WONDERCON@HOME
MASQUERADE on tumblr
Welcome to Tumblr!

Tumblr is a unique blend of publishing platform and social network where you can find, follow, create, and share amazing content with a focus on CUSTOMIZING EVERYTHING!

Tumblr is a free blank canvas to tell your story and connect to others through photos, GIFs, text, video, music, and more!

On Tumblr you can follow blogs (and be followed!) by clicking the “Follow” button. The content from people you follow as well as your own content will appear on your “dashboard”, so you can scroll through and see all the great stuff from people you follow! Like what you see? Share it to your followers by reblogging it to your own blog!

Protip: Keep your blog secure by using Two-Factor Authentication!
WonderCon®@Home
Masquerade
on Tumblr

Please follow our blog at
masquerade-at-home.tumblr.com
Masquerade Process for Participants

Step #1: Participants must create a Tumblr blog/account by March 17 (or use their existing Tumblr accounts). Full instructions for creating accounts in pages #7 & 8.

Step #2: Participants to e-mail WonderCon to confirm Tumblr account and submit entry form by March 17:

- Email masqueradeathome@comic-con.org with subject "Masquerade Application for [Name of the participant]: Tumblr account"
- Participant must include in the email:
  - First and last name:
  - Tumblr URL/account:
  - Website if any:
  - Masquerade Entry form if not already submitted. You may request an entry form by writing to masqueradeathome@comic-con.org

Step #3: Participants to DRAFT a blog post on Tumblr with Masquerade costume info by 5PM Pacific time Saturday March 20 (saved as a draft post and NOT published yet. More detailed instructions are in pages #9 and 10.) Participants please use this post format:

- WonderCon Masquerade Contest: [Add full name of participant here]
- Costume Name: [Add a title for your costume entry here]
- Costume Description: [Original design, or re-creation, name source]
- Bio: [Add optional description of the participant]
- Photo credit (if applicable)
- Be sure to tag: #WonderConAtHome #WonderConAtHome2021 #WonderConAtHomeMasquerade
Masquerade Process for Participants

Step #4: Participants to share draft post with WonderCon NO LATER than March 20 at 12 Noon Pacific time. More detailed instructions in page #11

Email to Masqueradeathome@comic-con.org with subject "Application for [Name of the participant]: Tumblr draft post"

- Participant must include in the email:
  - Name: First and last, we will keep your real name confidential if you like
  - Draft post URL:

Step #5: WonderCon to review/approve posts and let participant know if post has been approved for public posting by Monday March 22

- If draft post needs edits, WonderCon will reply to participants with what corrections participants must make to be ready for public posting

Step #6: No later than March 23 by 12:00PM Noon Pacific time approved participants publish their draft posts as LIVE public posts. More details in page #12

Step #7: Approved participants to email masqueradeathome@comic-con.org with the live link to their post by Tuesday March 23 by 12:00PM Noon.

- Email masqueradeathome@comic-con.org with subject “Masquerade Entry for [Name of the participant]: Tumblr live post”
- Participant must include in the email:
  - Name:
  - Live Post URL:

Step #8: WonderConAtHome.tumblr.com will reblog the participants posts March 27 at 10:00AM Pacific time for anyone in the world to view.

Step #9: On March 28 WonderConAtHome.tumblr.com will announce winners, also on our www.comic-con.org/wca website

Step #10: Tumblr may also feature winners on Fandom.tumblr.com
Masquerade Process for Participants - OPTIONAL Steps you may wish to do, but may skip
Step #9: Participants are encouraged to share their Tumblr livepost on their social channels (Twitter, Instagram or Facebook) so more people view your photos!

- Posts should include:
  - Tumblr post URL
  - @Mention WonderCon and Tumblr
    - Twitter: @Tumblr and @WonderConAtHome
    - IG stories: @Tumblr and @WonderConAtHome
    - Facebook: @Tumblr and @WonderConAtHome
  - Add hashtags: #WonderConAtHome, #WonderConAtHomeMasquerade

- Suggested copy for social posts:
  - Twitter/IG stories:
    - This year, I’m celebrating @WonderCon’s #WonderConAtHome! Check out my entry to the #WonderConAtHomeMasquerade on @tumblr! [link to Tumblr post] #WonderConAtHome
    - I’m a part of @WonderCon’s #WonderConAtHomeMasquerade! Check out my entry on @tumblr [link to Tumblr post] #WonderConAtHome
  - Facebook:
    - This year, I’m celebrating @WonderCon’s #WonderConAtHome! Check out my entry to the #WonderConAtHomeMasquerade on @tumblr [link to Tumblr post] #WonderConAtHome
    - I’m a part of @WonderCon’s #WonderConAtHomeMasquerade! Check out my entry on @tumblr [link to Tumblr post] #WonderConAtHome
Creating a blog
1. Go to Tumblr.com on desktop/web
2. Click on "Get Started"
3. Add email, password and desired username
4. Click on "Sign Up"
5. Follow these blogs by visiting these sites and clicking “Follow” in the upper right corner:
   - #WonderConAtHome
   - #WonderConAtHome2021
   - #WonderConAtHomeMasquerade
Customizing blog

1. Once registered and confirmed through an automated email, participants can customize their blog by clicking on the person icon on the upper right of tumblr.com/dashboard or by visiting https://www.tumblr.com/settings/blog/ParticipantsBlogName
   a. Header image (1416x796 px)
   b. Avatar (300x300 px)
   c. Blog themes
How to create a photo post

1. To create a post of photo(s) and/or GIF(s), click on “Photo” and drag and drop a maximum of 10 images into the “Upload photos” field that appears. Posts can contain mixed media, so you can then add YouTube/Vimeo* embedded videos, text, and links in the body of the post.

2. To save a post as a draft, click the dropdown arrow beside the “Post” option and select “Save as draft”.

*Please ensure you are not using any copyrighted music in any videos.
How to create a video + photo post

1. To create a post of video, click on “Video” and upload a video of no more than 100MB in size
   a. YouTube or Vimeo* videos can be inserted into the post body
   b. Additional photos, text, and links can be inserted below the video in the body of the post

2. To save a post as a draft, click the dropdown arrow beside the "Post" option and select "Save as draft"

*Please ensure you are not using any copyrighted music in any videos
How to share your private link to a draft post with WonderCon

1. Click on the person icon on the upper right of tumblr.com/dashboard and select "Drafts"
2. At the top of your drafted post, you will see three dots. Hover over the dots, and a small "dog ear" or flap will appear
3. Click on the “dog ear” and a private draft to your post will open in a new tab
4. This private draft is sharable — simply copy and paste the URL in order to email it to WonderCon
How to publish a draft post

1. WonderCon will inform you when draft posts should be published
2. Click on the person icon on the upper right of tumblr.com/dashboard and select "Drafts"
3. Click on "Post" at the bottom of your drafted post, and then click on "OK" to publish the post. The post is now published and live
4. To share a link to the live post, click on "Posts" and hover over the three dots and click on the "dog ear", and the public post will open in a new tab. Copy and paste that URL into an email to WonderCon at masqueradeathome@comic-con.org
is the home of fandom online, our community is waiting for you!

WonderConAtHome.tumblr.com

Fandom.tumblr.com