



The umblarians

Justin M. White – University of South Florida

What is Tumblr?

- Microblogging platform with a unique format.
 - Probably less popular than other microblogging formats, such as Tumblr, or other social media, such as Facebook
 - Incorporates both aspects, making it attractive to librarians in particular
- Interconnectivity
 - Tags, following users, messaging
- Allows sharing of content while preserving the original source in the “notes” (as opposed to hyperlinking in news pages or traditional blogs)

The Library Is Open: A Look at Librarians and Tumblr

BY MOLLY MCARDLE ON  JUNE 25, 2013  LEAVE A COMMENT



“TUMBLR IS RIFE WITH LIBRARIES. THEY’RE EVERYWHERE.”

Online literary magazine *The Millions* has been keeping tabs on noteworthy book and culture-related Tumblr blogs since the beginning of 2012. The first round of recommended picks from *Millions* social media editor Nick Moran included only one library Tumblr: the New York Public Library’s. By the second round, published six months later, libraries warranted a whole category. Most recently, in April 2013, Moran gave up keeping tracks of library Tumblrs altogether—there were too many. Instead, he offered two lists maintained by librarians, of librarians and libraries and of archivists and archives on Tumblr. Together, they list over 500 individual Tumblr blogs. “Tumblr is rife with libraries,” says Moran. “They’re everywhere.” He’s right.

Recent & Popular

Recent Posts

Most Commented

Spring Best Debuts

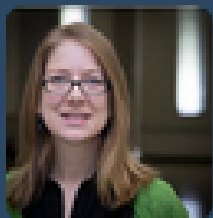
The Business & Pleasure of Comics | Wyatt's World

Graphic Novel Reviews | March 15, 2014

Science Fiction/Fantasy Reviews | March 15, 2014

Q&A: Jerry Beck & Darrell Van Citters

Xpress Reviews: Nonfiction | Look at New Books, March 2014



libralthinking ↔ thelifeguardlibrarian

Tumblarians onward, 2014!

thelifeguardlibrarian:

Fun year, yeah?

We grew in droves. We threw a couple kickass parties. We presented and presented and presented.

The Millions figured out who we are. Some of our blogs went VIRAL BIG TIME. We've got librarians all over the tumblr #books spotlight page.

We're a thing.

What were some of your favorite moments? What are you thinking up next?

#fuck yeah tumblarians

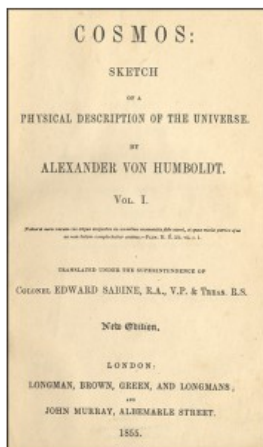
52 notes





From the Stacks: Cosmos

This week I have chosen to highlight some of our astronomy books in Special Collections. The inspiration for this choice came from Neil DeGrasse Tyson's current television show, *Cosmos, A Space Time Odyssey*. This series is a follow-up to Carl Sagan's 1980s, *Cosmos, A Personal Voyage*. Tyson, like Sagan before him, is making the knowledge about our universe understandable and exciting to viewers.



Alexander von Humboldt had this same desire; to write a popular scientific work that would create an appreciation for science and inspire scientific inquiry. The first volume of his work was published in 1845 and was called *Cosmos*. It became the biggest scientific bestseller of its age, and was eventually translated into most European languages. Humboldt began his five volume set at the age of 65 but died before he could finish it. Special Collections has three volumes from an 1855 edition, and the fourth volume from an 1860 edition.

One of our earliest books on astronomy is our copy of *Sphaera Mundi* by Johannes de Sacro Bosco. The author flourished around 1230 a.d. Wikipedia cites *Sphaera Mundi* as one of the most influential works on pre-Copernican astronomy in Europe. The manuscript was frequently copied and used by Universities for hundreds of years before the invention of the printing press. Our printed copy is dated 1501. This work was one of the most frequently reprinted scientific books of the 15th century.



Why Tumblr?



University of Iowa
Special Collections &
Archives Tumblr

- Flexibility and interconnectedness
- Providing access to original content to a far wider audience than traditional university department blogs
- Outlet of natural creativity (think of the work by Dan Pink)

- Allows librarians to pass along news stories or other relevant information, such as job ads or conference presentations



librarymayhem:

Learning about the Interwebs with Margaret aka FancyLibrarian!

I'm so glad you came and we got to hang out!!



Tumblarian 101 at ALA

Report from OUP's ALA correspondent Amanda

Tumblr mavens [Kate Tkacick](#), [Erin Shea](#), [Rachel Fershleiser](#), and [Molly McArdle](#) treated a standing room-only audience to an engaging and interactive overview of Tumblr in the library community on Monday at ALA Annual in Chicago.

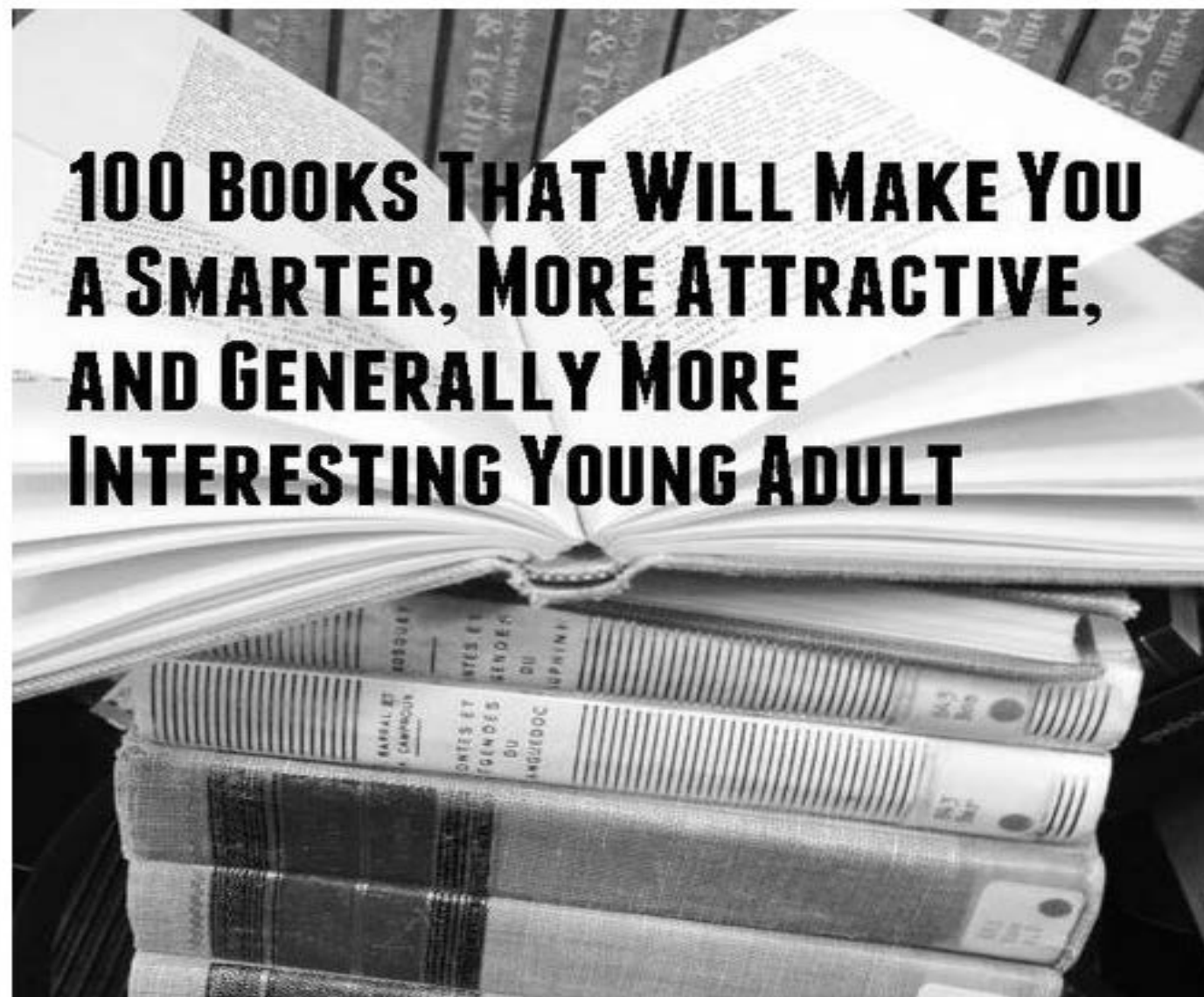
The panelists gave an excellent introduction to Tumblr, demystifying how the site works and how libraries can start getting involved, particularly by utilizing the top three tags for librarians: [#tumblarians](#), [#libraries](#), and [#librarians](#).

Other great tips from the panel included mixing up the timing of your posts to ensure pick-up, posting frequently so that you aren't missed, scheduling posts to help your workload, and not being afraid to have a sense of humor with your posts.

The tumblarian community has well over 500 libraries and librarians participating and continues to grow. Check out [the growing list on Kate's Tumblr page](#) and ask to be added!

Photos by Amanda for Oxford University Press.

Tags: [tumblarians](#), [libraries](#), [librarians](#), [ALA2013](#), [tumblr](#), [tumblarian 101](#), [ALA13](#), [social media](#)



» HOME

» READ-ALIK

» AWARD-W

GMHS Media

Granby Memor

SEARCH POS

WHO I FOL



100 Books That Will Make You a Smarter, More Attractive, and Generally More Interesting Young Adult

Oct 16, 2013 11:37 am 267 Notes

HIGH SCHOOL COLLEGE READING LIST TUMBLARIAN LIBRARY

Tumblarians

Libraries/Librarians on Tumblr

How do I get on this list?

(Also check out ex-tabulis' list of archives and archivists on tumblr)

Library-ishes

Anderson County Library

Ann Arbor District Library

Anne Arundel County Public Library (MD)

Antique Automobile Club of America Library & Research Center

Arapahoe Library District Teens (CO)

Arkansas School for Mathematics, Sciences and the Arts Library

Arlington Public Library

Arlington Public Library Children's Room

ASIS&T Metro New York

Baker Free Library Teens (NH)

Boerne Library

Brentwood Library



A Mass of Odds and Ends

I'm an archivist/librarian, Cubs fan, letter writer,
subversive stitcher, and Tumblerian.

[Archivists on tumblr](#)

[Important stuff](#)

[Ask](#)

[Archive](#)

Powered by Tumblr
Colorfall Theme by Paul Mackenzie

Archives and archivists on tumblr

This is a list of archives and archivists on Tumblr. Make sure to also check out [thelifeguardlibrarian's list of libraries and librarians](#) and [museumnerd's list of museums](#). Send me a note in my "Ask" box if you'd like to be added.

Archives, Special Collections, Historical Societies, & Archives Groups

[Albert Gore Research Center \(Middle Tennessee State University\)](#)

[Antique Automobile Club of America \(AACA\) Library & Research Center](#)

[Archives of American Art](#)

[Archivists Trek 2012](#)

[Atlanta History Center](#)

[Bay Area Video Coalition Preservation Department](#)

[Black Cultural Archives](#)

[Broadcasting Archives, University of Maryland, College Park](#)

Simply show up and participate!

tumblr.



Search

tumblr web



Aa

Text



Photo



Quote



Link



Chat



Audio



Video



complaintificate

SUBJECT: "Social" Area in Women's Residence Hall

Friday, Dean Wunderlich and I discussed the possibility of a "social" area in the women's hall for after hours teas, fudge parties, etc. We noted that the extra apartment is needed for overnight rentals to attempt to generate more income whenever possible.

There may be some other area which could be set aside for this purpose. Of course, the cash situation will prevent purchase of any capital equipment such as a Dwyer Kitchen this year, but perhaps the situation will improve to a point where such a purchase can be considered next year.

Please keep this in mind.

Andrew C. Rodgers
Assistant Business Manager

Teas, fudge parties... you know, the usual kinda things.

From the USF Archives.

#tumblarians #usf #university of south florida #special collections #dorms



Complaintificate

complaintificate.tumblr.co...



Posts

483



Followers

76



Activity



Drafts

4



Customize



Mass Post Editor

ACCOUNT



Liked 519 posts



Following 79 blogs



Find Blogs



RADAR



andre coronado

André Coronado



USF Special Collections

Behind the scenes at the University of South Florida's Special Collections.
Join us for a year-long tour of our collections. We will be posting highlights everyday from April 1, 2014 - March 31, 2015.

[Archive](#) [Ask](#) [Contact](#)



Engraved plate from the *Brevis narratio eorum quae in Florida Americae provicia Gallis*

- USF credited at the bottom of notes
- Allows users to find their way back to the original source
 - (unless the item is saved and re-posted by someone else, which is considered bad form)



Illustrations from an 1898 edition of Hans Christian Andersen's 209th birthday.

Andersen's Fairy Tales. Philadelphia: Henry Altemus Company, 1898. [PT8116.E5L5 1885](#)

#hans christian andersen #airy tales

1 note Apr 2nd, 2014



complaintificate reblogged this from [usfspecialcollections](#) and added:

More from USF Special Collection's new blog



mesopygion likes this



usfspecialcollections posted this

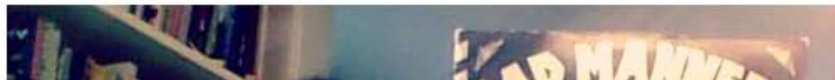
It's fun!



My Husband's Stupid Record Collection

Where I listen to my husband's record collection, one record at a time, and tell you what I think.

Bad Manners Featuring Verona “Gonna Get Along Without You Now”





Librarian starts blog, reviewing husband's 'stupid record collection'

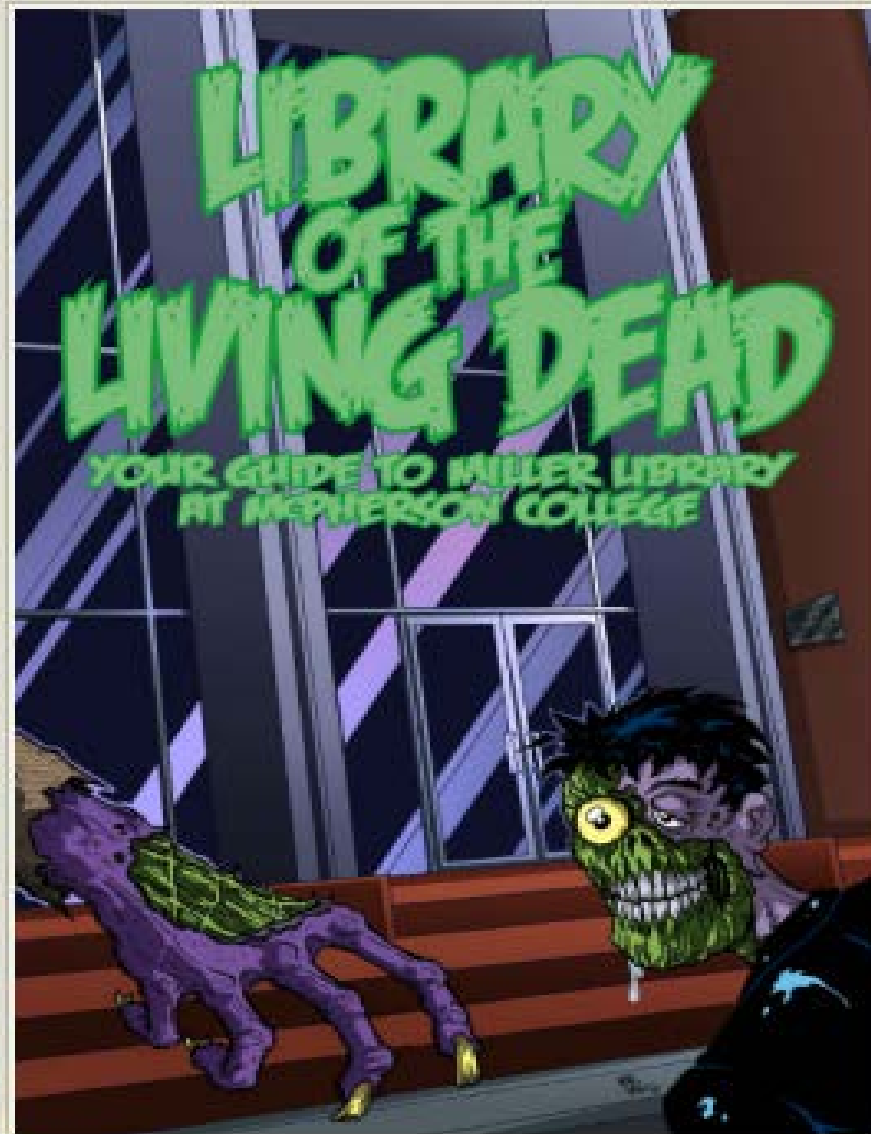
After years of moving house and growing tired of packing and unpacking her husband Alex's hundred of records, the librarian decided it was finally time to discover what he had been listening to for all these years - ranking and blogging about her experience along the way.

I love this idea! I hope [alltherecords](#) gets to find at least a couple she likes... :)

#libraries #librarians #love it #history #vinyl #records

2 notes





veganaction:

This how McPherson College promotes their library services.

Institutions on Tumblr



ex-tabulis

Source: homadayscrapbooks.com



Check out [this collection of scrapbooks](#) created by William Hornaday, the first director of what is now called the Bronx Zoo. From the William T. Hornaday Scrapbook Collection on the History of Wild Life Protection and Extermination at the [Wildlife Conservation Society Archives](#).

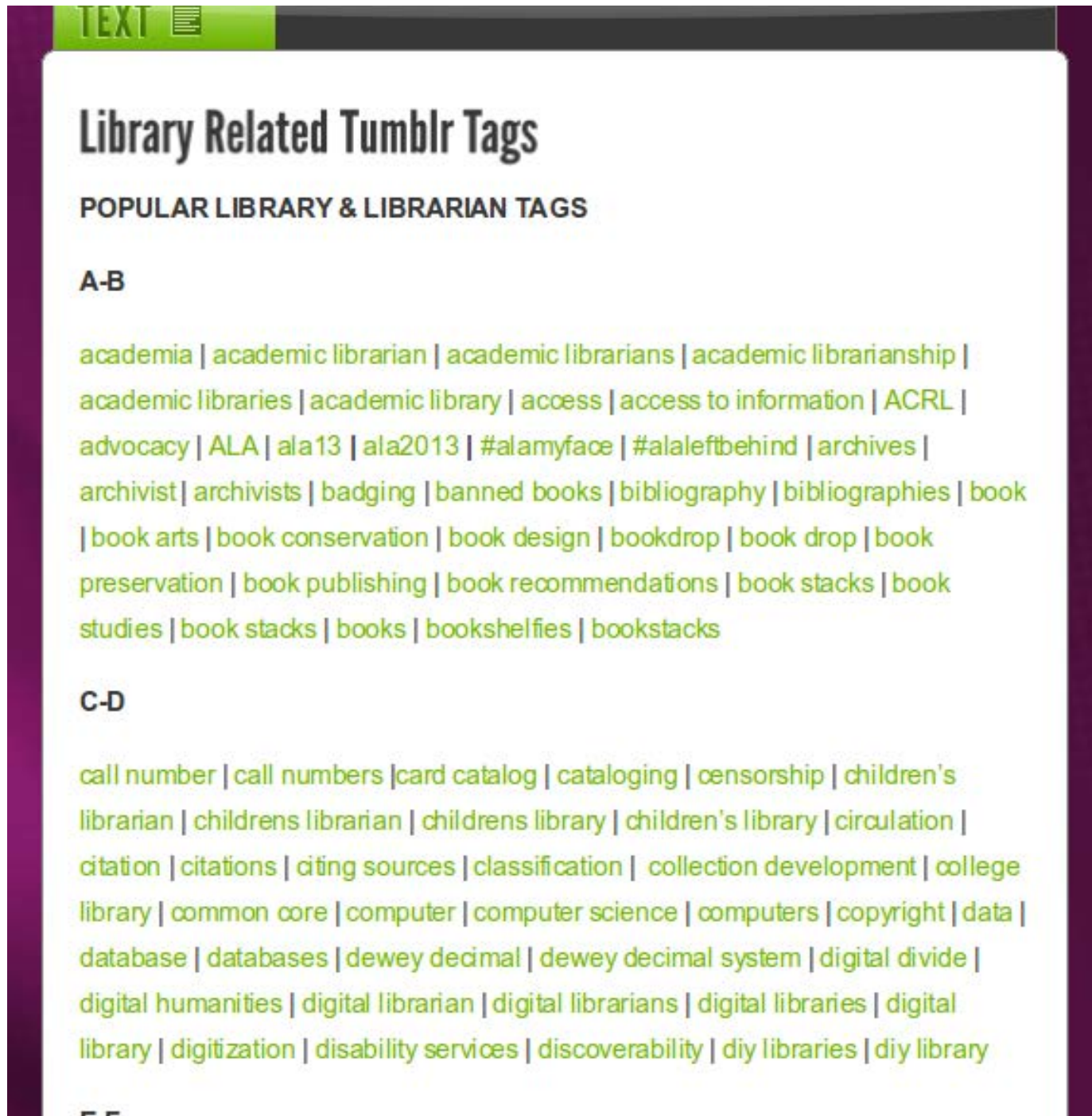
#archives #archivists #conservation #bronx zoo #wildlife protection #wildlife con

1 note



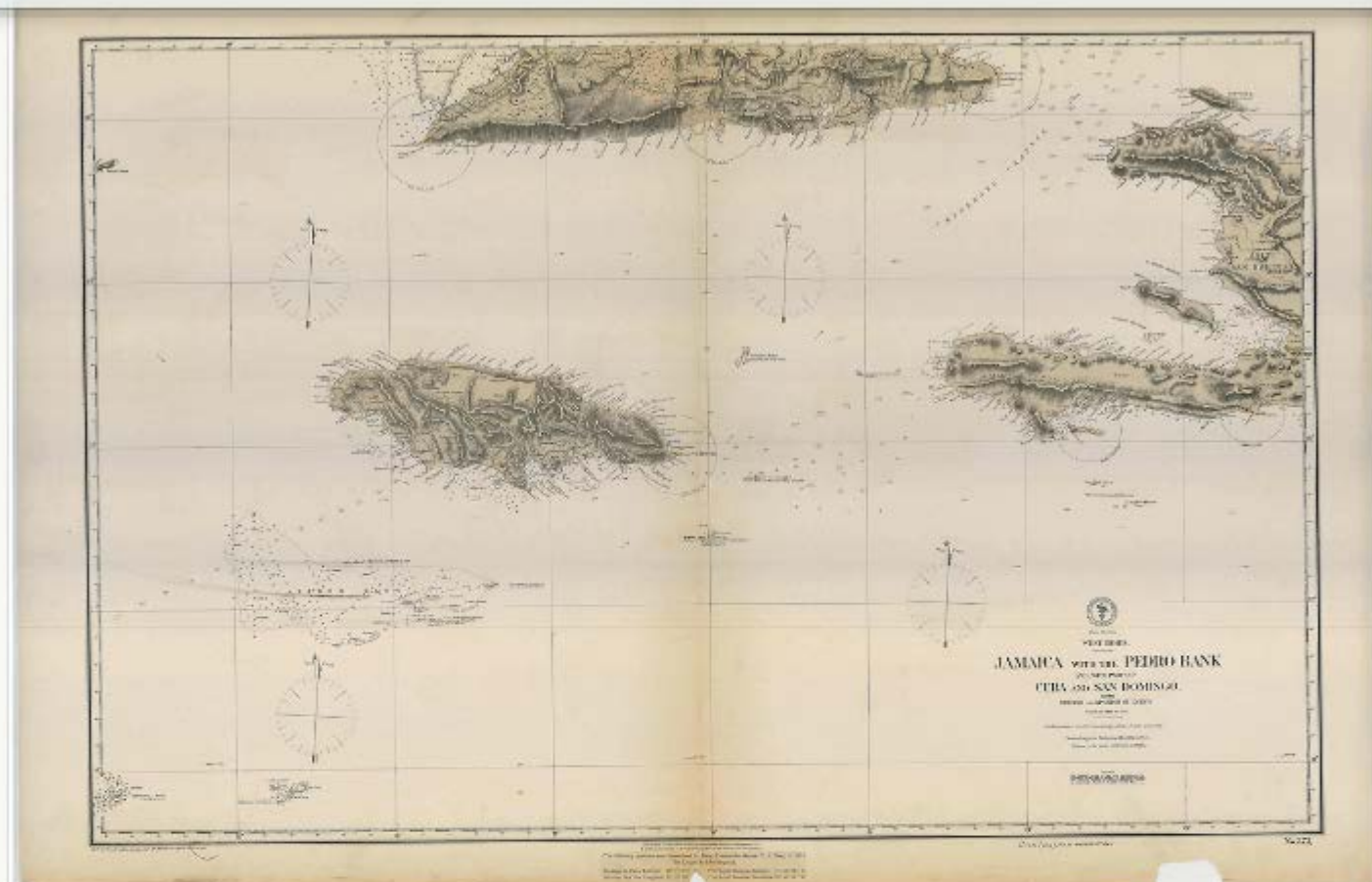
- Most of the top Tumblarian blogs are individuals, but some institutions have had their blogs go viral
- Posts by institutions can be reblogged by their librarians on their personal accounts
- Overlapping communities

- Ability to reblog and tag posts allows users to share institution's materials with wider audiences





- **University of Iowa Special Collections & Archives**
- Named “New and Notable” by Tumblr, 2013
- Maintain several alternate blogs:
- Hevelin Science Fiction Collection:
@hevelincollection
- Map Collection:
@uimapcoll
- Iowa Women's Archives:
@iowawomensarchives



Looking for Caribbean immigrants in your family tree?

Using Federal records from 1890–1930, archivist **Damani Davis** discusses how to locate immigrant ancestors from the West Indies.

Tuesday, February 4, at 11 a.m.

Room G-25, Research Center (Penn. Ave. Entrance)

Image: Nautical Chart of the West Indies, 1882. National Archives Identifier 686059.

VICTORY WAITS ON YOUR FINGERS—



KEEP REBLOGGING, TUMBLARIANS!

UNCLE SAM NEEDS TUMBLARIANS! • GET CIVIL SERVICE INFORMATION AT YOUR LOCAL POST OFFICE
U.S. SOCIAL MEDIA COMMISSION, WASHINGTON, D.C.

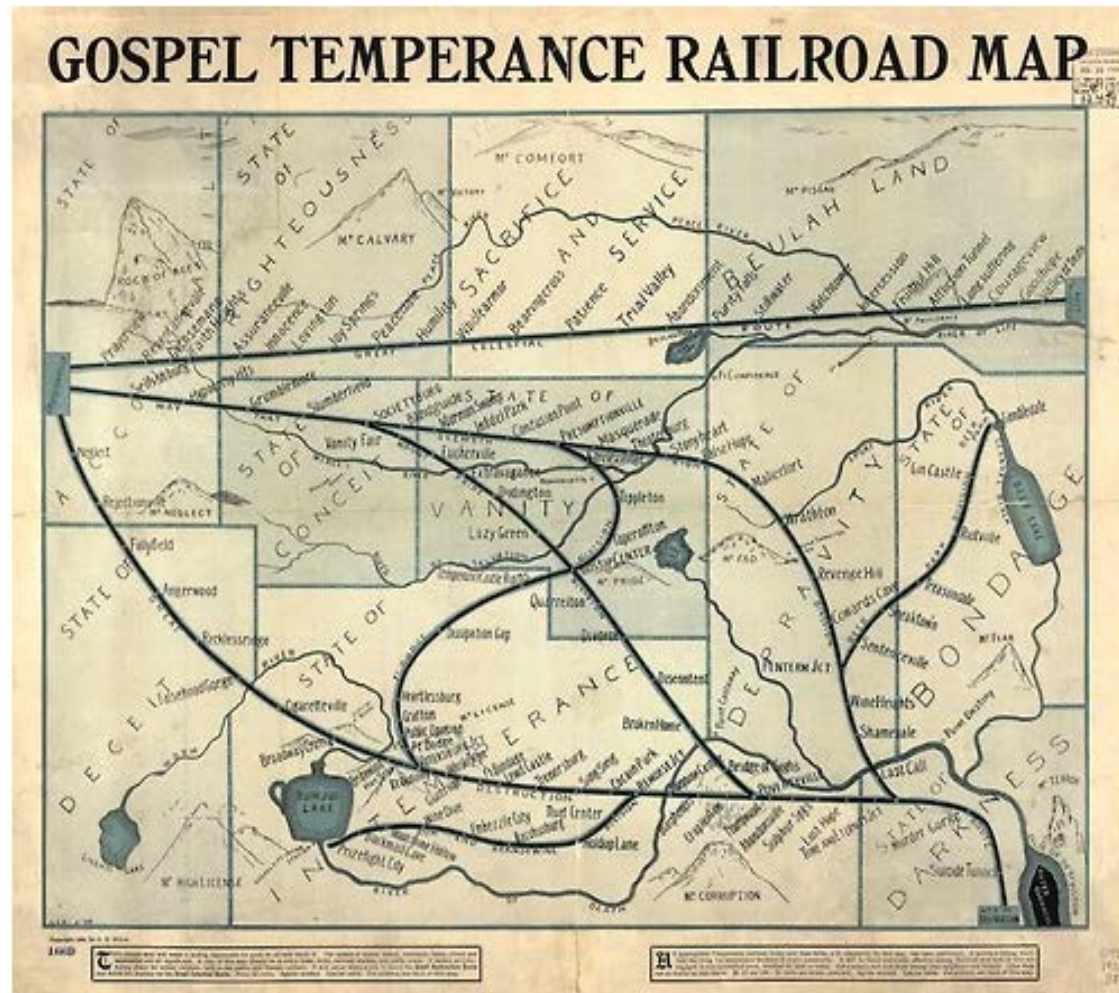
[todaysdocument](#):

Tumblr Tuesday: Tumblr visits the National Archives!

Earlier this month we were thrilled to welcome Tumblr's own Liba Rubenstein ([libawr](#)), Director of Politics & Causes outreach as a special guest to the **Federal Tumblr Working Group Meetup** at the National Archives.

- [todaysdocument](#) Today's Document from the National Archives
- [usnatarchives](#) from the U.S. National Archives
- [congressarchives](#) from the National Archives Center for Legislative Archives
- [stopbullying](#) from U.S. Department of Health and Human Services on behalf of the Federal Partners in Bullying Prevention
- [usagov](#) from the General Services Administration
- [mypubliclands](#) from the Bureau of Land Management
- [ourpresidents](#) from the Office of Presidential Libraries
- [aotus](#) from the Archivist of the United States
- [icontherecord](#) from the Office of the Director of National Intelligence
- [archivesofamericanart](#) from the Smithsonian Archives of American Art
- [statedept](#) from the U.S. Department of State
- [uscenter](#) from the Department of State's U.S. Center
- [exchangealumni](#) from the Department of State International Exchange Alumni
- [historyatstate](#) from the Department of State's Office of the Historian
- [fdrlibrary](#) from the Franklin D. Roosevelt Presidential Library
- [jfklibrary](#) from the John F. Kennedy Presidential Library
- (looking for more? See the [#GovTumblr](#) list compiled by [mypubliclands](#).)

University of Illinois at Chicago

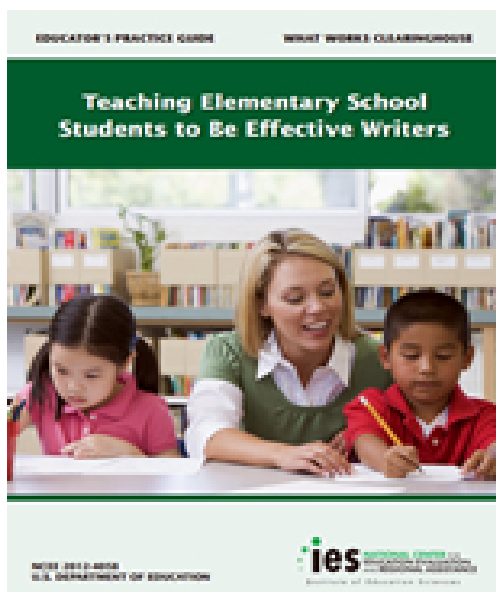


You all fancy a trip out to Rumjug Lake? Check out this 1908 temperance map featured on Slate's [The Vault](#)! (And then come here and check out our [Temperance Collection](#).)

4 notes

Tags: [maps](#) [manuscripts](#) [temperance](#) [slate](#) [the vault](#)





IEC Gov Doc: Teaching Elementary School Students to Be Effective Writers

This practice guide from the Institute of Education Sciences What Works Clearinghouse provides four recommendations for improving elementary students' writing. Each recommendation includes implementation steps and solutions for common roadblocks.

The recommendations also summarize and rate supporting evidence. This guide is geared toward teachers, literacy coaches, and other educators who want to improve the writing of their elementary students.

#education #librarians #school librarians #writing





beatrixtobellatrix

Why I love tumblr, no. 679.

Sometimes, I'm so surrounded by people who share my interests I forget about the naysayers. Like with graphic novels, my life is full of people who read them passionately so I don't dwell on the fact that some people think they are lesser literature. Or even libraries, I am so confident in their value that I have to remind myself when advocating for them that not everyone shares that perspective. Tumblr is another one because when using the platform I'm immersed in a world where everyone is as obsessed as I am *and* totally unashamed about it.

But, beyond the pretty pictures and puppies (which have a ton of value), tumblr humanizes the librarian community for me. I'm in an online program that forces face-time and I love that; I deeply appreciate my colleagues and professors across the country and the diversity of opinions and experiences we bring to our virtual classrooms. And when working in a library I feel tapped into a network that practically pulses with creativity, but as a grad student seeking the next stage of my career, I feel somewhat disconnected. Who are the people like me? How do I match up? Tumblr gives me a good sense of what my peers are doing and I'm so grateful that I can share their ideas, their professional anecdotes and their personal stories. I only know a few of the tumblarians I follow in real life but I still feel connected, albeit in a very different way, to a larger network of librarians who understand the value of things like graphic novels, diversity in books, libraries and yes tumblr itself.

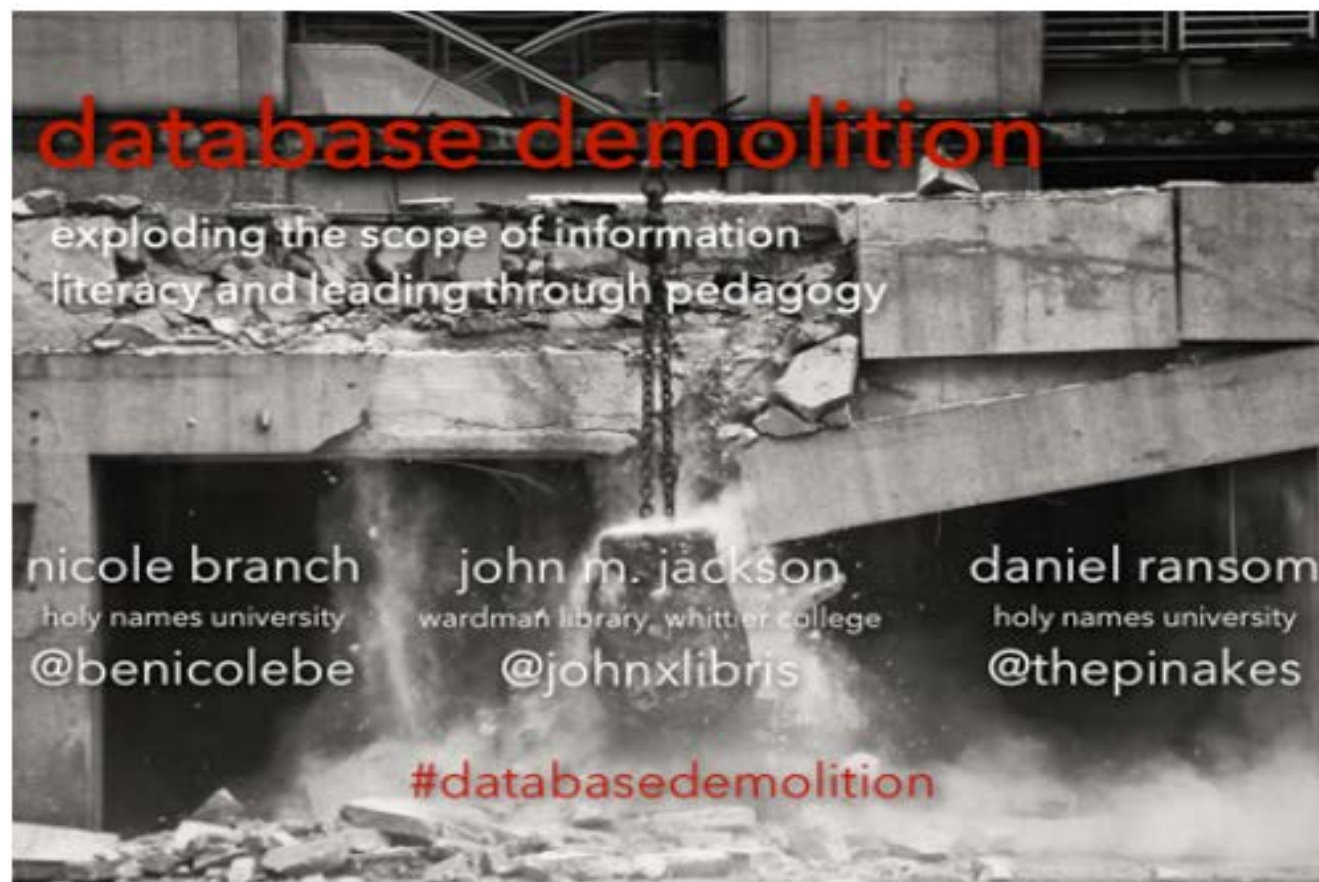
#libraries

2 notes





thepinakes +



Coming up this Sunday: Nicole Branch, John Jackson, and I debut our presentation *Database Demolition: Exploding the Scope of Information Literacy and Leading through Pedagogy* at the CARL Conference 2014.

Our ultimate goal? To get librarians to stop just demonstrating database interfaces. Information literacy is so much more than that. We hope to share a few ideas — things we've actually tried in the classroom — that will in turn spark new ideas from our audience.

All of our supplemental materials are now online — presentation slides, handouts, and the lesson plans for the workshops we describe.

[Database Demolition Slides and Handouts](#)



"Tampa Nugget: A Good Cigar"

That's some advertising there.

From the USF Special Collections Pile by the Fire Door collection

USF yearbook's nudes tossed out

By TONY ZAPPONE

Times Staff Writer

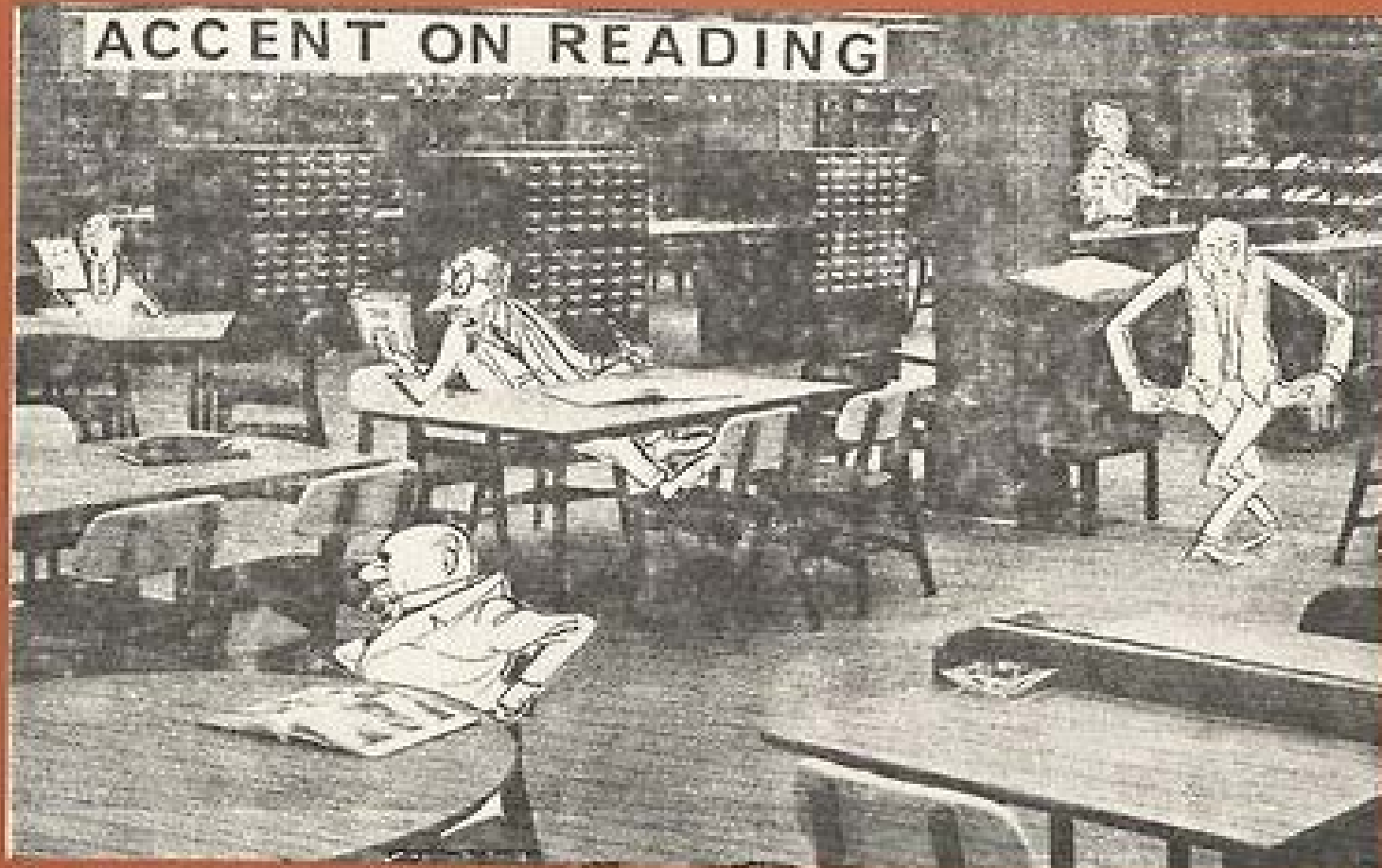
Nude photographs in the forthcoming University of South Florida yearbook did not manage to sneak by its printer, who tossed them back to yearbook editors today "retouching" certain parts of the pictures.

Ron Binns, regional manager for the Taylor Publishing Co. in St. Petersburg, said he would not allow three pages at the end of this year's "Aegean" showing a series of nude scenes to be published by his firm.

not seen the pictures prior to their submission to the printer and, after seeing them, told Miss Kallins they were "not acceptable."

In 1970, former board of regents member Elizabeth Kovachevich attacked the yearbook for publishing several pictures of a nude, pregnant woman. The lashing came eight months after the yearbook was published.

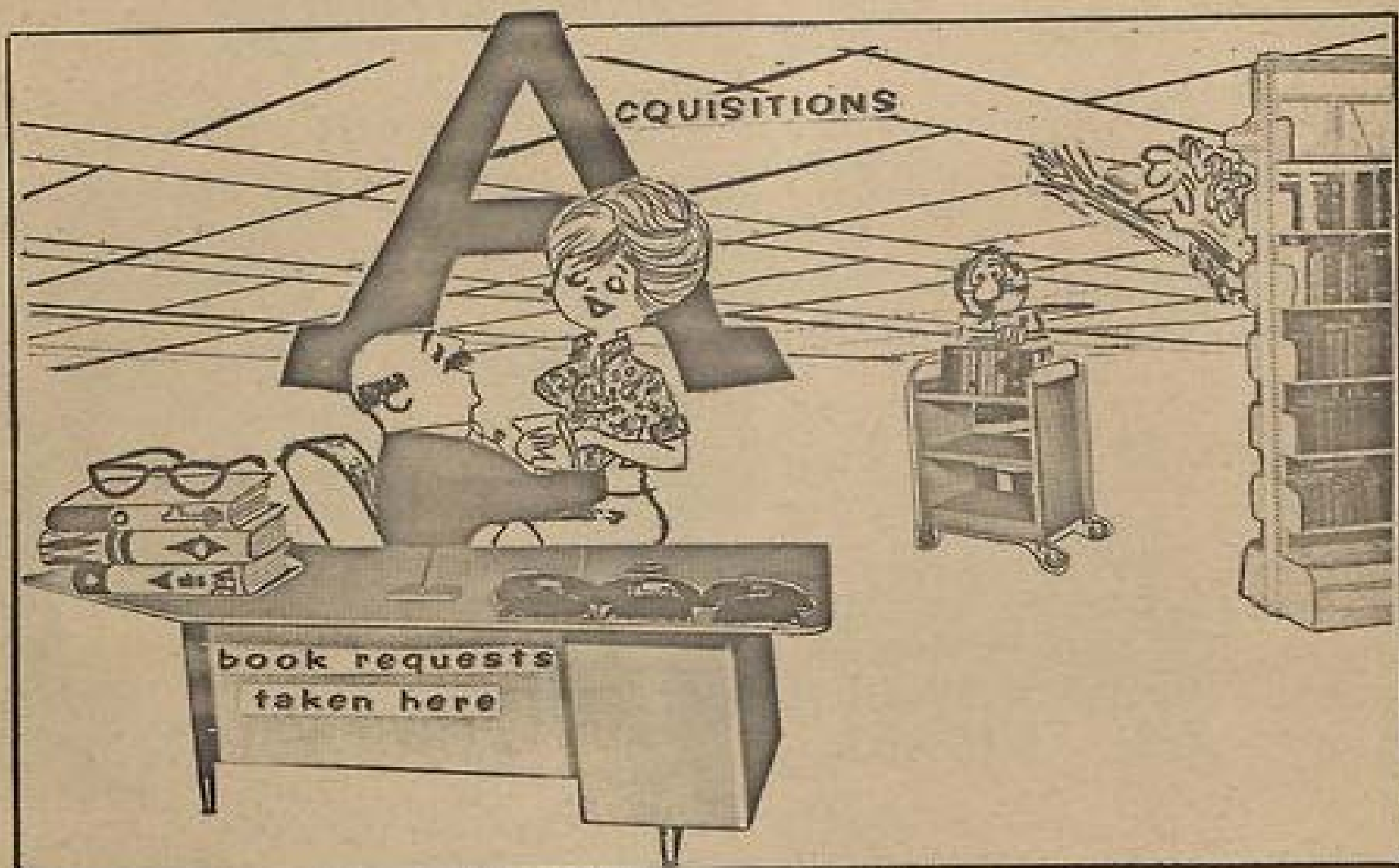
Last year, a photograph showing a silhouette of a nude couple facing each other was retouched by the publisher to omit part of the woman's breast visible between the couple.



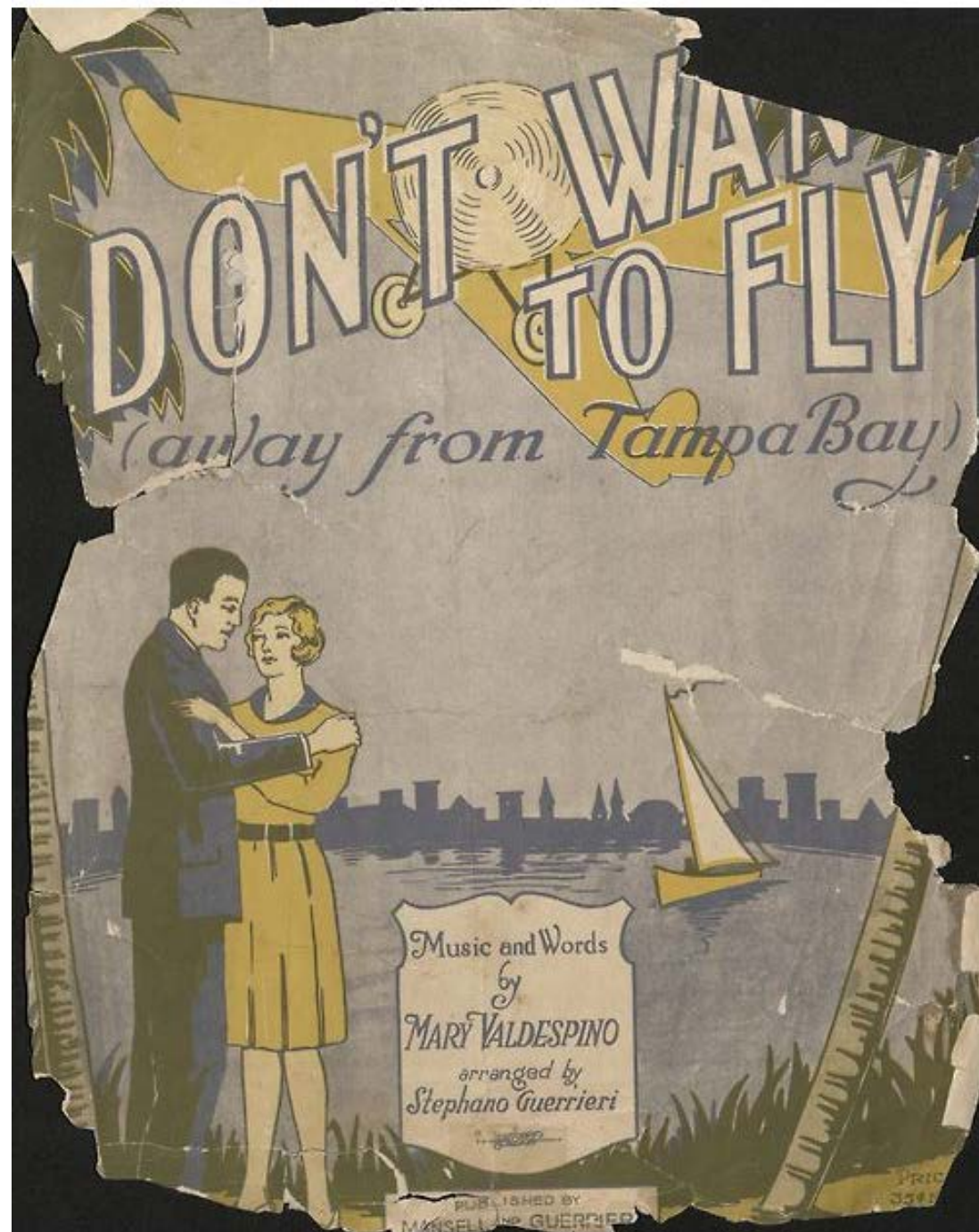
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A VERY SELECTED LIST OF NEW BOOKS

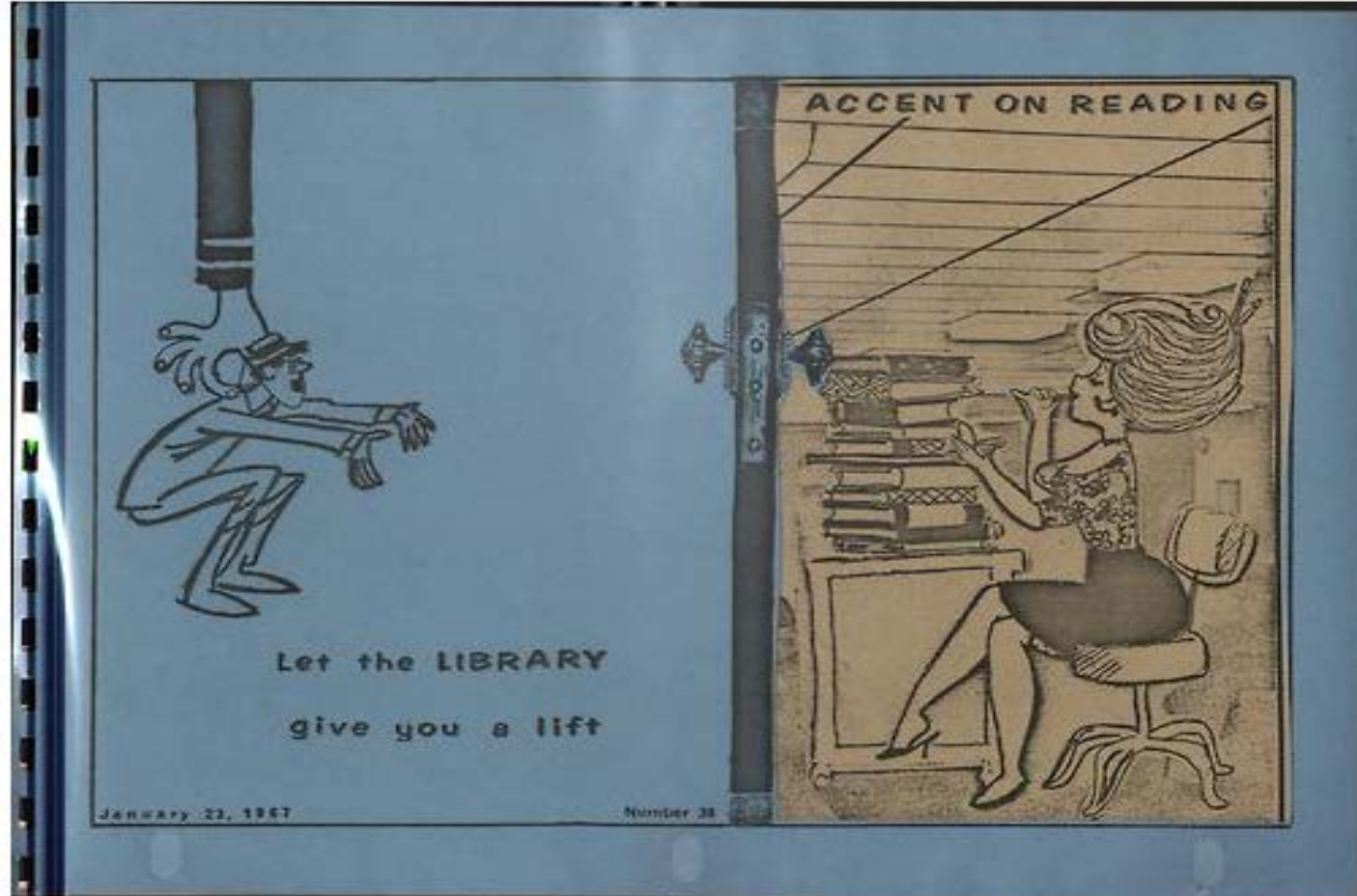
10/23/66



Another "WTF" moment from USF Archives.



When I scanned this I was certain it said "Don't Wait to Fly (away from Tampa Bay)".
Unfortunately I wasn't so lucky.



Yup.

FY 13 Total Views of NARA Content by Site

