for. We have not opened our -- yet because I don't have time to deal with that yet. We also, you can track certain tags, so we check tags that do similar things to us, and also any time anyone posts about Peace Corps it shows up under that tag. So, that is a little bit about what we are doing and I don't want to talk much wonder because I want people to be able to ask questions. So that is where we are at right now. In terms of metrics, we get about 50 to 60 referrals a week and about half of those are from our specific tumbler. And the rest of them are from people who have re-blog does. We are getting about 200 referrals a month. We're using this as more of an outreach tool than trying to drive traffic back to our site as we have been focusing on that yet. I will stop -- and we can get it up for questions.

>> Vicki, Amber, think everyone. We are now in the Q&A portion of the letter. If we want to let you know that any questions we cannot get to, we will try to send those back out with answers following this particular weapon within one day or two. Let's get started. The first one is for Mark, but if you guys want to chime in, please feel free to do so. Is about being bipolar complaint. Did you overcome or did you have any accessibility issues with Tumblr when you were doing with the five away complaints?

>> Is, I will probably be better to answer that. Yes, we did. Like I have said, you can customize your theme very highly. We did not -- that the tumblr dashboard itself for five away complaints for the same reason that we sort of leave it up to like on Facebook, use Facebook which is not fully five away complaints because it is a very efficient way to reach people, but the information we share is an exclusive. On the blog itself, I don't -- we don't have a fully clean bill of health with featherweight simply because Tumblr is built -- Tumblr is archived is not fully compliant. It is therefore not out of the realm of possibility and our featherweight expert at using a government is working on recommendation to make it more compliant. But I cannot give any sort of promises or timeline on when that would happen. That was the only sort of major issue and that was the only reason that I don't say we are five away complaints, because we have -- everything else is compliant as far as like the hierarchy and colors and things like that, those are all complaints.

>> Think you. You to actually touched on typing some of the opposed -- thank you -- and the question is, if there -- is there a source for common Tumblr tags in regards to optimization?

>> I can answer that from the Tumblr perspective. Tumblr itself has been kind of an open ended typing system much like twitter, so a tag can be anything you wanted to be. -- want it to be. There is no central repository of that. The best way to find the tags that resonate most are too kind of look at that export page that you talked about earlier, which is a popular listing of tags -- and to do your own searches of what other people are typing to get a chance -- is that the one of the most effective ones.

>> I would say for USA.gov, the tags are useful for search engine optimization because if you click on any of our tags on the USA.gov blog that will take you to

look at other posts with the same tag. That creates a nice interlinking within the block that search engines like so they can find creative content -- created content.

>> Another thing is that we do blog a lot about stuff that NASA is doing or that NOAA is doing, so we do a lot of science that. That resonates well in Tumblr. -- Stuff

>> I mean that lovingly.

>> Speaking of science, are there any scientific communities on Tumblr? Are there any blogs you suggest for science agencies that people should check out?

>> One that I would love is NASA. -- Is massive. There is a pretty good scientific community. We both do to ration around science, -- duration -- so we assigned a topic on public, but some good science blogs I would say, most of them are not really government related unfortunately, there are a lot of individuals who are interested in science. There is just the space science there are a couple ones about geology, there are once called -- which is about math which is really good, and one which is house of mind which is called their -- which is a neuroscience when. They're all for individuals working in the field or who just the way I were interested in the topic. -- Neuroscience one. So there are no really professional ones like the CDC or anything like that.

>> I know the modern -- at UCSD, they have a health science blog which is all about health science. That is a pretty good, more official one. That is just off the top of my head. CMAC thank you. -- Thank you

>> Is that if they take advantage of Tumblr URL -- it is noticed that you take advantage of the Tumblr your L. --URL.. -- To turn the Tumblr site into.gov exact -- addressed her with any concerns with this as the site identifies as a.gov but is not hosted on a secure government server. How did you convince your IP department to do this?

>> That is a good question. We embedded Tumblr. This is the kind of thing that we have done, we also did a similar thing or this year with another thing to create the 1.U.S.A.gov URL or all of the U.S.A.gov URLs are hosted and routed through -- servers. We just use -- to get very technical, we used a very simple name to do this and basically all we do is do our diligence to ensure that the service that we are running this information through our secure and are up to industry best practices and things like that. They have been around long enough and is backed by the right kind of people, and it is used by enough people that our department is confident that it would not be a huge issue. The other thing that is important is that we don't use Tumblr to store or share any kind of sensitive information. So it is not as though if somehow the service for Coppermine, the only thing you get out of our blog is our blog posts which are already on the Internet. They are about with a benign things.

>> Thank you. Is it easy for non--- agencies to negotiate for Tumblr for government on the terms of service?

>> The government is the only place we have ever redone our service because I think our terms are pretty standard for that space, they're very similar to twitter or anything else. -- For the government to recognize that there were certain things that government agencies really had as a particular requirement. Typically outside of that, we don't because it is just too hard for us to keep track of a lot of different terms and different people. If you have any specific issues or something with our terms, for not having government users, e-mail and let me know and maybe we can work something out.

>> I would say that the terms that the TSA negotiated are really good. If your lawyers cannot handle them, then,.

>> Thank you. Are there plans for -- for writing six to be able to perform tricks on to her blog's? If not, what tools are able to do metrics on tumblr blogs -- on Tumblr blog's?

>> They just want their integration I think last week, I don't know about radio -- but I can find out. The first version of this one is not as robust, but he will be improving the. From our end, we have metrics that we are developing that are not ready for prime time yet. We have to offer a set of tools so people can measure into the dashboard. It is good to remember that outside the dashboard, anyone who is looking at your blog, you can put any budgets on that that you want, and you can control that right now.

>> This next question is for Amber and Jed. Has U.S.A.gov or Peace Corps ever

collaborated with other government agencies on specific somewhere -- spirit we have not done that yet. But during the next war -- the Tumblr made up that we had in DC it a while ago, I had a nice conversation with a gentleman that runs the State Department. We are planning on trying to coordinate so that we can -- used similar content and maybe do some sort of day where we are posting about the same thing. They are a little bit more of a government voice so I'm not sure how that would work, but it is something we are looking into. It is not as easy as twitter to have kind of a hash tag and do it that way, so we would have to look into that a little bit more, I think.

>> We have not done like a Tumblr specific event or program with any other agency, the we collaborate with other agencies all the time. All are welcome to submit guest posts. It is free to the public. Saw earlier this week we posted a post from the CDC. They are doing a huge thing about this week to reduce smoking. So, we do collaborations like that, but we have never really done anything that is necessary to --

>> Picky, and we actually have a car vacation for the service questions. The verification was local and state governments may not be covered in the federal terms of service. Can you talk about that, Mark?

>> Could repeat that?

>> The question was about local and state governments and the terms of service with Tumblr. For local and state governments, I don't know -- they be able to answer that, I am happy that those terms apply to local and state governments, I'm just not sure that those terms fit with what local and state governments require. There was a very specific things about server compliance and stuff like that. If you would, ask this question, could you send me an e-mail and we can work that out.

>> That is going to be different, but it irks a government is using Tumblr

>> The dirt city government is using Tumblr under our general terms of service which is fine.

>> We have a few more that we will take before closing, you spoke about other agencies using Tumblr , we did hear about USA.gov, Peace Corps, and the national archives. Can you name some of his?

>> Sure, I have a spreadsheet where I keep track of them. The Defense Department has one, and has had one for a while that is pretty good.

>> I have a few.

>> What I'm missing? Outside of state --

>> -- Is starting when?

>> The national endowment for the humanities has one. I think that maybe it.

>> There are plenty of local ones, the first ones that I found was most notable was -- the mayors of the Mayor of Portland used public. -- Tumblr and then the state of Rhode Island used it as well.

>> New York City has a bunch of good ones, but on the national level like the federal level, those are the ones that I know.

>> Okay, our last question is, is there a main Tumblr POC for government issues?

>> Well, me. We are still a pretty small compared with 50 people, most of whom are engineers. I am probably the first person. It is either me or we have a very good support structure that is always reachable at the support e-mail. They can handle a lot of -- if there is a URL or if your agency wants to start a blog and the URL is taken by someone that support can clear that up. So I would say to send it to me at night and six e-mail.

>> Just so he does not get the word was enough, we have been working together for a while on this stuff and going to support is awesome. Like writing to support works every time. It works really well. I don't e-mail him every time I need something.

>> I do. [laughter]

>> He is listed as the contact on at the company go to look at Tumblr on their. If you don't read them, his e-mail address, you can find it on there. That is how I got in contact with him.

>> Okay. Well this is going to conclude our webinar, I want to thank everyone for attending the webinar this afternoon. I want to think the three speakers were such fantastic presentations. He had some really awesome questions and you guys definitely have inspired many people to start blogging on Tumblr. We have included a link in the chat box to our survey for the evaluation for today, so please take a moment to give us your feedback. Also we have a plain language basic in-person class on November 29, and any questions that we did not get to this afternoon, we will try

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to get those out to you within the next day or so. You'll receive a follow-up e-mail with the slides, recording, links to today's webinar, as well as a transcript. I want everyone to have a fantastic day and stay warm, thank you.

>> Think you. -- Thank you.

>> [event concluded]