

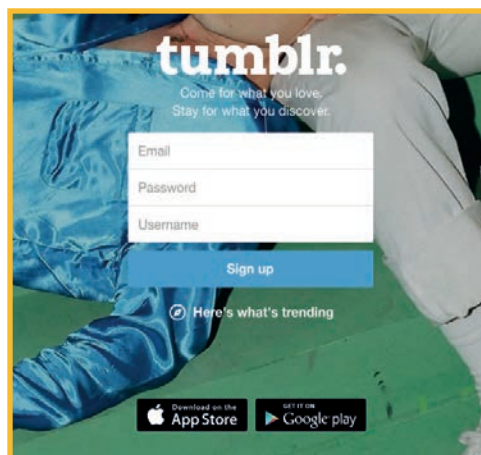
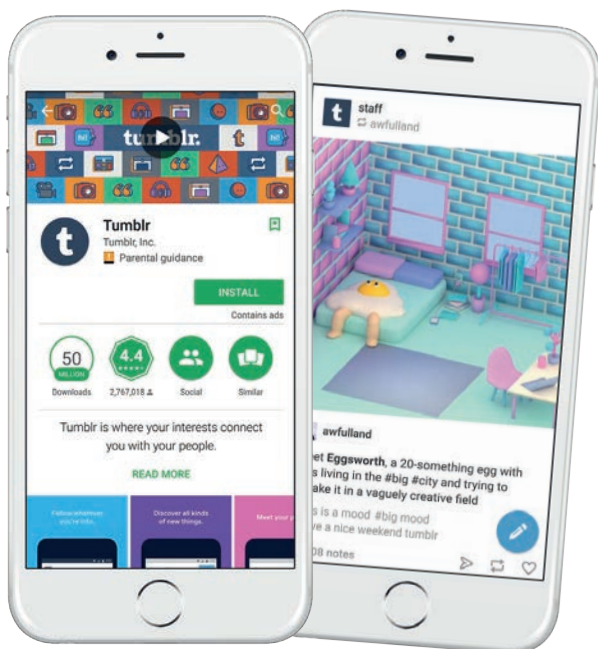


## What is Tumblr?

Tumblr is a photo, video and text sharing website that allows users to share, post and like other people's content, and direct message.

**"Tumblr allows this creativity to explode, making it very easy for readers and publishers to discover real talent and energy there."**  
-The Guardian

## What does it look like?



## Main Concerns for Parents

# tumblr.

AGE RESTRICTION  
**13+**

### Strangely labelled tags and acronyms

Tumblr has a reputation among its users for featuring anything and everything. These endless topics and subjects are often searched and labelled with random key words or acronyms which anyone out of the know would be left scratching their heads about. As such, it's easy and likely that your child could stumble upon something inappropriate from an innocent search.

### Tumblr has a mature rating of 17+

Even though anyone aged 13 and over is ALLOWED to create a Tumblr account, the advised age is actually 17. This illustrates the mature content that is often featured on the site/app.

### Anyone can contact you through Tumblr

Due to the public nature of Tumblr, it is easy to discover another's interests due to what they like and post, which makes it easy for strangers to open up a conversation and communicate with your child. If your child's profile is not set to private, anyone can send them messages.

### Pornographic and inappropriate content

Lots of content on Tumblr is known for being inappropriate. More than half of parents reported seeing sexual and adult or illegal content, which could include alcohol, gambling, swearing or drugs content, on Tumblr. An Italian research team, looking into the consumption of pornography on social media discovered that on Tumblr, 28.46% of users accidentally stumble upon pornography, using the site.

# tumblr.

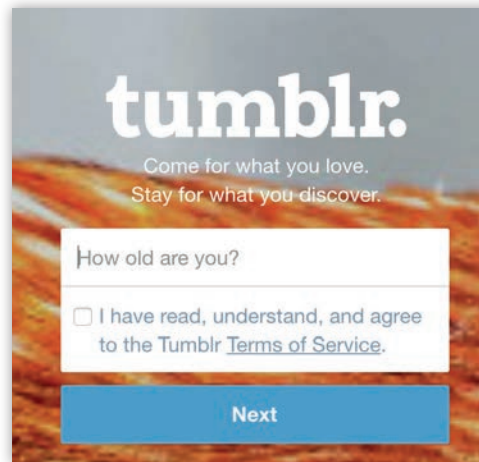
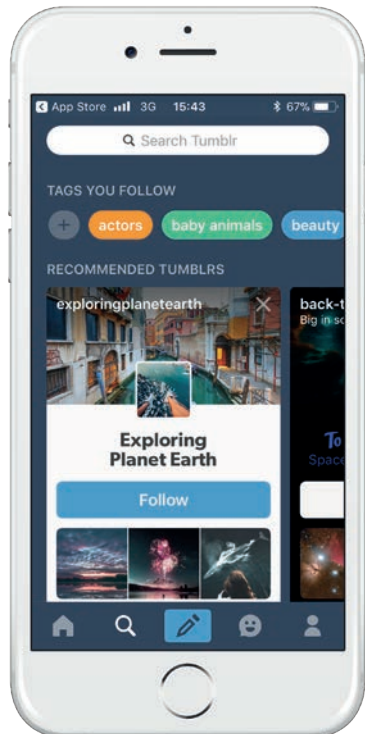


Discuss the importance of signing up with the correct age

When signing up to Tumblr, you are prompted to input your age and accept the terms and conditions. There is no confirmation needed of your age after this stage, so your child could make this up and access the app instantly. The app is intended for people aged 13+ so explain that the rating is there for a reason; to keep them protected from online dangers.

Choose a username that ISN'T your child's real name

This is something that Tumblr advises you to do anyway when you sign up. This helps to protect your child's identity on the platform. This can potentially have its dangers as it can make children complacent or feel like they can post anything without consequences. It is important that they are aware that comments and posts can still be traced back to them.



Enable Safe Mode/Filtering

When creating a Tumblr account, 'Safe mode' is enabled by default. It is worth checking that your child hasn't turned this off in the settings section of the site. Explain to them that this setting is there to protect them from seeing inappropriate and unsuitable content. Additionally, you can add filters to block particular tags appearing in their feed.

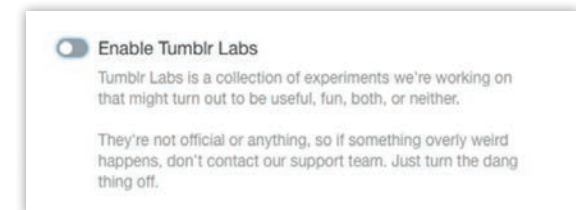
Let your child know they can talk to you if they see anything upsetting

If your child sees something disturbing, pornographic, deviant or otherwise troubling on Tumblr, they may be left confused and in need of somebody to explain it to them. As such, tell your child that you are always there to help them if they need it and if they start acting differently to normal, calmly ask them why.



Keep an eye on 'Tumblr Labs'

'Tumblr Labs' is a section of the website/app which is regularly updated by the creators. The app creators upload experimental features that users can test to give feedback before going live on the site. These 'extras' can be enabled/disabled by the users in their settings section of their profile. As these are just 'experiments' and their testing process is through the public, there are minimal restrictions.



Sources:  
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