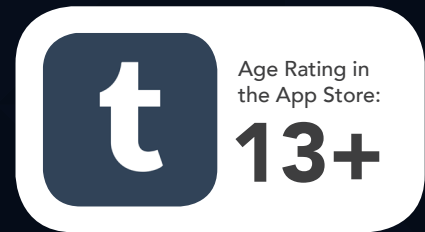


TUMBLR



Age rating according to app provider

Tumblr is a microblogging and social networking website. The service allows users to post multimedia and other content to a short-form blog that they can customize. Users can follow other users' blogs, and make their own blogs private if they desire.

Tumblr lets you effortlessly share anything. Post text, photos, quotes, links, music, and videos from your browser, phone and desktop. Tumblr appears to have a younger user demographic in comparison with other social networks.

Challenges:

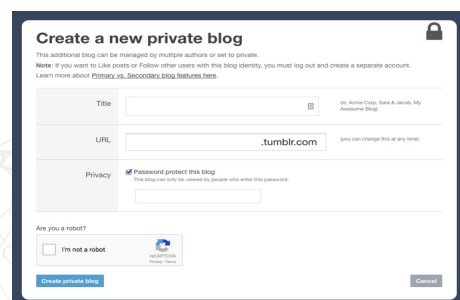
- Lack of privacy
- Pornographic content
- Inappropriate content
- Phishing scams and security issues
- Romanticizing unhealthy behaviours

Privacy Settings:

Parents should be aware of Tumblr's lack of privacy. It is difficult to create privacy settings that prevent information from being public. As a result, most posts made by users are open to the public.

While the Tumblr privacy settings prohibit private accounts, you may create a secondary blog that is private — allowing only users that know a password to access it. This password is not the one you use to log in.

Open your dashboard > click on the profile tab icon on the bottom right > click your account name at the top right > "Create a new blog"



You will be directed to this page to create your new blog. Select "password protect this blog" and enter a desired password that you may share with followers you pre-select to view content on this secondary Tumblr.

It is also worth noting users can direct message each other and engage in private chats.

Like any social media Tumblr can be a positive social activity that keeps users connected to their friends. Just be mindful of screen time and be aware of who you are connecting with. We always encourage open conversations around privacy and personal safety.

App Fact Sheets available from the Carly Ryan Foundation. Please email: info@carlyryanfoundation.com