Some steps to setting up an academic library Tumblr

1. **Always check existing policies** on social media use at your institution - both at the Library, and with the Communications department.
2. Come up with an **easy-to-remember blog name** (e.g., SLCMusicLibrary.tumblr.com) and make sure to share the password with at least one other staff member
3. **Create a logo** - this can be as simple as a photo of your library, or word art of your library's initials.
4. **Choose a style theme** - most of these are free, and customizable if you want to change a font or color scheme.
5. Look at **other library tumblrs** as guides
   a. [HigherEdSocialMedia](#) has a list
   b. As does [the Lifeguard Librarian](#)
6. **Make a schedule** for creating posts - don't just reblog other people's posts! Original content works best
   a. A useful feature of Tumblr involves scheduling posts in a "**queue**." You can set one or more scheduled posts to automatically be published each day.
      i. A drawback of this is that you can't schedule off-days (i.e., exclude weekends from your queue)
7. **Build your dash**
   a. Your dash is where you read other Tumblrs. It's tough to filter, so it's best to carefully curate who you follow.
   b. **Publishers on Tumblr**
      i. [Yale University Press](#)
      ii. [University of Texas Press](#)
      iii. [University of Chicago Press](#)
      iv. [NYU Press](#)
      v. [Northwestern University Press](#)
      vi. [MIT Press](#)
      vii. [Duke University Press](#)
      viii. [McGill-Queen's University Press](#)
      ix. [Georgetown University Press](#)
      x. [Oxford University Press Academic](#)
      xi. [Dust to Digital](#)
      xii. [Penguin Random House](#)
      xiii. [Harper Perennial](#)
      xiv. [Quirk Books](#)
   c. **Library Organizations (and related)**
      i. [Digital Public Library of America](#)

by Charlotte E. Price, Music Librarian at Sarah Lawrence College

       ii.   [Library Sleevefacing](#)
      iii.   [American Library Association](#)
      iv.   [Library Journal](#)
       v.   [Fair Use Week](#)
      vi.   [Rock Hall of Fame Library](#)
     vii.   [Smithsonian Libraries](#)
    viii.   [MoMA Library](#)
      ix.   [Today's Document (National Archives)](#)
       x.   [The Getty](#)

  d. Special collections/related special interest Tumblrs
        i.   [JSTOR](#)
       ii.   [Hevelin Collection](#) (Science fiction library collection)
      iii.   [Iowa Women's Archives](#)
      iv.   [WFMU](#)
       v.   [New York Philharmonic](#)
      vi.   [Lincoln Center](#)
     vii.   [NPR Music](#)
    viii.   [New York Public Library](#)
      ix.   [The Guardian Music](#)
       x.   [University of Delaware Special Collections](#)
      xi.   [In the Library with a Comic Book](#)
     xii.   [Widener Library (Harvard)](#)
    xiii.   [Special Collections of the University of Iowa](#)

8. **Promote your new Tumblr!**
   a. Put up signs in your library and at campus events
   b. Advertise on other social media platforms already in use
      i. Facebook allows easy cross-posting from Tumblr
   c. Make handouts, add it to an email signature
   d. Add tags with your institution's name in your first posts, so others searching will see

9. **Interact with patrons**
   a. Make occasional use of memes popular on your campus
   b. Highlight student projects on the Tumblr
   c. Involve library student workers with guest posts
   d. Use pop culture to liven up otherwise boring posts (gifs from Frozen in a post on a library snow day, for example)

10. **Have fun with it!**