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You can never be too important on the internet.



Hi! We're introducing Important Blue Internet Checkmarks here on Tumblr. They're a steal at \$7.99—that's cheaper than some other places, when you consider that you get not one but TWO checkmarks for your blog on web only (for now). Why, you ask? Why not? Nothing matters! _(_)_/_

[Get yours here!](#)

 staff

Okay, your blog looks great, but what's the point of being important online if you can't prove it with an actual, physical unverified verification symbol?

We felt morally obligated to help you. That's why we made [these Important Blue Internet Checkmark Stickers](#) for \$3 and [Important Blue Internet Checkmark enamel pins](#) for \$6. Investing in this is investing in your future. It's the most financially sound investment you can make this fiscal quarter. Also, as a reminder: Nothing matters!

()_/_

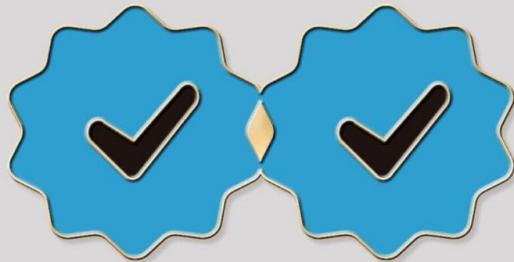
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#important blue internet checkmark

83,546 notes November 10, 2022

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#feat

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83,54

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This is not a drill. Our new Community Guidelines are here.

We recently introduced [Community Labels](#) to give everyone more control over their dashboard experience. With this new feature, you can adjust your feed to your preferred comfort level by setting the types of content you want to see. It was our first step toward a more open Tumblr.

Today, we're taking the next step: We now welcome a broader range of expression, creativity, and art on Tumblr, including content depicting the human form (yes, that includes the naked human form).

So, even if your creations contain nudity, [mature subject matter](#), or sexual themes, you can now share them on Tumblr [using the appropriate Community Label](#) so that everyone remains in control of the types of content they see on their dash.

We have updated our [Community Guidelines](#) to reflect these changes; the rest of our content policies remain the same: We still don't allow hate, spam, violent threats, or anything illegal, and **visual depictions of sexually explicit acts remain off-limits on Tumblr** (if you want to know more about that, [our CEO Matt recently explained](#) why it's not feasible for us to safely and successfully support porn communities at this time). If you come across these types of content, please continue to [report them to us](#).

Similarly, if you come across content on Tumblr that doesn't appear to be appropriately labeled, please [let us know](#). This is how we'll work together to create safer spaces for everyone on Tumblr, whatever their interests and needs.

We hope this shift creates more room for artistic expression to flourish on Tumblr while empowering each of you to craft your own experience and safely explore and discover the things you love.

#con

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43,0+

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As you know, art and artists make Tumblr what it is. We want everyone on Tumblr to be able to fully express themselves while also having control over what they encounter on their dashboards. That's

why we're introducing Community Labels, an extension to your "Content you see" settings. Our ultimate goal is to create a more open Tumblr, and this is our first step in that direction.

As a poster and relogger, Community Labels are your way to help your followers avoid anything they'd rather not come across on their dashboards.

As a follower, setting your content preferences is a way to adjust your feed to your own comfort levels.

How does it work?

When creating new posts (or editing old posts), you'll see controls allowing you to label your post as unsuitable for those filtering certain content types it contains.

When content is labeled, it will either be hidden, blurred, or displayed normally, based on each user's preferences.

In your "Content you see" settings, you can now choose to show, blur, or hide content that depicts the following topics:

- **Drug and alcohol addiction:** Contains discussions of substance abuse or addiction experience.
- **Violence:** Contains violent or graphic content similar to what you might see in an age-restricted movie.
- **Sexual themes:** Contains sexually suggestive subject matter, such as erotic writing or imagery.

Some examples of content that would require a community label:

- Fanart of your favorite ship engaging with each other in...a very private moment
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make sure that mature content is only accessible to people who are old enough and have opted in to view that type of content. More information about Community Labels is available in the [Help Center](#).

This is an opportunity to work towards a richer, more nuanced Tumblr experience while making sure everyone who enjoys using Tumblr can do so safely. That future we mentioned above? We're already moving towards it.

#features #community labels

46,821 notes

Saddle up.

If your mutuals like horses, clicking, and scooping up poop, then have we got news for you. Our new game featuring our old friend, Horse Friend, is available on [TumblrMart](#) to all desktop users from today, October 28. Give the gift of horseship.

Horse what now?

Horse Friend is simple: when someone gifts you Horse Friend, you are bestowed with a little horse, typically with a ridiculous name, which will open in a small box in the bottom-right corner of the dash. Your horse will stroll and poop, and you must click on each feces to clean it up. Days will pass (in the game, of course) but there will be limited time to scoop, and if time runs out before the mess is cleaned, your horse sadly passes away and you must hatch (yes, "hatch") a replacement. The aim of the game is to keep your horse alive for as long as possible. That is the circle of life, after all.



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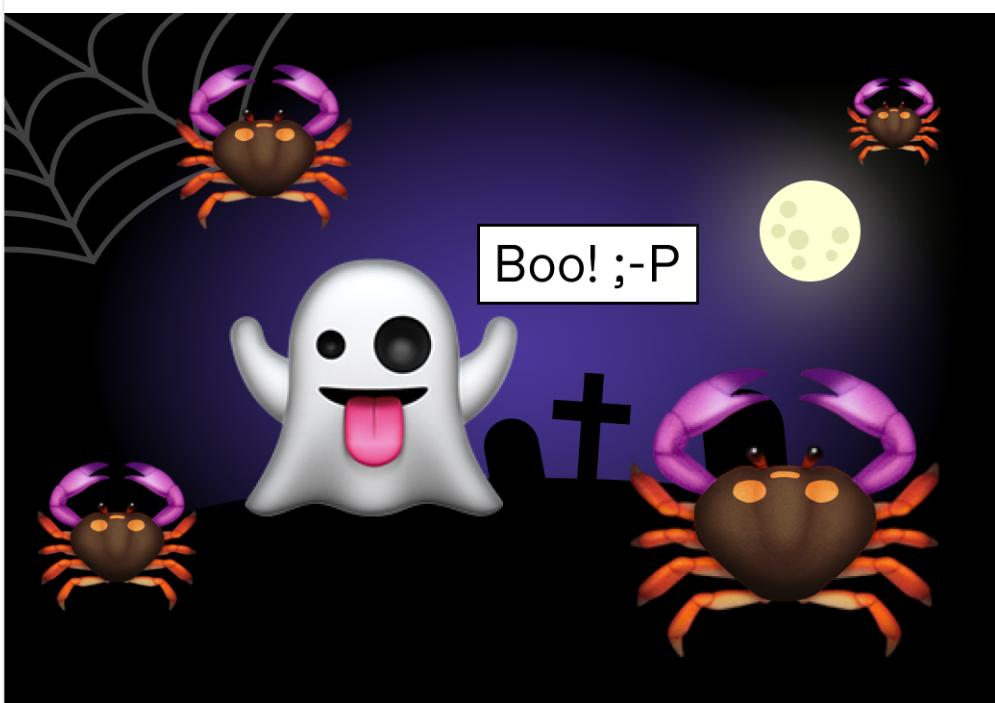
How do I buy it?

Horse Friend is now ready to gift to your friends from TumblrMart for just \$2.99. Please note each purchase will only be available to play for 24 hours once your mutual opens the gift. It is currently available to all desktop users worldwide, but don't worry, mobile folk—it will be available to buy from Android and iOS to play on web soon.

Any questions? Then please drop us a line on [@wip](#) or [Support](#), and keep an eye out for more updates on [@changes](#).

#features #horse friend

5,035 notes



What's better than a crab army? An *undead* crab army—gift it to your beloveds this Halloween, only at [TumblrMart](#).

#tumblrmart #unleash the crabs

2,890



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fun... wednesday... all day...

warm welcome, shall we? Hello, new and returned Tumblr artists! We salute you! To everyone else: Here's a whole heap of good art that has come home.

@martapreliy:



Originally posted by martapreliy

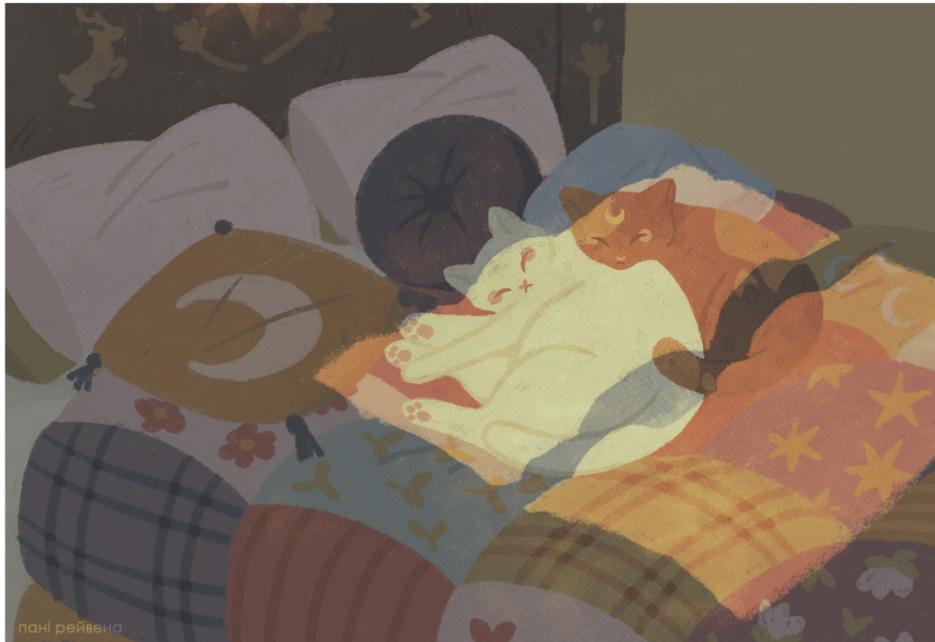
@reivennamoon:

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Originally posted by reivennamoon

@judilyart:



Original

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@pa

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Originally posted by [pansylair](#)

[**@fiona-stabler:**](#)

X

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Originally posted by fiona-stabler

[@cliaeart:](#)

X

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Origin: [http://m...](#)

X

@m...

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Originally posted by millefobi

@ql

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Originally posted by qudbo

@ki

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KIRU
AOI
ARTS

Originally posted by kiruaoiarts

@zifey:

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Originally posted by zifey

[@jukeincorporated:](#)

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Originally posted by jukeincorporated

[@hellocloudyart:](#)

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Originally posted by [hellocloudyart](#)

#tum
#fan

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5,49€

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tumblr tuesday: endless fanart

Welcome to the smallest atom of the tiniest bubble resting in the top layer of the tip of the ominously large iceberg of breathtaking fanart you've created so far in celebration of the Sandman's Netflix release. Very good.

[@sunsetagain:](#)



Origin

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@ale

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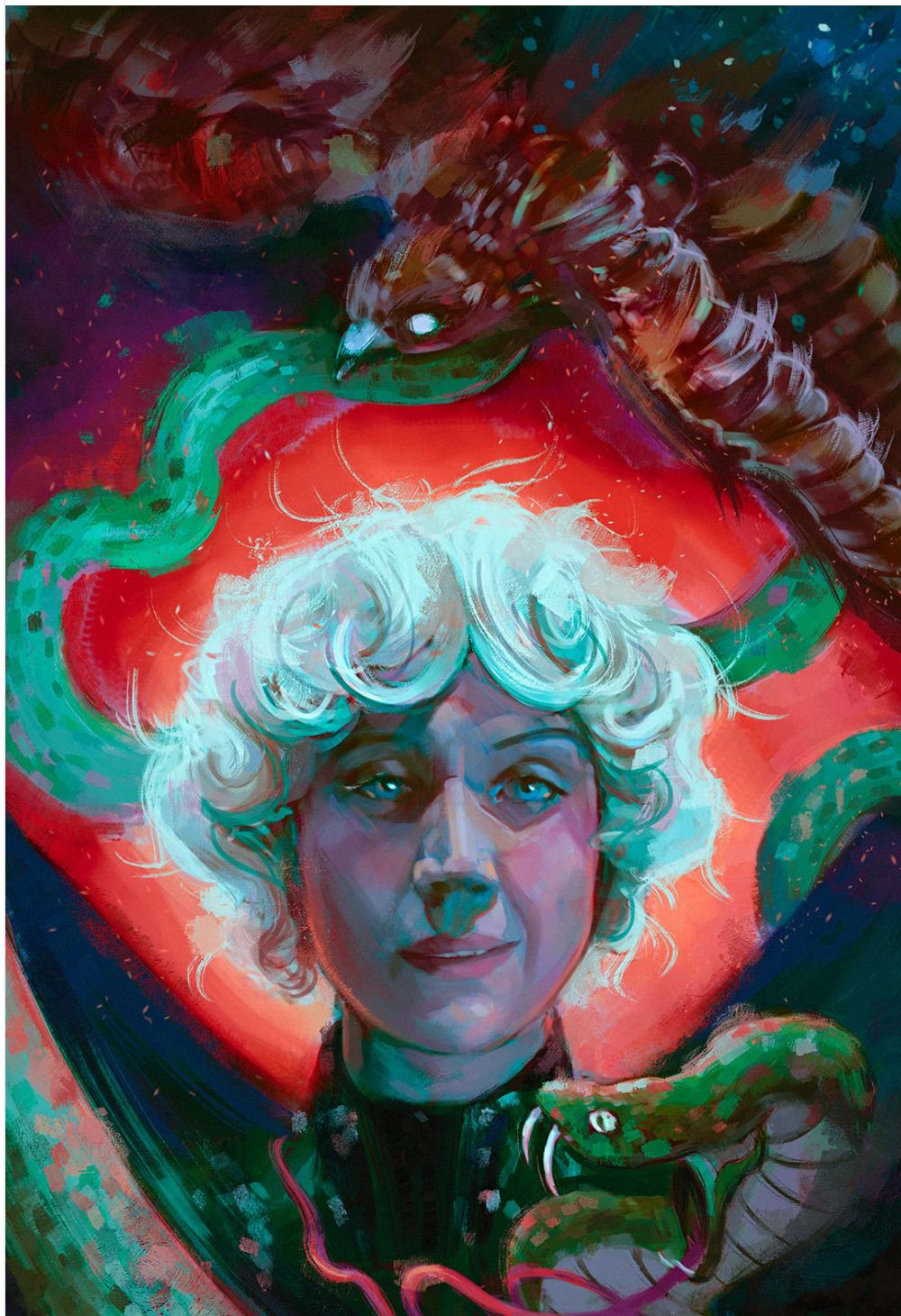
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[@irlplasticlamb](#)



Originally posted by [irlplasticlamb](#)

@[jim-jam-gem](#):

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Originally posted by jim-jam-gem

@amoneyun:

X

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Originally posted by amoneyun

[@themadknightuniverse:](#)

X

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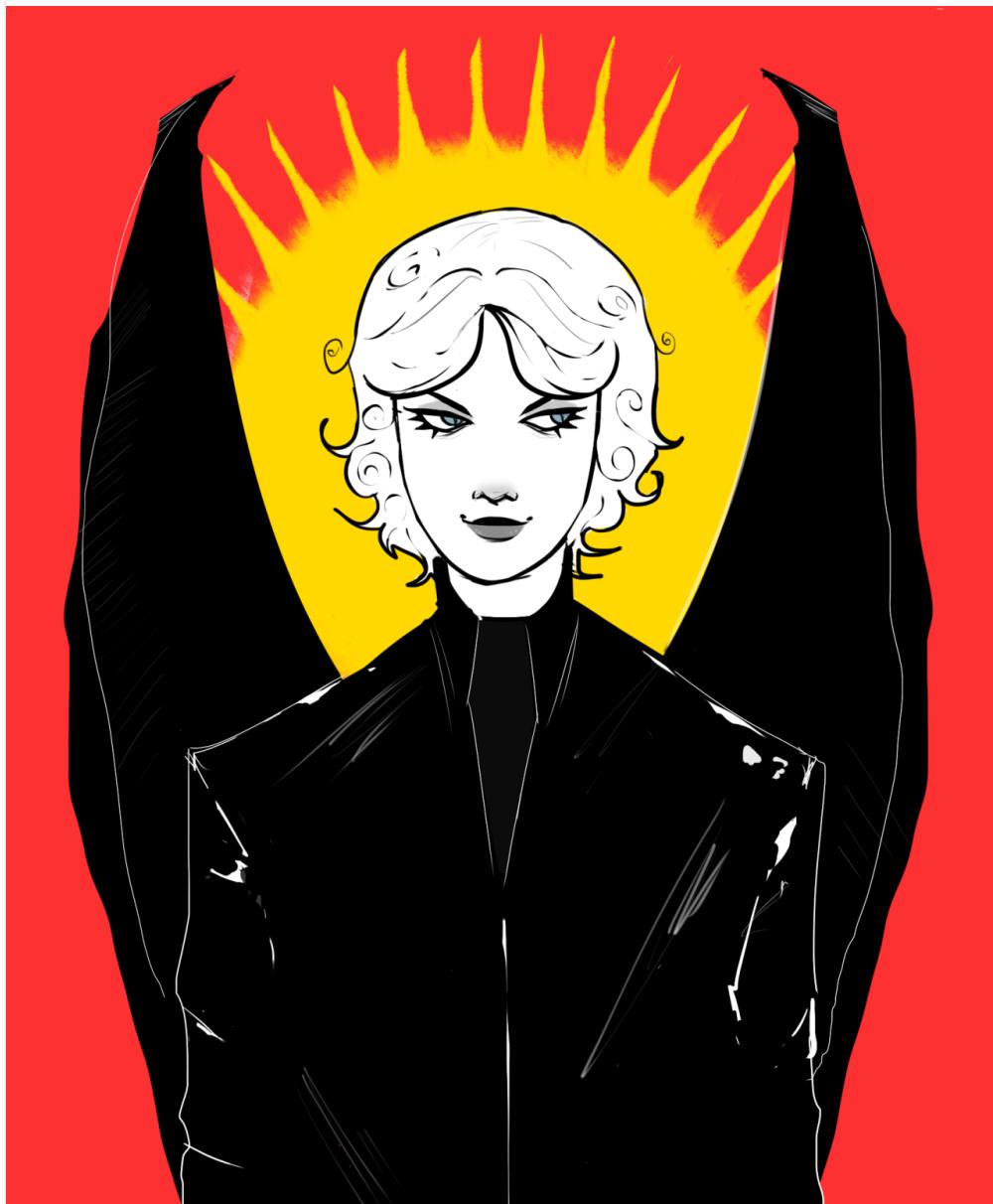
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@beccoe:

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Originally posted by beeccoe

@kh

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Originally posted by khadaj-ballad-art

@dr-paint:

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Originally posted by dr-paint

[@half-confused-blood:](#)

X

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Originally posted by half-confused-blood

@captainskells:

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Originally posted by captainskells

@lamiasage:

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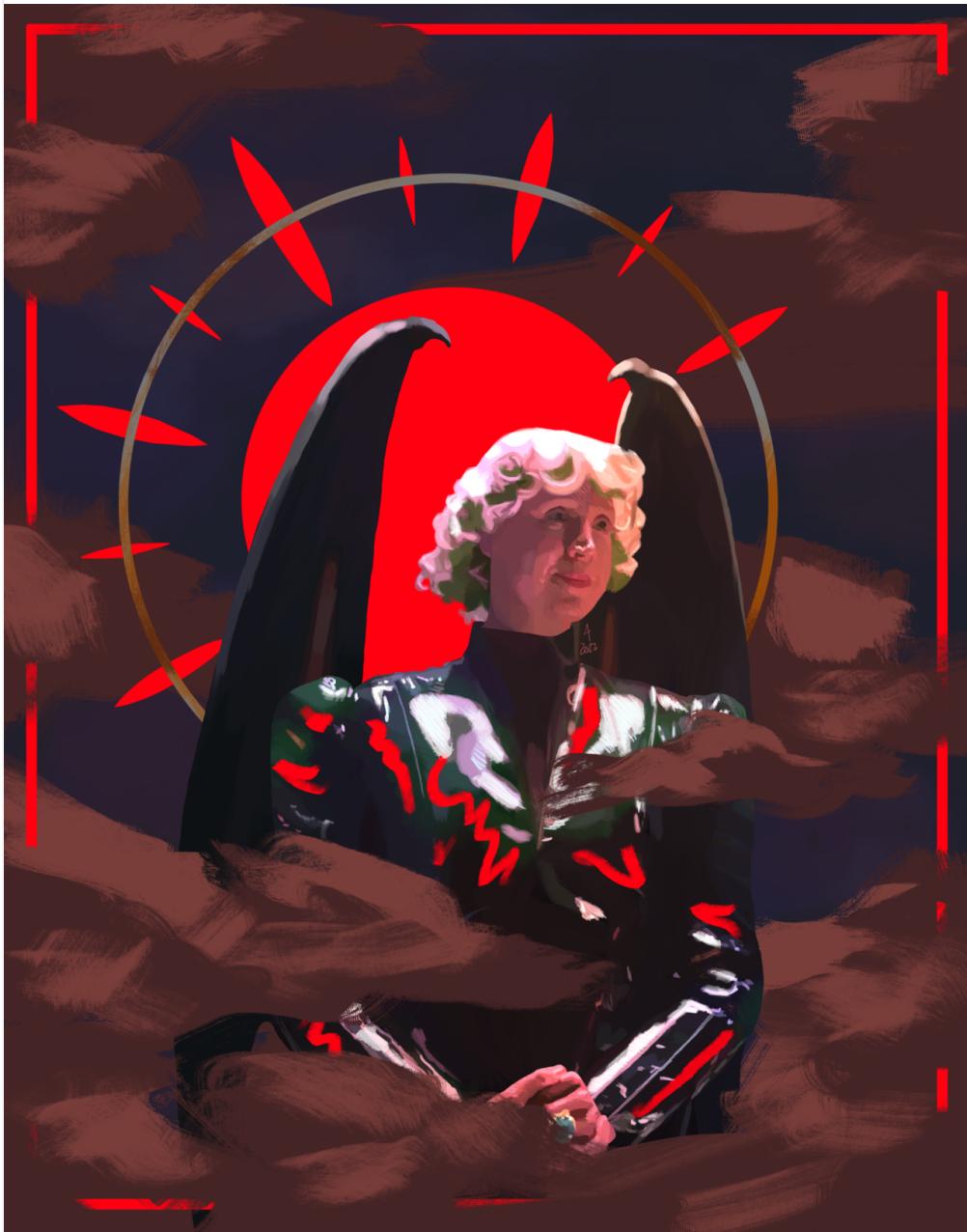
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Originally posted by lamiasage

@7lizardsinacoat:



Originally posted by 7lizardsinacoat

@mr · 1 min ago

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Originally posted by marionettefthjm

@hattersarts:

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lightbringer



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@electric-meme:



Originally posted by electric-meme

@mmmo0n:

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Originally posted by mmmo0n

@joandraws:

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Originally posted by 0-aredhel-0

@johnnyissleeping:

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X



Originally posted by johnnyissleeping

@wisesnail:

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Originally posted by [wisesnail](#)

[@hedonistbyheart:](#)



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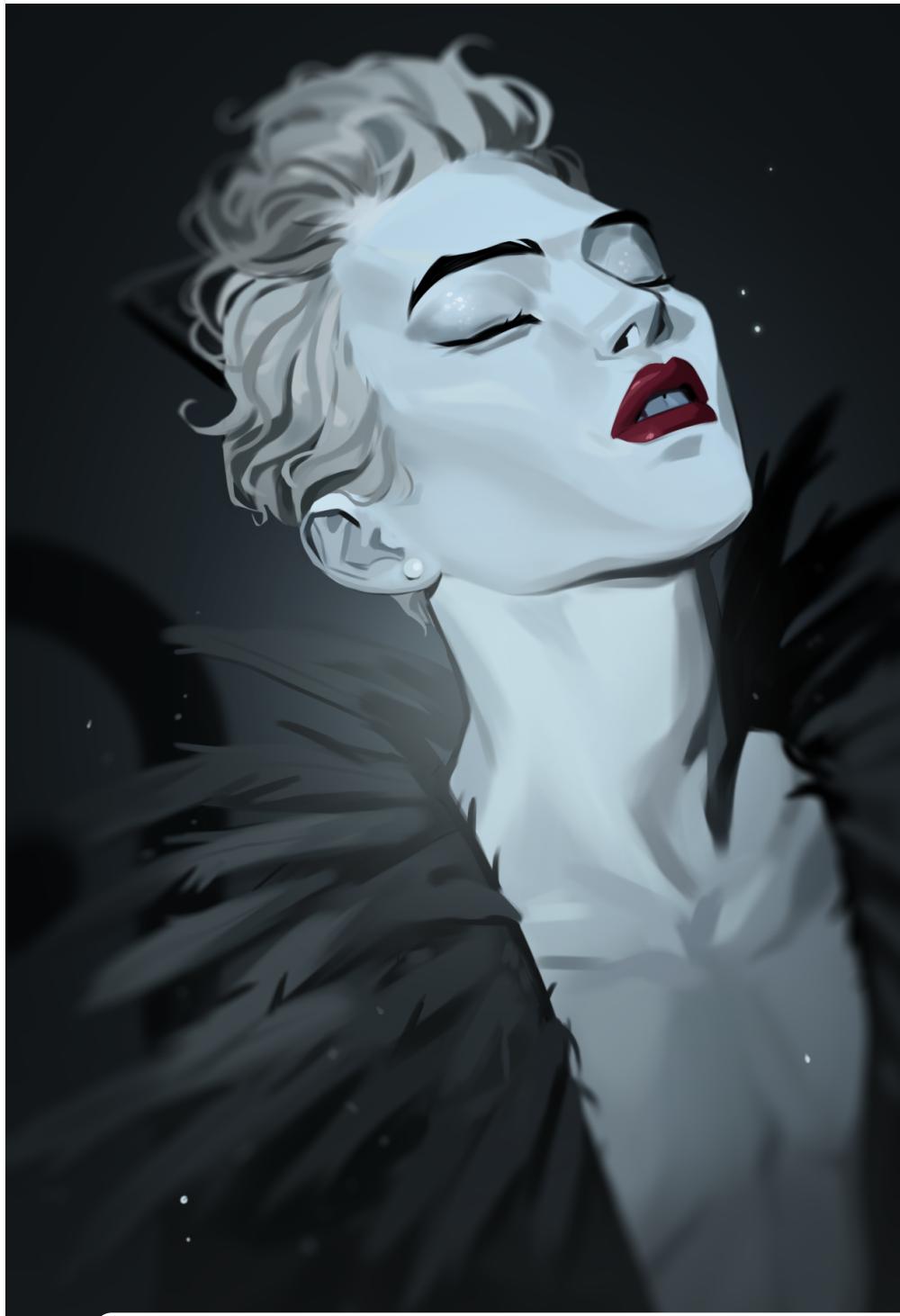
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@lkl

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Originally posted by lkdosher

[@winterofherdiscontent:](#)

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Originally posted by winterofherdiscontent

@cherrycarat:

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X



Originally posted by cherrycarat

[@anabanana-jpeg:](#)

X

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Originally posted by anabanana-jpeg

#tumblr tuesday #endless fanart
#now if we could just arrange some sort of Matthew the Raven supremacy
that'd be spiffing thanks a billion

#the

#san

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#boy

#dre

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#des

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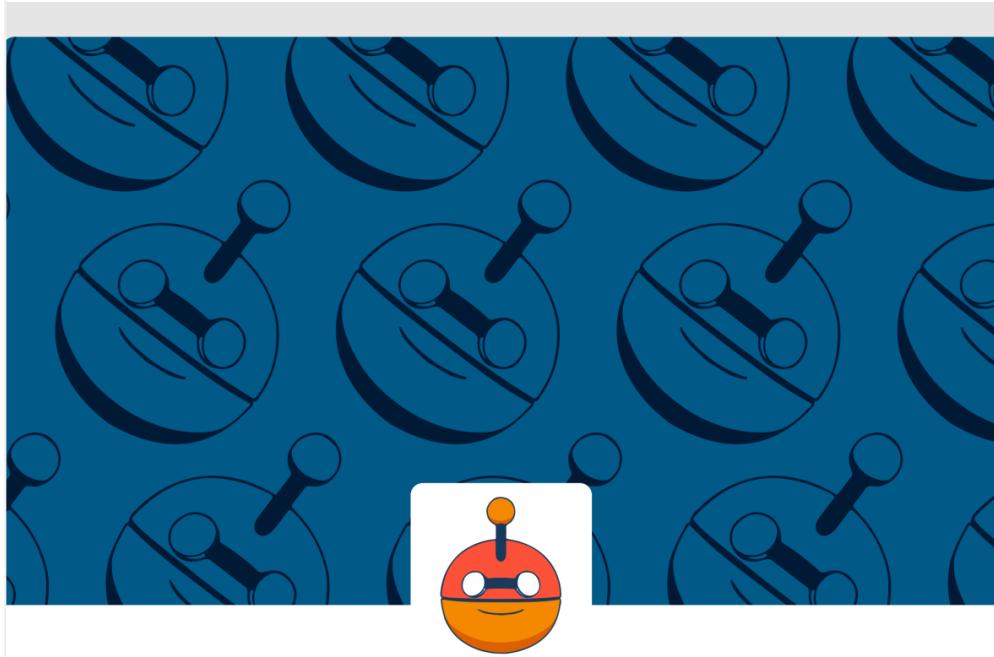


Attention! Incoming, over the next week! An upgrade for all your blogs that are using the default Tumblr theme!

Any blog that uses [the “Tumblr Official” theme](#) with its default settings and no advanced customization will switch to using our [new blog view on web](#). Why?

- Easier access to gifting, tipping, messaging, and all of the other wonderful things your blog allows.
- Consistency! It's a similar view and experience to our mobile apps.
- New default URL! Instead of `yourtumblrname.tumblr.com`, folks will access your blog at `tumblr.com/yourtumblrname`.

This is optional and can be toggled off or on from your blog settings. No one who is using a custom theme will be affected by this update. But for those who are using the default, this is what the new view will look like:



Tumblrbot

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FAQ

Why is this good? Why does this matter?

New and existing features such as gifting, tipping, and messaging will appear in the same spot across the board. This will make it easier for folks to navigate any blog and find what they're looking for. Additionally, the newly-improved notes view means conversations happening around a post can be filtered, making them easier to use.

Does this mean you will eventually get rid of custom themes?

No! Being able to express yourself with the broadest array of possible options is an essential part of Tumblr. We're proud of being one of the last places to allow custom HTML and CSS, allowing users to truly make their blog their own or select from a wide variety of pre-built themes. Again, no one who is using a custom theme will be affected by this update.

How do I enable the new default view if I'm using a custom theme?

Head to your blog settings on web and switch the "Custom theme" toggle off. Anyone navigating to your blog will now see the new blog view at tumblr.com/yourtumblrname. Your blog settings, ask button, archive, gifting, and blog-level tipping will live at the top of your new view, where your followers expect to find them. Anyone that navigates to your blog's old view will be redirected here.

Custom theme



[Enable custom theme](#)

Create a separate theme for your blog. Change the layout.
Edit the code. Make an entirely new theme. It's up to you.

[Edit theme](#)

[View website](#)

Your custom site's URL: tumblrbot.tumblr.com



[Use a custom domain](#)

How

Sign up for Tumblr



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web

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audience, folks can also view your blog in the new default blog view at tumblr.com/yourtumblrname, with all its bells and whistles immediately accessible at the top—where followers expect them to be.

Questions? Please do consider reading [this Help Center article](#), as you will likely find some answers to your questions there. If not, you can ask questions on [@wip](#) every Monday from 6 AM—6 PM EST or write to [Support](#) with a specific issue you're having.

#features

2,802 notes

tumblr tuesday: beasts you've built

The best thing about watching all your delightfully ghastly beasties come out of the woodwork is seeing how their horrors endear you. Please enjoy this host of vile varmints, and please, we beseech you, click through to read about them and follow along. Where do they dwell? That's for this week to determine. [Stay tuned](#).

A pumpkin lad by [@kellkyy](#):

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Originally posted by kellkyy

This whooshv fellow bv @randomphrases:

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Originally posted by randomphrases

Autumn beast Avdee bv @sarenhale:

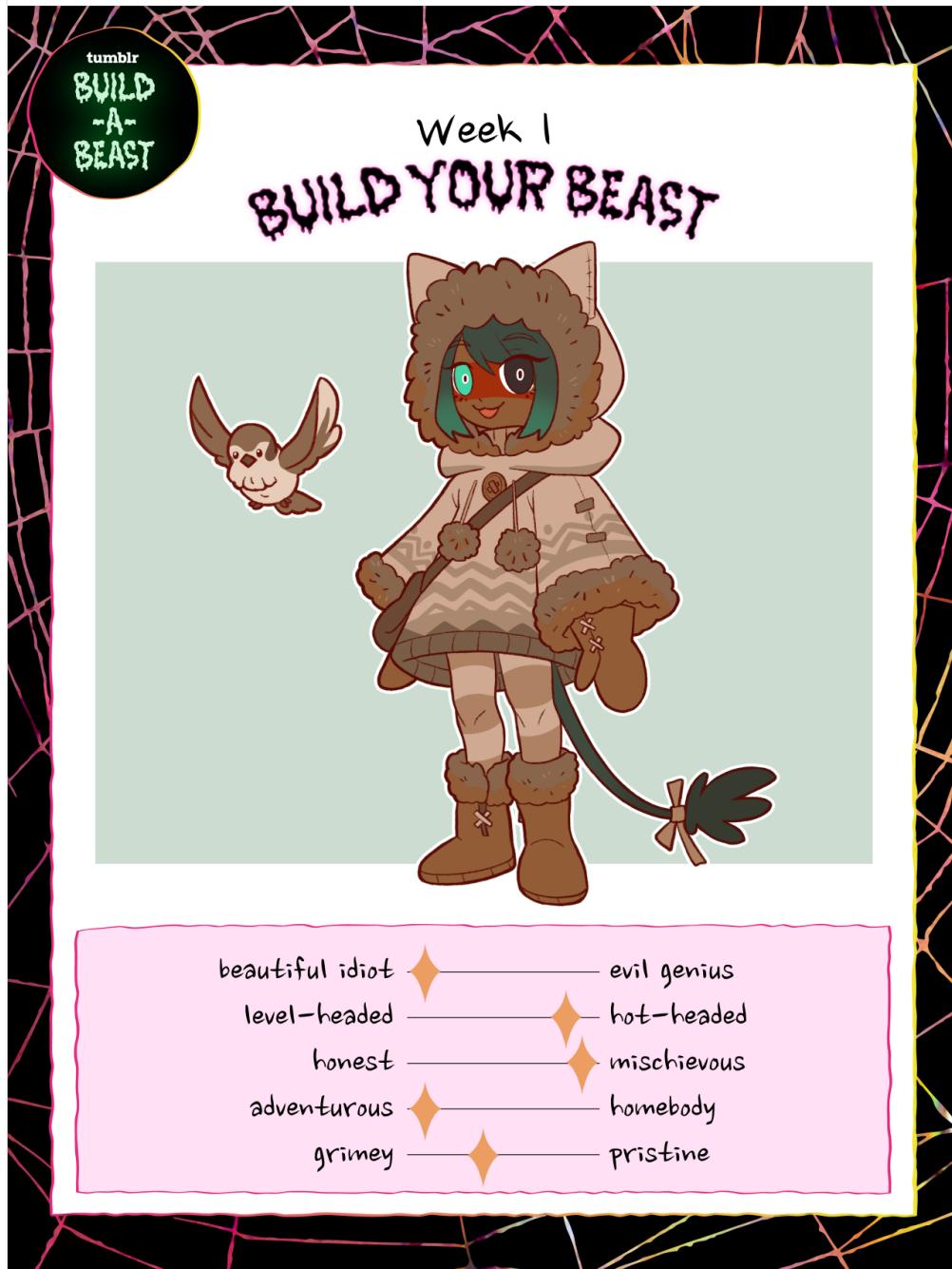
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Originally posted by sarenhale

Gromulus the aromulus who is iust happy to be here. bv

@sp

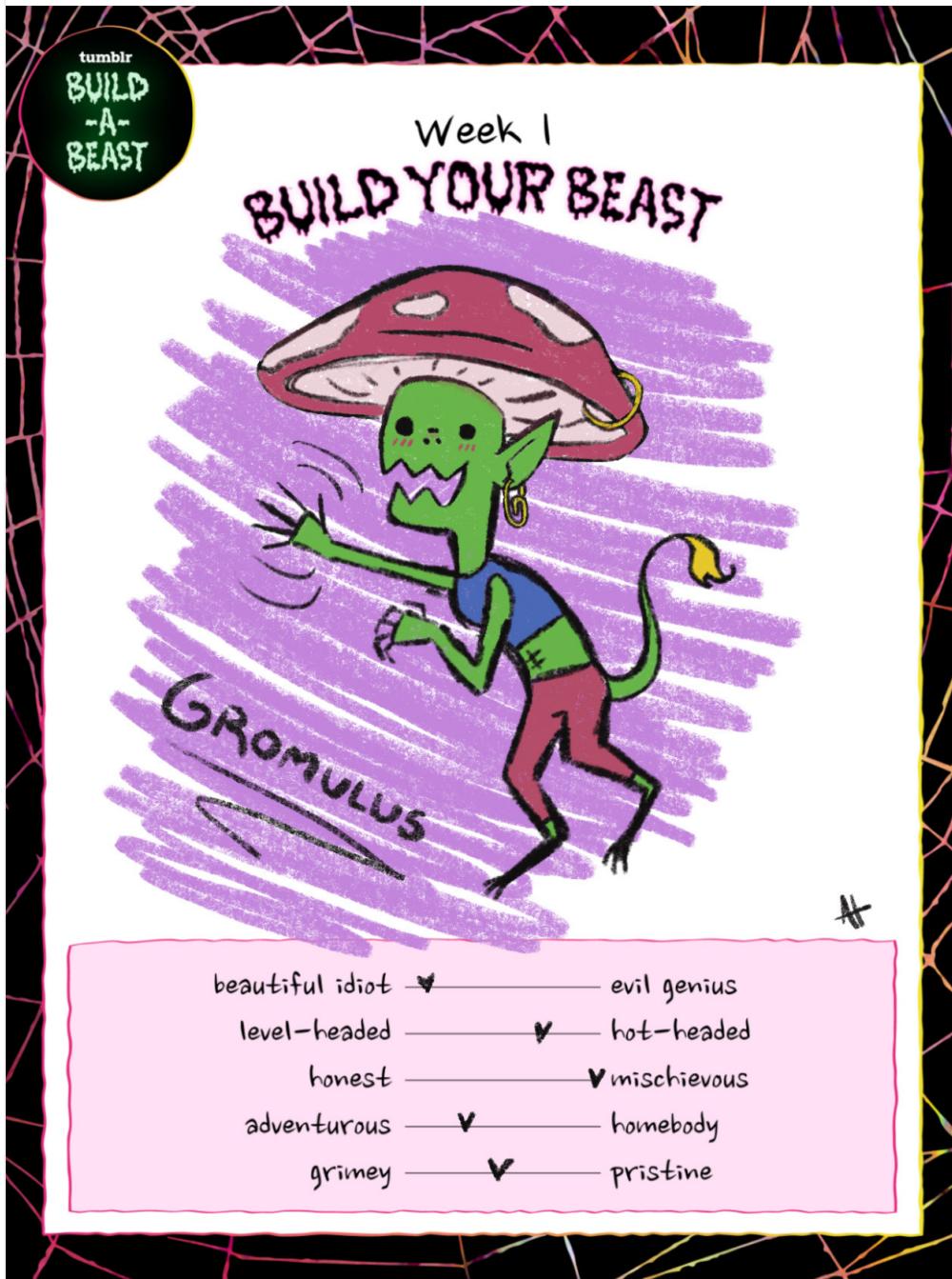
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Originally posted by spookyschwiftyskeletons

Vampire Rosalind by @coriQusolt

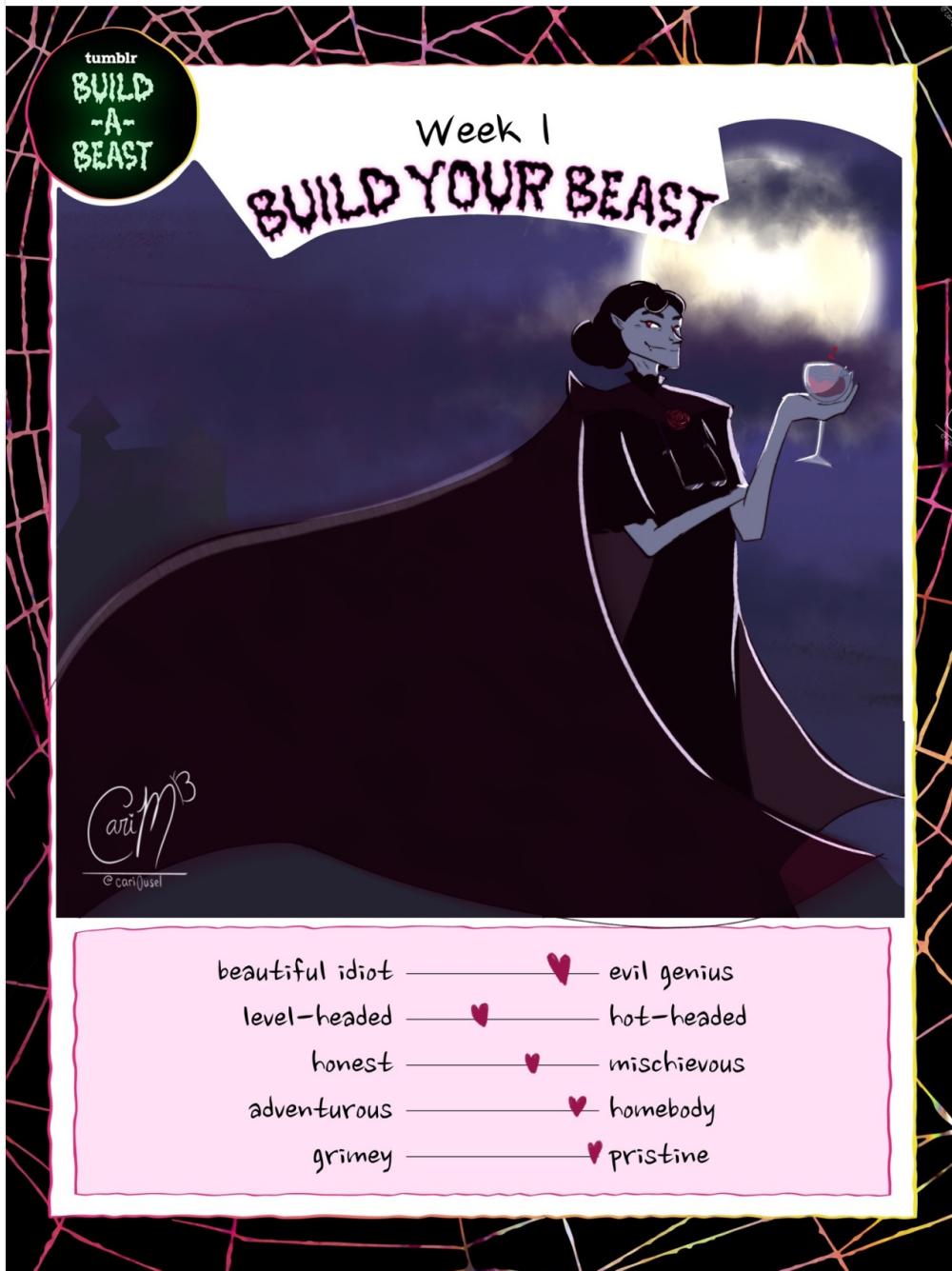


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Originally posted by cariousel

Dai'vor, a creature of the forever consuming darkness given form. bv

@ja:

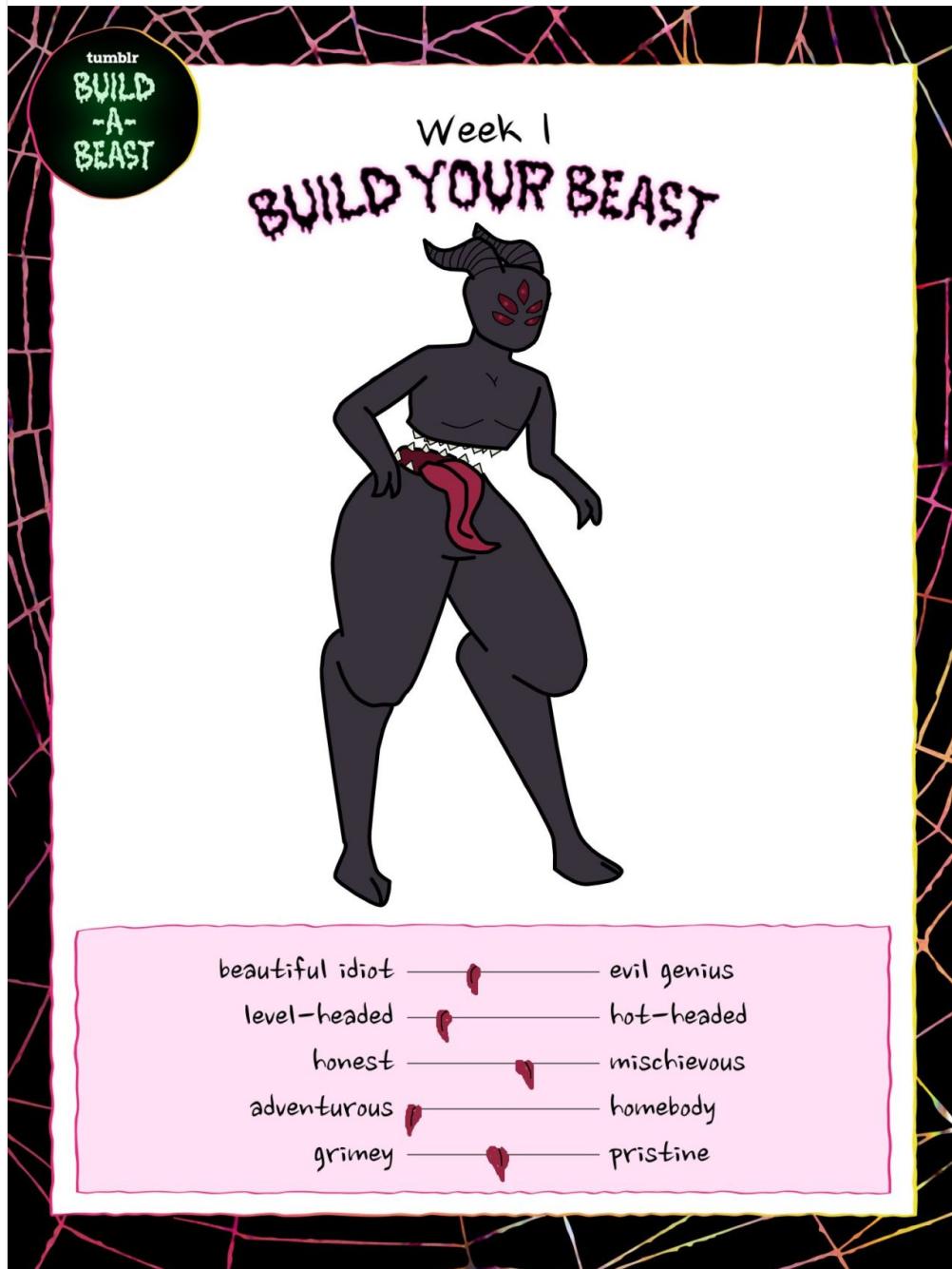
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Originally posted by jasbell

Ezekial Snritz by @marquisedemasque:

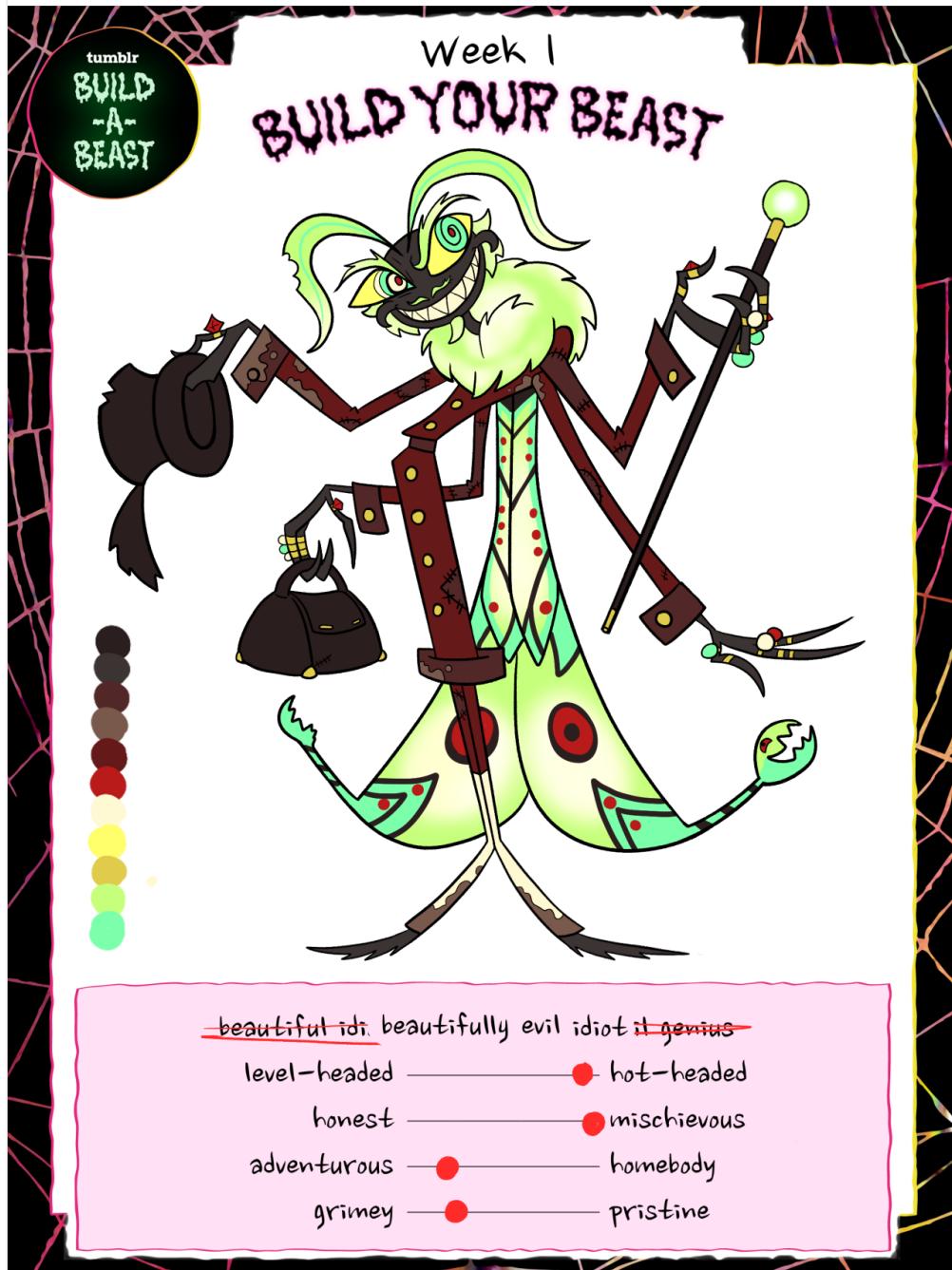
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Originally posted by marquisedemasque

Hoardlord, a mythical iade and cold dragon. bv @eth-ea:

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Originally posted by etb-eg

Angel the harpy and Oil Slick the sludge monster by @marvonnaise:

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Originally posted by maryonnaise

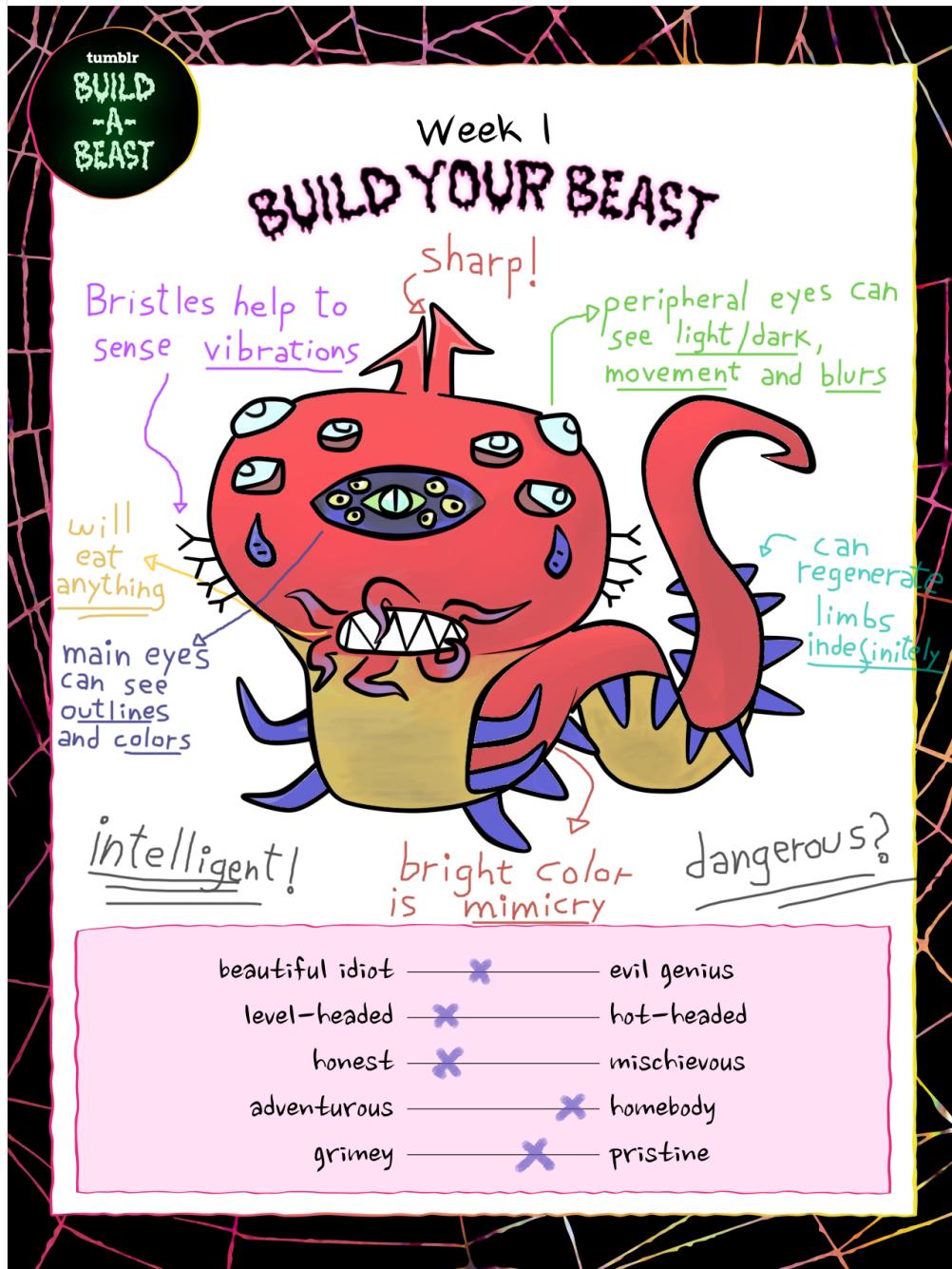
As yet unnamed species bv @iustanotherfoolhere:

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Originally posted by justanotherfoolhere

Franzv the zombie by @eeveewhite97:

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Originally posted by eeveewhite97

A headless-chicken-inspired creature by @mavonaialsalsprav:

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Originally posted by mayonaisalspray

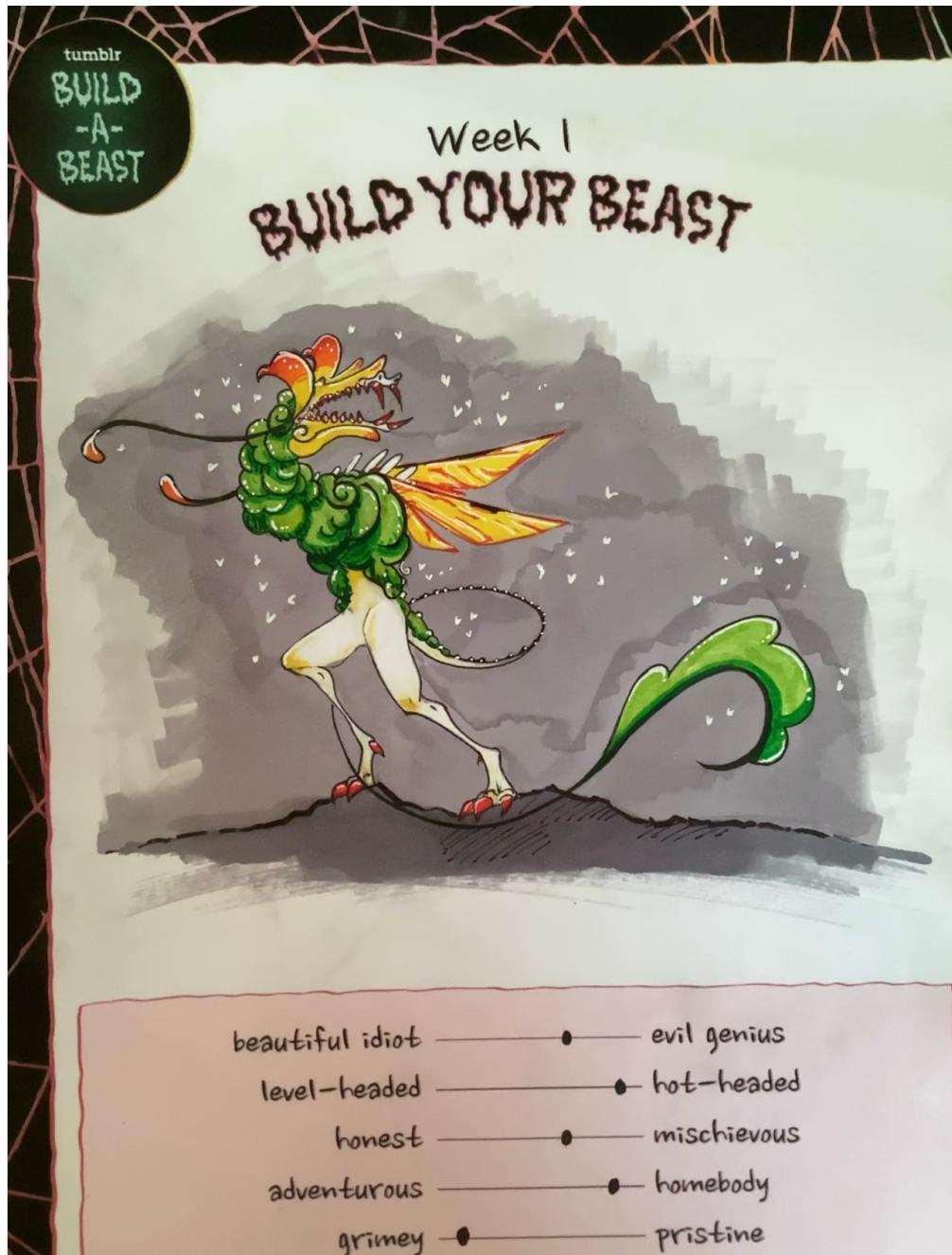
Lawrence hv @impossiblerebelblaze:

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Originally posted by impossiblerebelblaze

A maned werewolf by [@jadesjunk](#):

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Originally posted by jadesjunk

Boots bv @chili-bween:

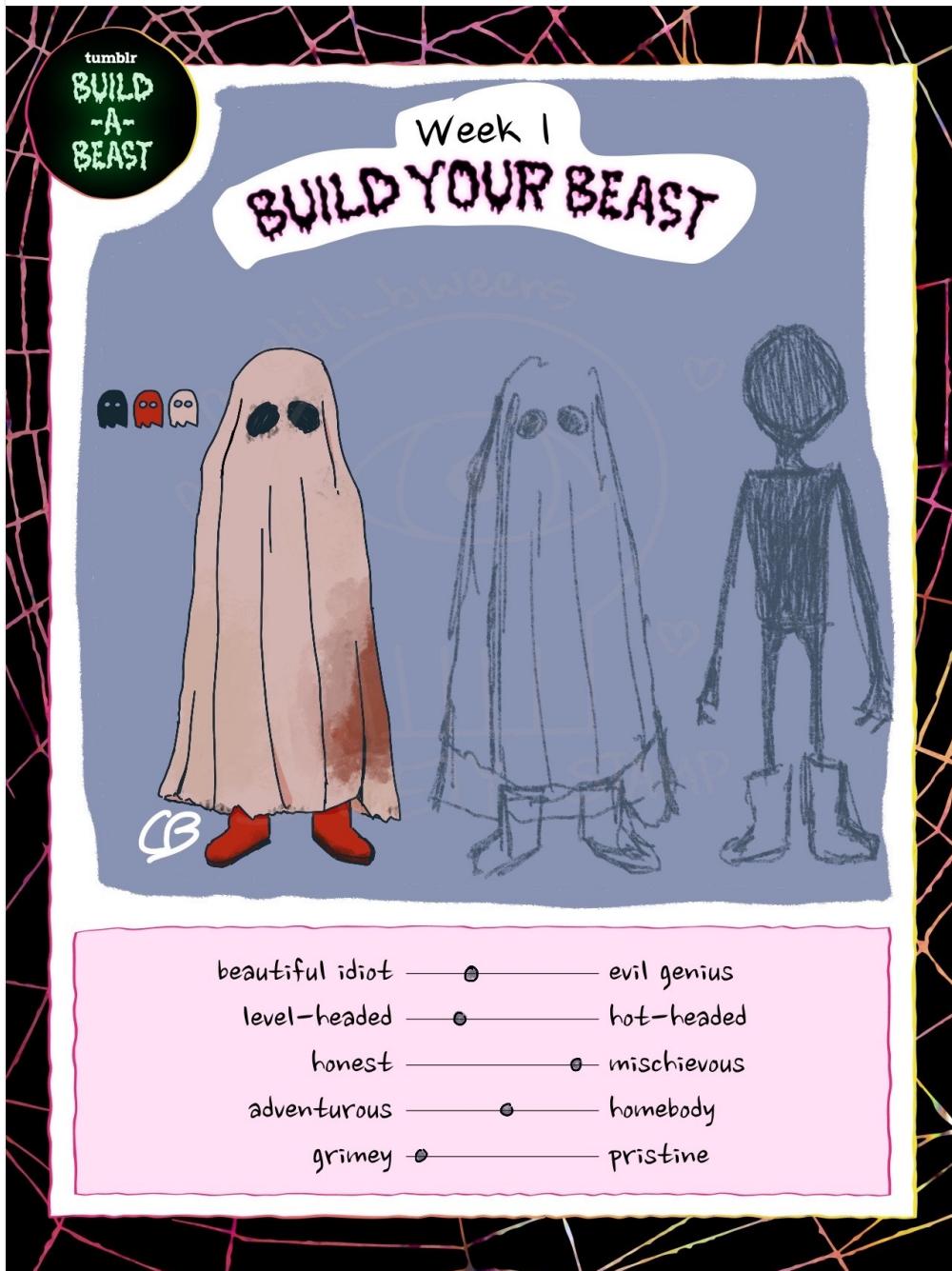
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Originally posted by chili-bween's

This carina chan who looks after all the babies. bv @enthusiastic-nimr

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Originally posted by enthusiastic-nimrod

Whisper the fae creature of unknown origin (fond of cheese curls).

By 

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tumblr

BUILD
-A-
BEAST

Week 1

BUILD YOUR BEAST



beautiful idiot ————— ● ————— evil genius
level-headed ————— ● ————— hot-headed
honest ————— ● ————— mischievous
adventurous ————— ● ————— homebody
grimey ————— ● ————— pristine

Originally posted by moonn3wt

A zombie scarecrow bv @hoobees:

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Originally posted by bogbees

Cloud Cover bv @cntmtrarts:

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Originally posted by cntmtrarts

Count Cecil. Lord of Darkness. Devourer of Souls. The Proud

Men

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@sil

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Originally posted by silverqwaser

And finally, this enigmatic individual by @self-proclaimed-brick-expert

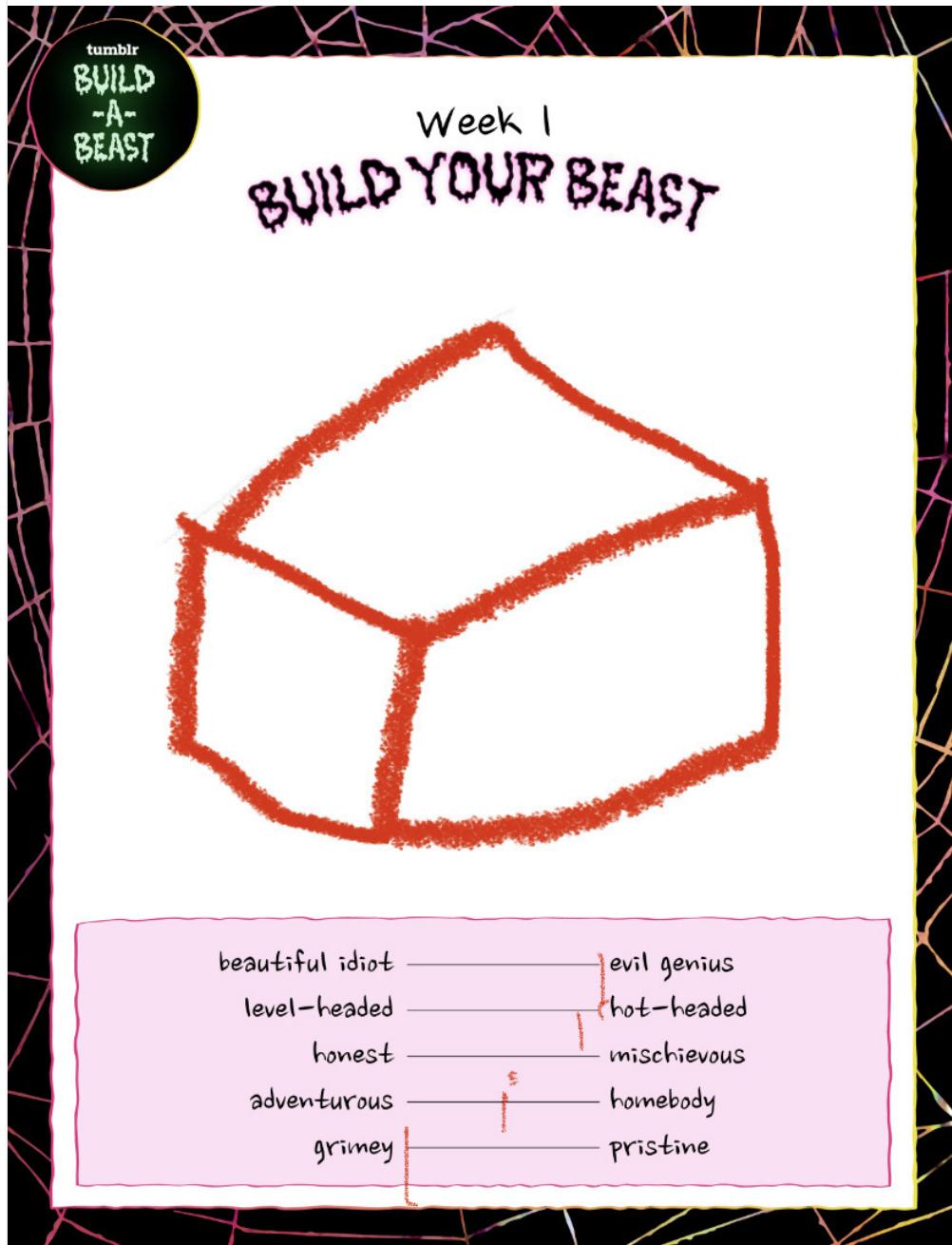
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Originally posted by self-proclaimed-brick-expert

*Wistfully watching this gremlinery from the shadows? There's
still*

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#tum
#long

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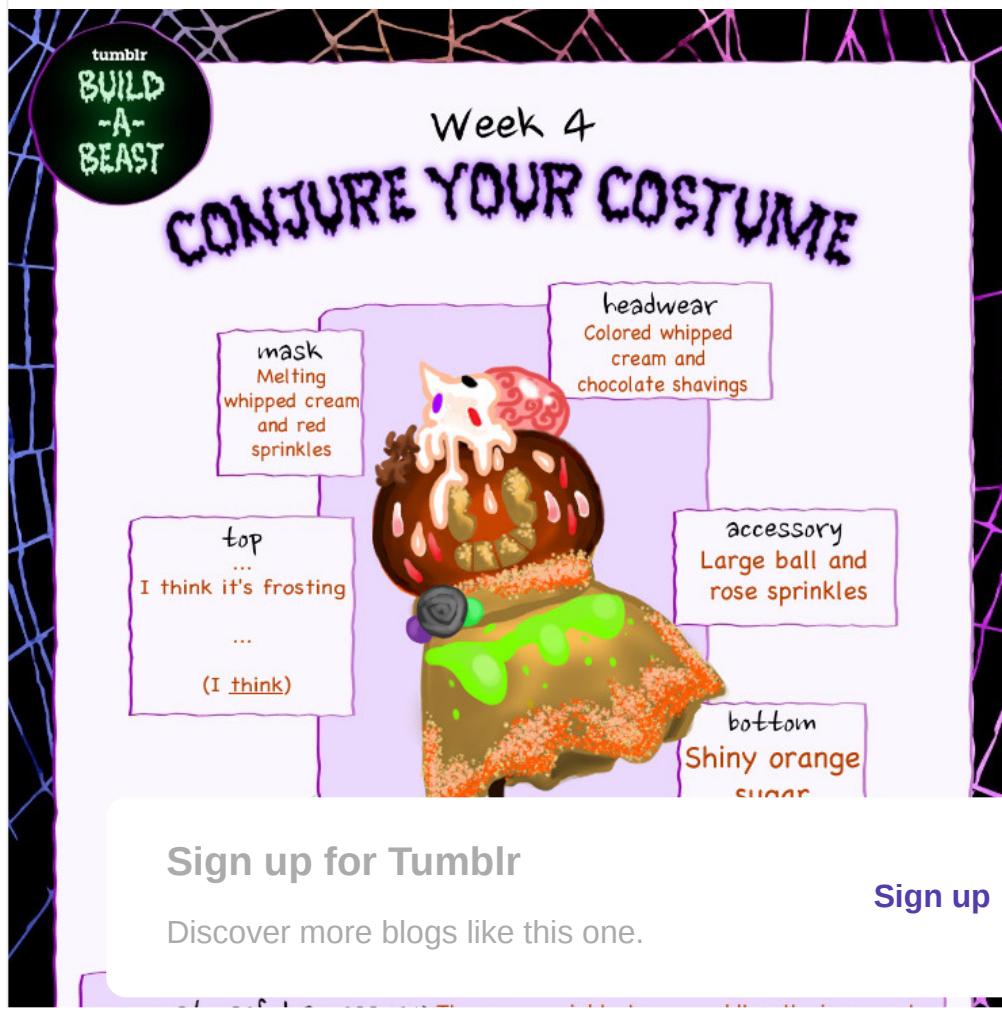


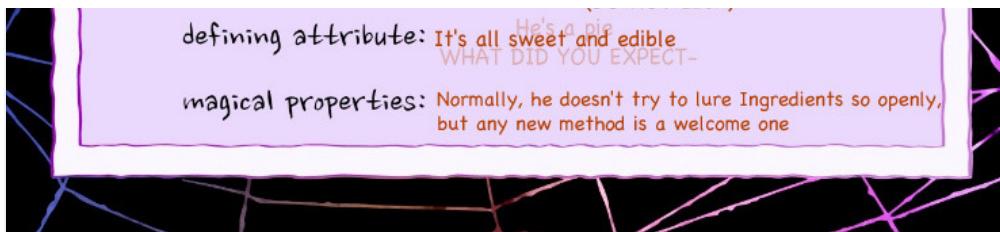
tumblr today: costumes you've conjured

Felicitations, Frankenfolk. We wish you a very [Halloween](#), Tumblr, on this most auspicious of eves. We have, alas, reached the end of the [Build a Beast challenge](#). Today is—as some of the more discerning among you will have noticed—a Monday.  Today, we celebrate your costumed critters.

How will you celebrate? If you haven't yet, check out the entire [parade of crafty characters](#) your peers have created. If you're new to the challenge, you could even have a go yourself if you like. It's never too late to [build a beast](#) (here's a reminder of [week 1](#), [week 2](#), [week 3](#), and [week 4](#) templates for your convenience). For now, enjoy these:

[@clockspur:](#)





Originally posted by clockspur

@colinarcartperson:

tumblr
BUILD
-A-
BEAST

Week 4

CONJURE YOUR COSTUME

mask
he's not a fan of his face

top
cute vintage back brace

headwear
he is looking for a bigger hat!

accessory
magic cape

bottom
dark pants to hide coffee spills

footwear
loves heels because they make him feel taller

most useful accessory: Back Brace

most treasured item: His beloved crows

defining attribute: loves purple + never shows face

magical properties: Cape is black void used for Storage and his crows live to sleep in it!

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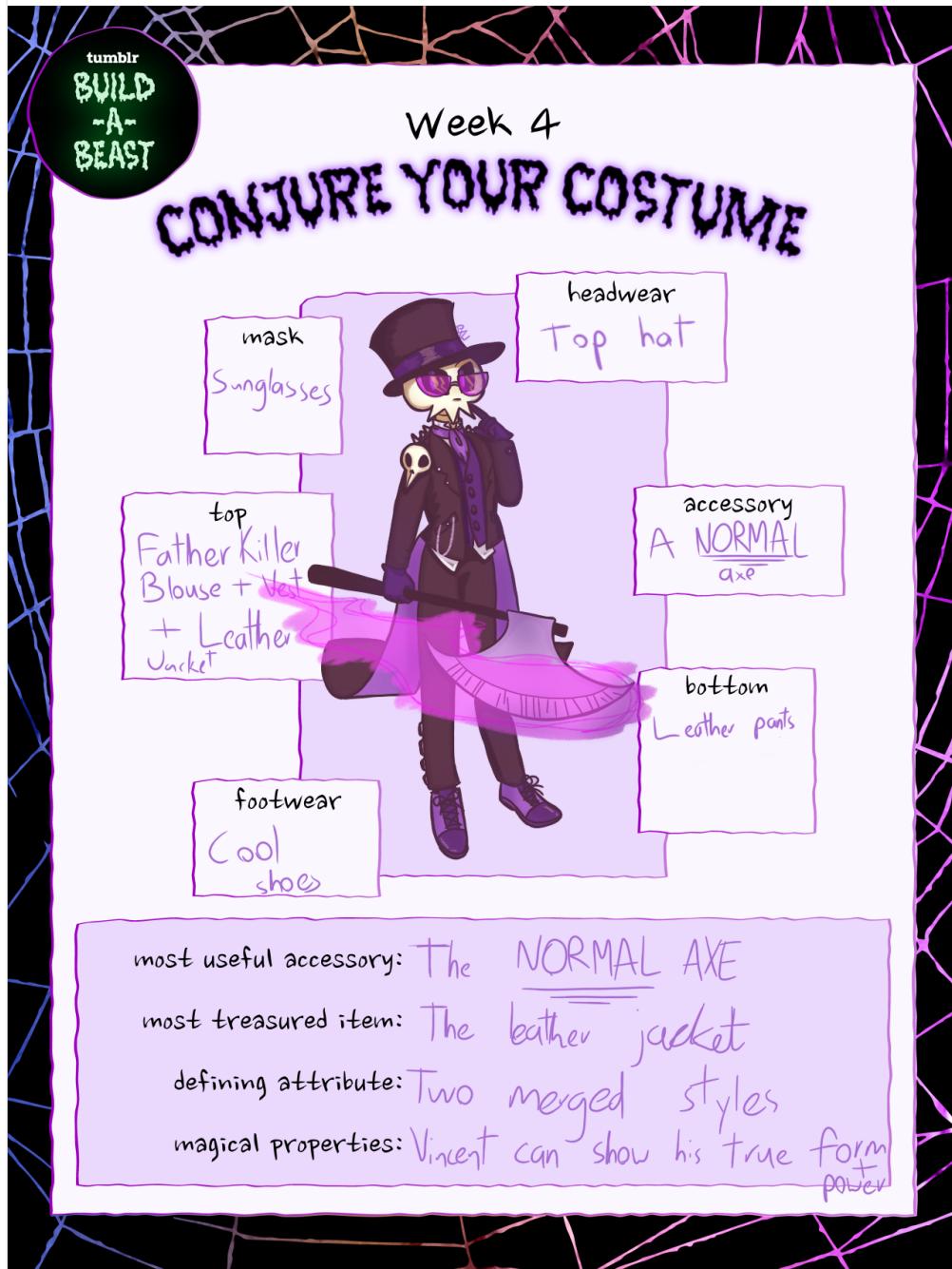
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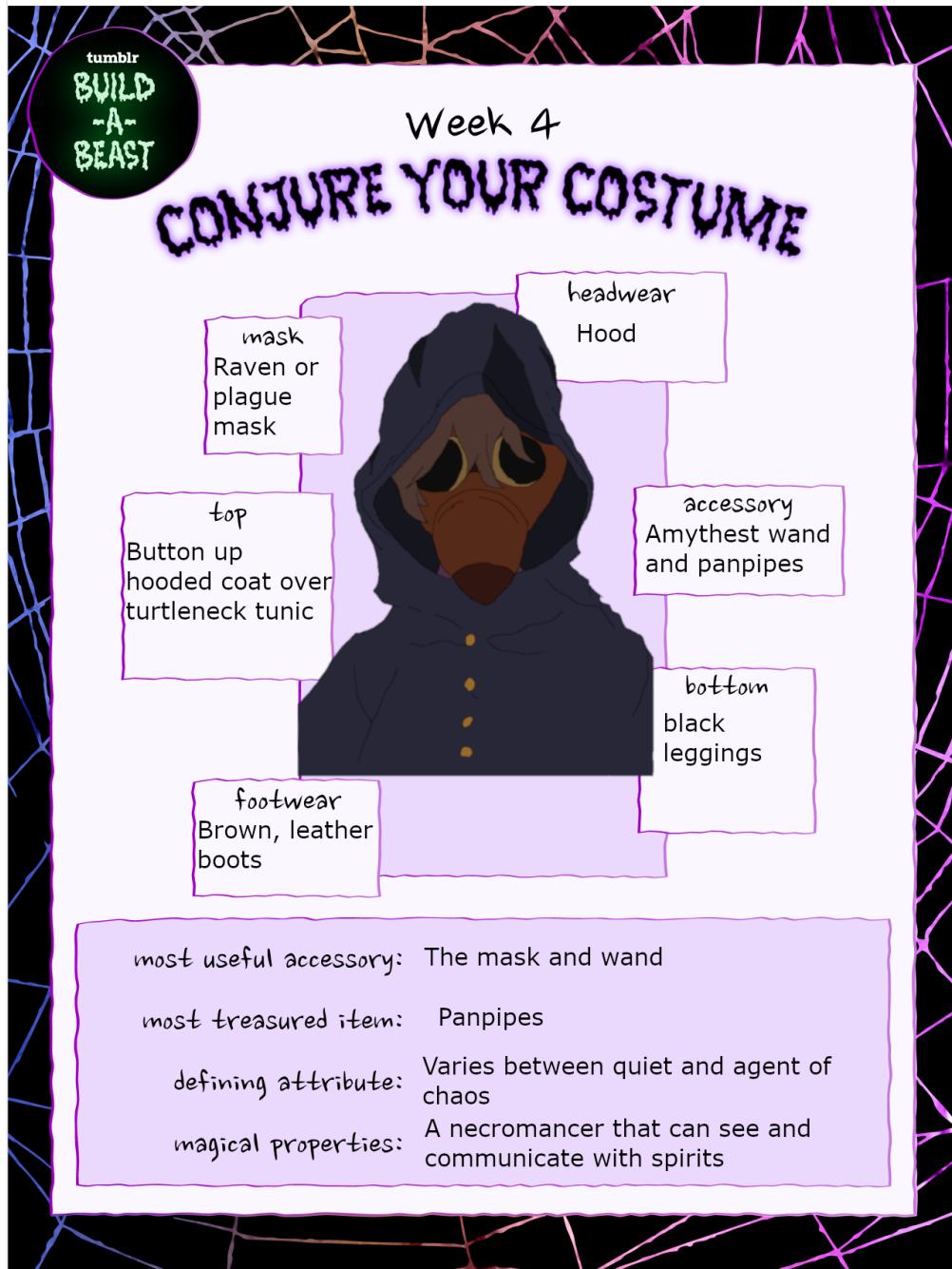
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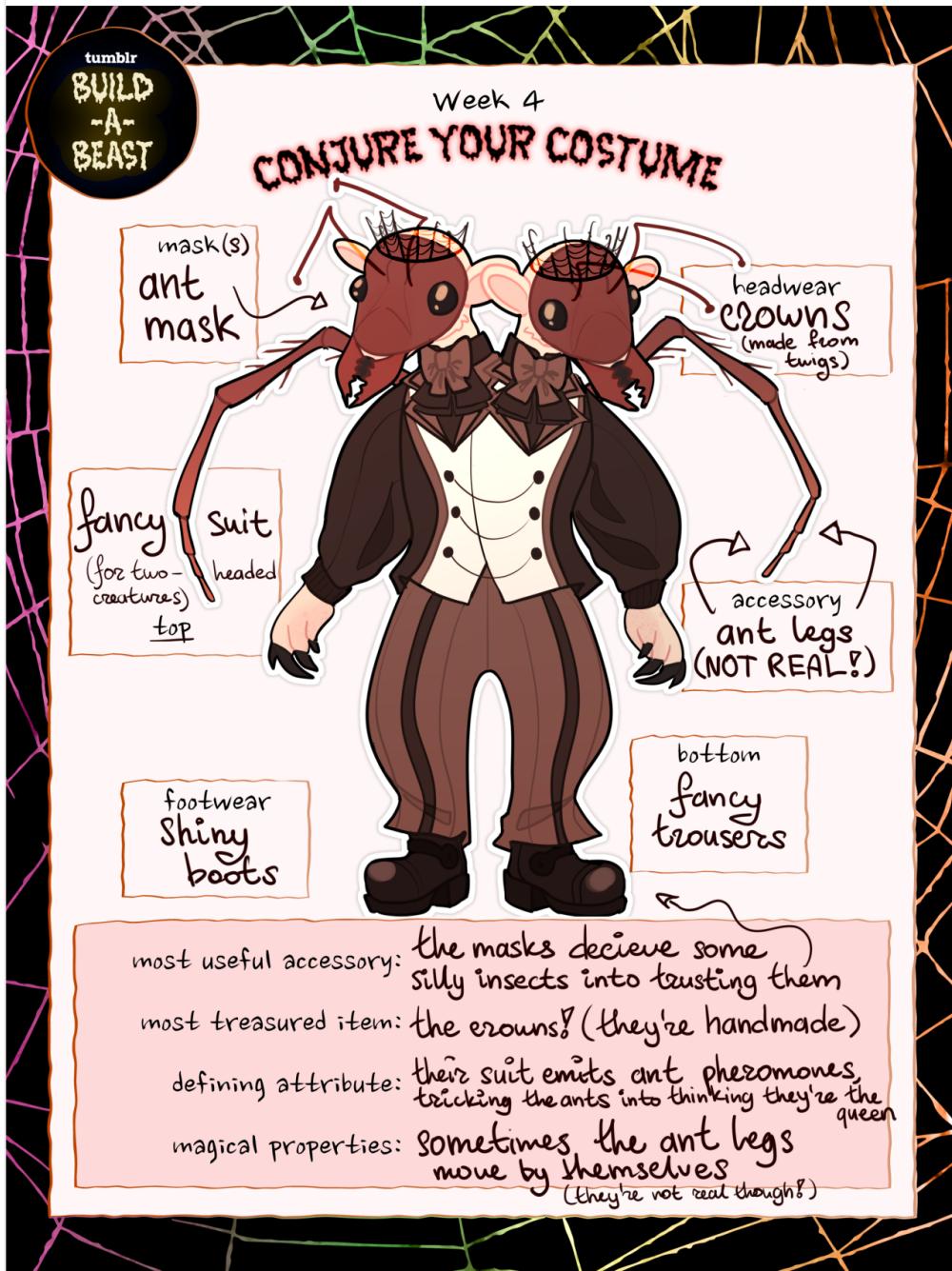
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most useful accessory: The tail. It helps the outfit not look like a dress with ears slapped on.

most treasured item: The mask, I made it all myself. Didn't even thrift the base.

defining attribute: Probably the fact that Patches is dressed as me. That makes it pretty obvious what this is.

magical properties: It was (mostly) handmade! (The original white dress was thrifted)

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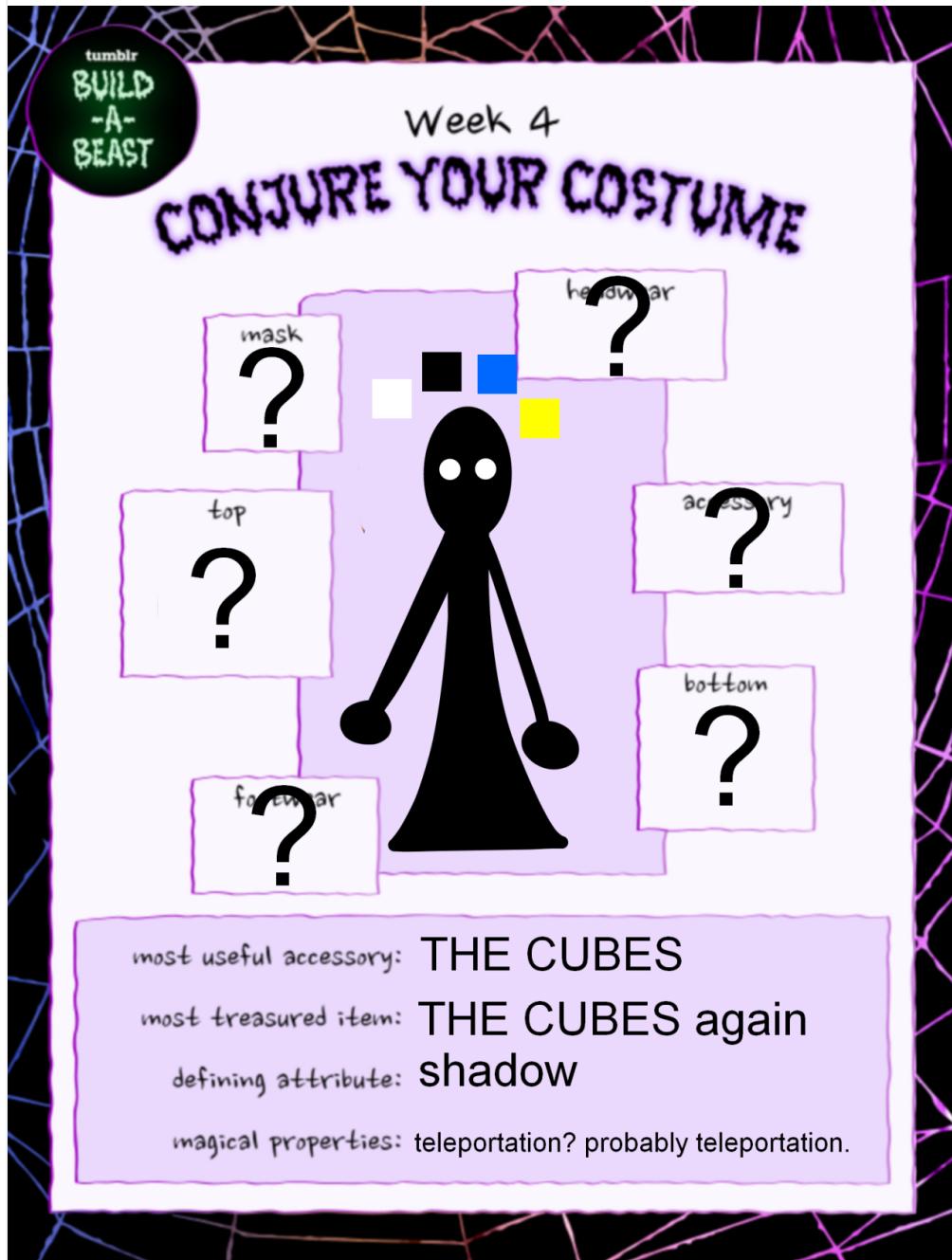
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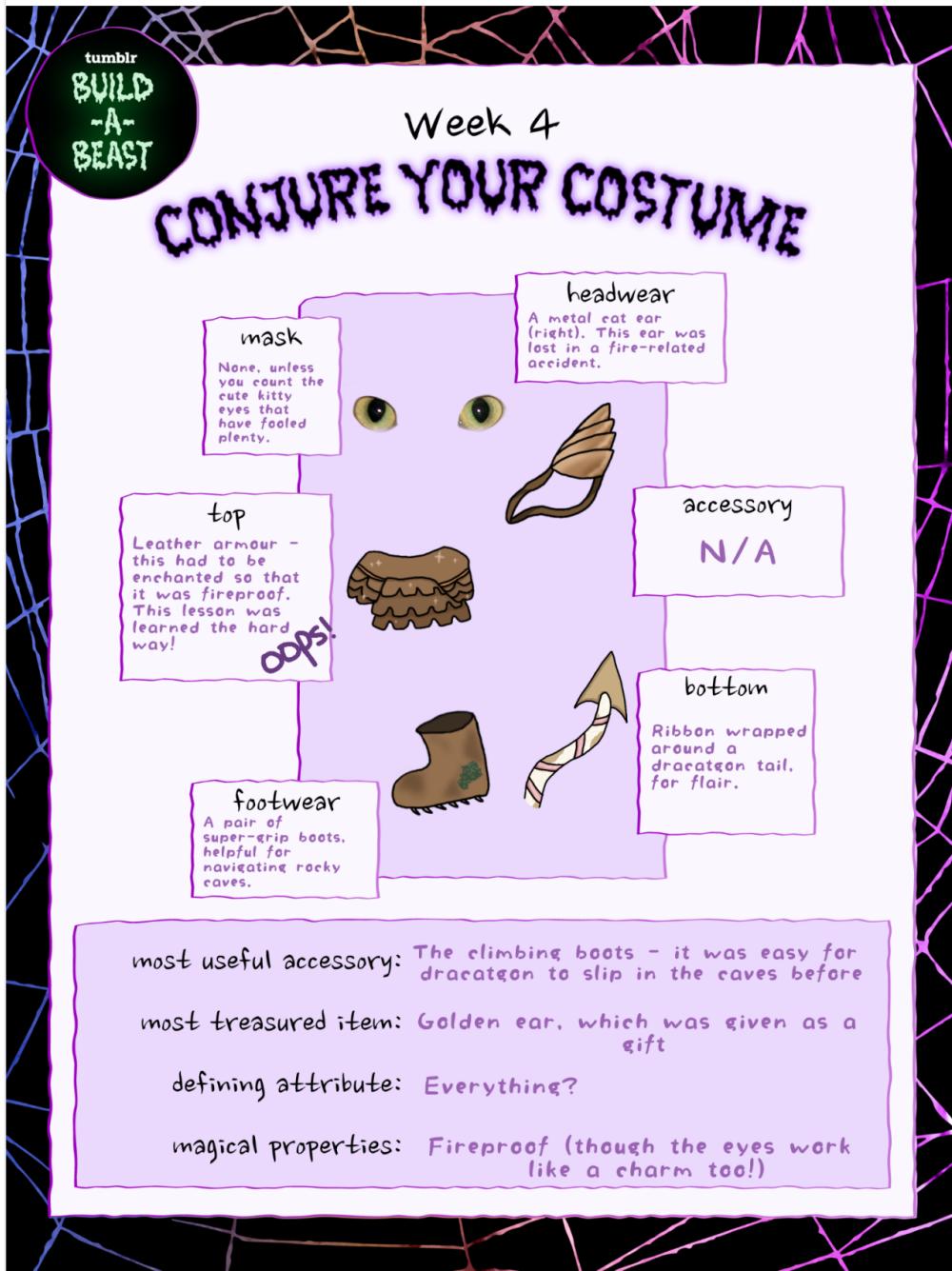
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