

# Using tumblr. To Save Time

If you use multiple social networks, it may be a good idea to consolidate your workload, so that you don't spend a large chunk of your time repeating the same tasks. One way in which you can do this is by using Tumblr

Much like the Facebook app I mentioned earlier, Tumblr allows you to post to all of your accounts at one time. This means that you can tweet, post a Facebook status update, and post to any of your other accounts at the same time.

## **Integrating Your Twitter Feed with Your Homepage**

If you want to make your site more dynamic, you may want to consider adding a scrolling Twitter feed. In brief, this is basically just a script which cycles through all of your tweets, displaying them in

sequential order in a nice-looking frame.

This is always a nice touch to add to your site. It will not only improve the appearance of your site, but it will also create the feeling of dynamicity.

## Using Tumblr.com for Longer Tweets

As I've mentioned before, Tumblr can be an incredibly useful tool for businesses who want to create a presence in the blogosphere. It can also be used for other things, too.

For instance, if you find that you are often unable to communicate enough information in a 140-character Tweet, you may want to consider using Tumblr to Tweet instead. This will allow you to write a message of any length; and then allow Tumblr to automatically Tweet the first 140 characters of it with a link back to the blog post.

## Tumblr vs. Other Blogging Platforms

In addition to its integration with Twitter and Facebook, Tumblr offers other significant benefits—most of which become apparent when you compare it to other blogging platforms.

Of all the benefits Tumblr offers, one of the most important is its simplicity. Going even further than WordPress, Tumblr offers an extremely basic user interface that allows you to choose between functions such as “text” and “pictures.” This can be very important if you want to use Tumblr quickly and move on; however, if you want a more customizable platform, then you may want to consider doing your own programming or using WordPress.

## Selecting a Tumblr Theme

One important part of using Tumblr correctly is selecting a clean theme that you can use on your blog. Since many people who read your Tweets for the first time may end up on your Tumblr page, it is important to create a good impression quickly. Otherwise, you risk losing a potential customer before you've had any time to pitch to her.

One option is simply to select one of the available Tumblr themes. These are largely clean and professional; however, it is likely that visitors will have seen them elsewhere.

Another option is to go to your Tumblr dashboard, and then click "customize," "theme," and the "use custom HTML." You can then take HTML code from any site that offers free Tumblr themes and paste it into the form

# Alternatives to Tumblr.com

In the last few tips, I've covered how to use Tumblr exhaustively; however, what I did not mention is that there are a number of good alternatives to Tumblr. If you want to check out these alternatives services, here are some selections from beebom.com:

## WordPress

It's impossible to talk about blogging platforms without mentioning WordPress. Powering up 25% of all the websites (as of February 2016), it is undoubtedly the most popular Tumblr alternative that you should consider.

WordPress comes in two variants, a free and open source script based content management system (CMS) that can be installed on a web server, and a freemium blogging platform that helps you get your first blog started in seconds.

WordPress is extremely customizable, thanks to the innumerable themes and functionality enhancing plug-ins

available for it. Not just that, it has everything you'd expect from a solid blogging service, including multi-user support, social network integration, SEO, and custom tags/categories. In essence, if you want a fully loaded blogging service, WordPress is an absolute no-brainer.

## Blogger

Owned by the tech giant Google, Blogger is one of the easiest blogging platforms out there. And if you're invested in the Google ecosystem, this is just the Tumblr alternative for you. It includes a super simple web-based post editor, and you can have up to 100 blogs per account. Blogger also has

options for viewing detailed stats, such as monthly page-views, traffic sources etc. for your blog. Oh, and there is full integration with Google's AdSense program as well, for easy monetization. Lastly, all the regular blog features such as multi-user support (with permissions), posting via email, and comments are supported too. But even with all of that, Blogger isn't without its downsides, most notable of which is that it doesn't let you host your blog on a web-server. So if you have your own custom domain, you have to use DNS functionality to redirect it to the blog.

## **Soup**

It may be oddly named, but Soup almost exactly mirrors Tumblr in both user interface and features, thus making a strong case for a robust Tumblr alternative. From texts to quotes, and from images to videos, it lets you post everything, and then some more. It can directly import posts from a large variety of social networks (e.g. Twitter, Reddit, SoundCloud), and lets you automatically publish posts to Facebook too. Also, you can point your custom domain to your Soup micro-blog easily. There are many Soup groups (based on topics like animals, TV shows etc.) that users can join and post to, thus creating a collaborative stream of posts. In a nutshell, Soup is a simple micro-blogging platform that works.