

# What is Tumblr?

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Tumblr is a free [blogging](#) platform that aims to make posting and sharing anything you want as easy as possible. In many ways, it is also a social network and allows Tumblr members to follow each other, repost each others' posts and content and comment.

As well as text and photos, Tumblr also allows you to post quotes, links, audio, photo slideshows and even video. Used by personal bloggers and international media companies like the New York Times and Guardian, Tumblr is easy to use, even for those new to using computers and the internet.

## Tumblr's key benefits and services

- Once set up, you can customise your Tumblr site's appearance using one of the hundreds of theme designs, which range from free to \$49. If, however, you would like more control over your site's design, Tumblr also allows you to create original themes to give your posts and pages a more unique appearance.
- Blog posts can be written on the Tumblr site, emailed in, or even submitted via telephone. There is also a Tumblr app available for the iPhone, which allows you to post to your Tumblr from your mobile phone.
- Tumblr sites are built to make your blog appear in search engine results, plus you can also arrange for your posts to be automatically shared on social networks like [Facebook](#) and [Twitter](#).
- You can also follow other blogs to keep up-to-date with any Tumblr sites you like, as well as 'reblog' their posts, which shares them with anyone who follows you.

## Next steps

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