

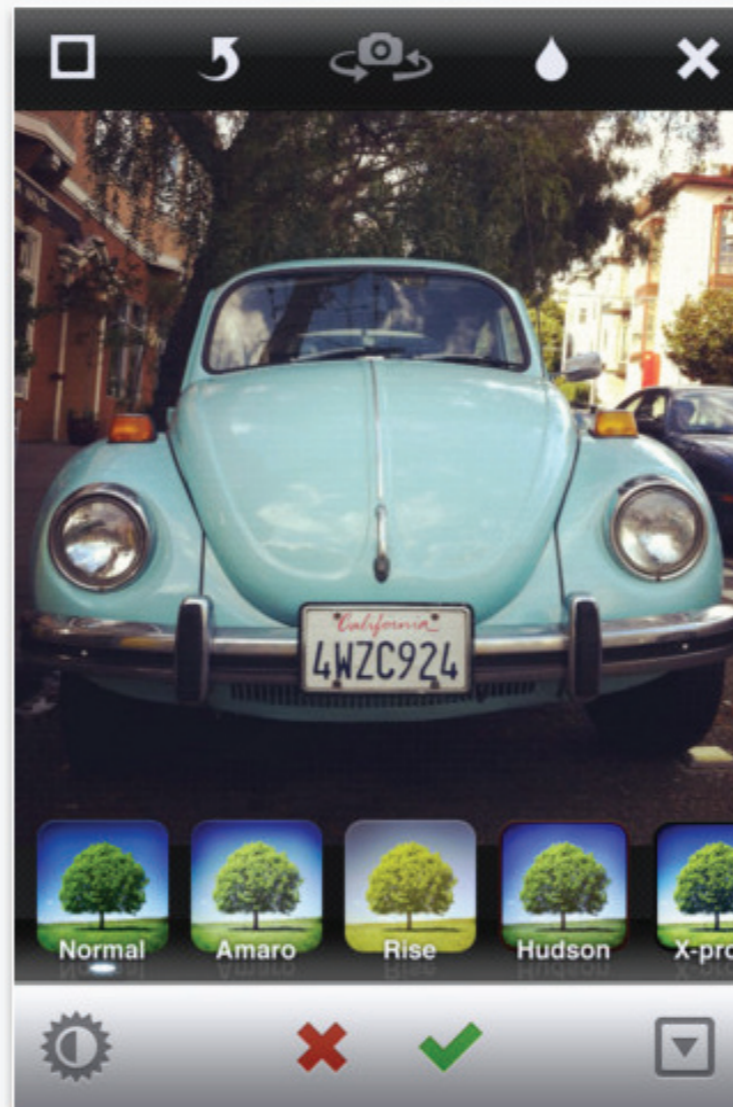
Instagram

Primarily designed for smartphones

Easy picture sharing across multiple platforms
using tags (useful for campaign)

Editing pictures with filters, borders, effects is
main feature

iPhone Screenshots



Tumblr Trends

Generates viral memes

+ Follow | Join **tumblr.**

TEXTS FROM HILLARY

ORIGINAL IMAGES SUBMIT ARCHIVE RANDOM RSS
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4TH APR 2012 | 12,516 NOTES



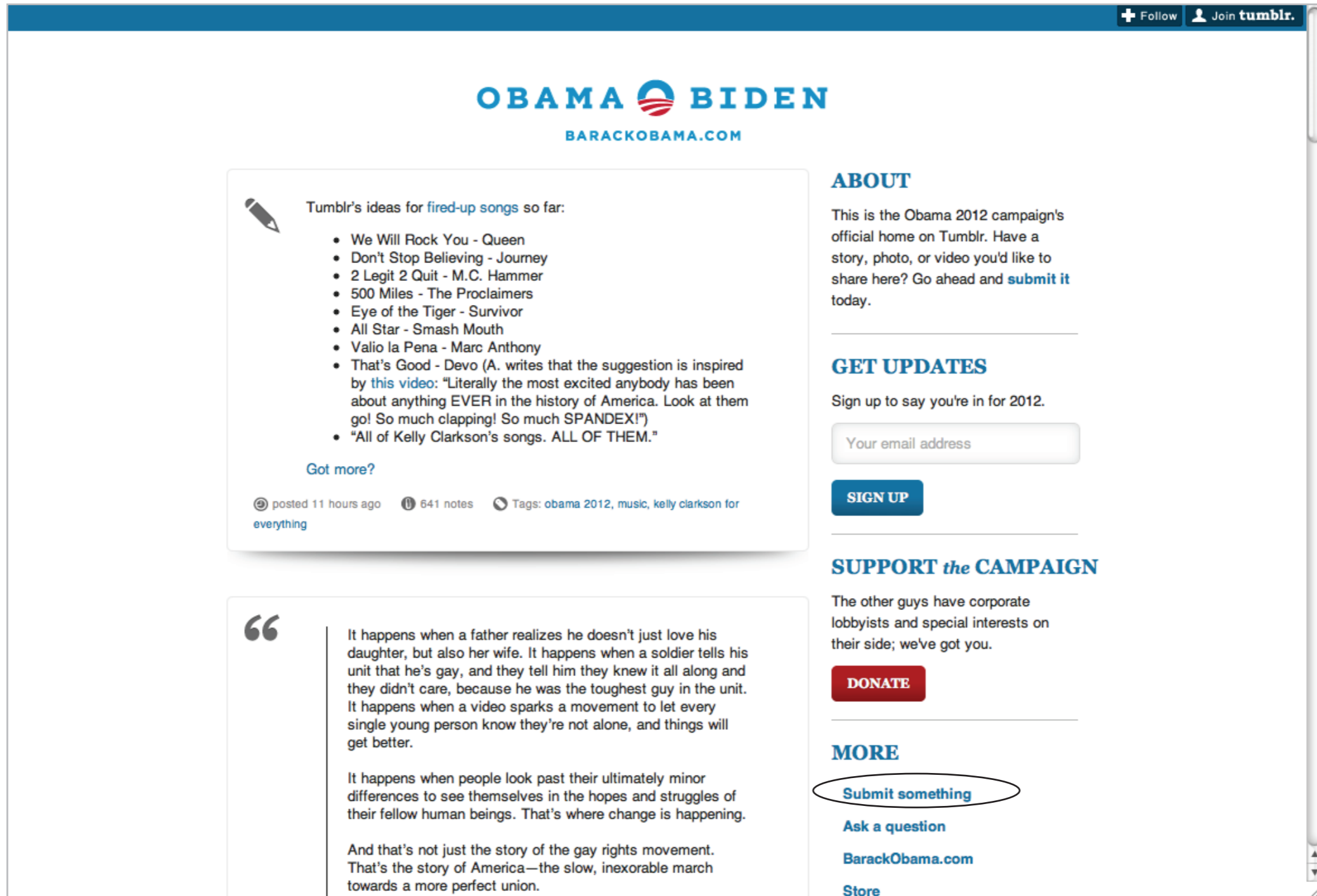
Tumblr for campaigns

Posting a range of media (moving gif images seem to be super popular!)

Feature that allows other to contribute content

Sharing across platforms

Tagging as a way to create viral posts



The screenshot shows the Obama Biden Tumblr page. At the top, there is a blue navigation bar with a '+ Follow' button and a 'Join tumblr.' button. Below the navigation bar is the Obama Biden logo and the URL 'BARACKOBAMA.COM'. The main content area features a post titled 'Tumblr's ideas for fired-up songs so far:' with a list of songs including 'We Will Rock You - Queen', 'Don't Stop Believing - Journey', '2 Legit 2 Quit - M.C. Hammer', '500 Miles - The Proclaimers', 'Eye of the Tiger - Survivor', 'All Star - Smash Mouth', 'Valio la Pena - Marc Anthony', and 'That's Good - Devo'. Below the list is a 'Got more?' link and metadata including 'posted 11 hours ago', '641 notes', and tags 'obama 2012, music, kelly clarkson for everything'. To the right of the post is an 'ABOUT' section with a description of the campaign's official home on Tumblr, a 'GET UPDATES' section with an email sign-up form and a 'SIGN UP' button, and a 'SUPPORT the CAMPAIGN' section with a 'DONATE' button. At the bottom right, there is a 'MORE' section with a 'Submit something' link circled in red, and other links for 'Ask a question', 'BarackObama.com', and 'Store'. A quote is also visible at the bottom left of the main content area.

OBAMA BIDEN
BARACKOBAMA.COM

Tumblr's ideas for *fired-up songs* so far:

- We Will Rock You - Queen
- Don't Stop Believing - Journey
- 2 Legit 2 Quit - M.C. Hammer
- 500 Miles - The Proclaimers
- Eye of the Tiger - Survivor
- All Star - Smash Mouth
- Valio la Pena - Marc Anthony
- That's Good - Devo (A. writes that the suggestion is inspired by [this video](#): "Literally the most excited anybody has been about anything EVER in the history of America. Look at them go! So much clapping! So much SPANDEX!")
- "All of Kelly Clarkson's songs. ALL OF THEM."

Got more?

posted 11 hours ago 641 notes Tags: obama 2012, music, kelly clarkson for everything

ABOUT

This is the Obama 2012 campaign's official home on Tumblr. Have a story, photo, or video you'd like to share here? Go ahead and [submit it](#) today.

GET UPDATES

Sign up to say you're in for 2012.

Your email address

SIGN UP

SUPPORT *the* CAMPAIGN

The other guys have corporate lobbyists and special interests on their side; we've got you.

DONATE

MORE

[Submit something](#)

[Ask a question](#)

[BarackObama.com](#)

[Store](#)

“

It happens when a father realizes he doesn't just love his daughter, but also her wife. It happens when a soldier tells his unit that he's gay, and they tell him they knew it all along and they didn't care, because he was the toughest guy in the unit. It happens when a video sparks a movement to let every single young person know they're not alone, and things will get better.

It happens when people look past their ultimately minor differences to see themselves in the hopes and struggles of their fellow human beings. That's where change is happening.

And that's not just the story of the gay rights movement. That's the story of America—the slow, inexorable march towards a more perfect union.