

Obama campaign takes to Tumblr

October 24 2011



US President Barack Obama, pictured on October 1, added popular microblogging platform Tumblr on Monday to the Internet arsenal for his 2012 re-election campaign.

US President Barack Obama added popular microblogging platform Tumblr on Monday to the Internet arsenal for his 2012 re-election campaign.

The Obama campaign urged supporters at barackobama.tumblr.com to contribute stories, pictures and even jokes to the official Tumblr site.

"We're looking at this as an opportunity to create something that's not just ours, but yours, too," the campaign said in an opening blog post.

"We'd like this Tumblr to be a huge collaborative storytelling effort -- a place for people across the country to share what's going on in our respective corners of it and how we're getting involved in this campaign

to keep making it better," it said.

The campaign said it expected the Tumblr to come under attack from "trolls."

"We ask only that you remember that we're people -- fairly nice ones -- and that your mother would want you to be polite," it said.

During his 2008 [presidential campaign](#), Obama relied heavily on the Internet for organizing, fundraising and communicating and he is expected to do so again during his 2012 re-election bid.

The White House is an active user of Facebook, [YouTube](#), Twitter, Flickr, Foursquare and other services.

(c) 2011 AFP

Citation: Obama campaign takes to Tumblr (2011, October 24) retrieved 23 April 2024 from <https://phys.org/news/2011-10-obama-campaign-tumblr.html>

| |
|--|
| <p>This document is subject to copyright. Apart from any fair dealing for the purpose of private study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.</p> |
|--|