How to Export Your Tumblr Blog

by Little Woofy Bear
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To obtain an archive of your Tumblr, visit
https://www.tumblr.com/settings/blog/*name-of-your-account* , and click the Export
button near foot of page.

All in all, Tumblr's Export process is really half-assed and incompetently handled.

The first surprise: My archive took 2 days to prepare and was over 200 MB, even
though I never uploaded more than 20 MB of stuff.

Downloading the Finished Export:
- Do NOT use Firefox for Macintosh. My archive was only 200 MB, but Firefox 63
  failed repeatedly at random points in the download (76, 106, 26, and 77 MB),
  whereas Safari succeeded on the first try.
- Video posts will make your download massive. Even videos which you
  reblogged from someone else will be included in your archive. If your blog
  includes videos, and you already have those same videos on your phone or
  home computer, consider deleting them off your Tumblr before exporting.

The exported archive was not designed for usability. The lack of a manual and the lack
of attention to detail just scream "Let's Screw Any User Who Tries to Leave."
- All your posts and all your messages get lumped into the same flat folder named
  /posts/html/. Also each post appears in posts.xml and each message appears in
  messages.xml. So there are 2 copies of each message and each post, each
  copy having its own problems:
- Messages 🙂 (private conversations) are included, but user nicknames are
  missing from the messages in /posts/html/. 🐞
- messages.xml is somewhat viewable in Firefox. 👍 Participant nicknames
  appear at the top of each conversation, and in cryptic form thereafter, making it
  difficult to tell who said what. 🐞
- Inbox ✉ messages appear in posts.xml and /posts/html/, not in
  messages.xml. 🐞
- Likes and Comments have been removed from posts. Gone. This pretty much
  removes the "social" from "social network". Do you like seeing who liked your
  posts? I do too. Say bye-bye to *that* feature. 🐞
- The list of posts you Liked, at
  https://www.tumblr.com/liked/by/*name-of-your-account* , is not included in any
  form. 🐞

- Follower and Following lists and Block lists are NOT included. You'll have to browse your blog and save those lists manually (Save As PDF might be the best option, if you want the contents to be searchable). 🐞
- In folder /posts/html/, most of the image links in the HTML files are broken. The images are *present*, in the /media/ folder, but every internal <IMG> element points to the wrong folder. I guess Tumblr hires *kids* as coders. 🐞
- The archive is not self-contained: some external links were found, pointing to images still hosted on media.tumblr.com, even though the /media/ folder contains copies of those images. Tumblr's exporter should have generated internal links (to /media/) instead. External links will break if the originals are ever deleted from Tumblr. 🐞
- In folder /posts/html/, nicknames are missing from Messages (private conversations). 🐞 Example:

> **Unknown User:** Got your email, thank you!
> October 30th, 2013 12:00pm

(Who sent me that message? I have no clue.) However in messages.xml, we find the opposite problem: there are nicknames but no dates 🐞 (unless you have that chip in your head that lets you read Unix `time_t` numbers). It's a good thing I copy my messages off to a file whenever I chat with someone — I got into that habit because I never expected the Export button to EXIST. And now that it exists, it's mediocre, like a student programmer designed it.

So. Like I said, Tumblr's Export button is a half-baked solution, not even a serious attempt at helping you save <u>any</u> shred of your social network.

<u>My Best Advice for Surviving #BLRmageddon</u>:
- Every user should do the export process. Partial data is better than nothing. Also it notifies Tumblr management of the number of people planning to leave.
- Start early. Allow at least 48 hours for the export process. Reload the settings page every 8 to 12 hours to check progress.
- Screenshot your home page, for old times' sake.
- If you have a few Tumblr posts that mean something to you, with note counts intact, save those pages as PDFs and/or screenshots, because Tumblr's Export removes all notes and all formatting (what Tumblr calls "theme" information).
- <u>Do</u> open an account on another social network, and <u>do</u> post your new address on Tumblr, so that Tumblr may finally grasp the cost of their stupid decision to harass innocent users.
- Tumblr is part of the **Verizon** family of companies. Remember that, when you choose your next phone.

Advice to Tumblr Staff:

- Fix the above bugs. 🐞
- Get a diversity policy that covers your users. Stop harassing innocent people. Your users are the modern equivalent of hippies, and when you flagged them, you became the pigs.
- Likes and Follows <u>are</u> the user's social network. They provide the user with memories and a feeling of belonging to a community. If you don't understand why it was wrong to leave those out of the export archive, if you think memories aren't important, may your family be struck by dementia. #HowToLearnEmpathy
- To keep the exported archive small, give the user the option to export all photos and videos as thumbnails instead of full size. This option would reduce the load on your servers and network.
- To keep the exported archive small, implement the exported Likes pages as external links to Tumblr posts. (If this seems to go against my earlier advice to use *internal* links, there's a reason: Likes are generally for *other* users' content, and including other users' content in *my* archive raises copyright questions.) In case these Tumblr posts themselves go out of existence later, include key features like: name of blog, title of post, date posted, date liked, and (unless prohibited by copyright) full text and thumbnail photo. This will give the user some clue as to what was deleted and some chance to find it again.

🔗 [Music for the occasion: A Song While Tumblr Sinks into the Sea 🎵 ⛵](#).

🔗 "[Tumblr Bans the Porn](#)." Jack Crum's parody of *Titanic*. It's genius ;^)

About the Author:
Little Woofy Bear is a software developer.

#BLRpocalypse #BLRmageddon