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**Isaac M. O'Bannon** • Jan. 30, 2013

Guess who's the "Mayor of Taxland?" Well, it isn't the Internal Revenue Service, because they aren't on FourSquare, but they are on most of the other popular social platforms.

Today, the IRS announced that it added Tumblr to its list of social media platforms. Taxpayers and professionals who want tax information now have another way of accessing helpful tax tips, videos, podcasts and more at [Tumblr](#).

Tumblr is a microblogging platform where users access and share text, photos, videos and other information from their browser, smartphone, tablet or desktop.

The IRS plans to use Tumblr to help share information about important programs to help taxpayers, such as late tax law changes, the Earned Income Tax Credit and Free File. The Tumblr site also makes it easy for partner groups and others to share tax information from the IRS.

"Tax issues touch a wide range of people who use information in many different ways. The IRS Tumblr site provides a new avenue for taxpayers and partner groups to get and share important tax information," said Terry Lemons, IRS Communications Director. "The new Tumblr platform is part of a larger effort at the IRS to get information to taxpayers when and where they want it."

The IRS' growing social media presence already includes YouTube, where viewers can watch IRS channels for short, informative videos in English, Spanish, American Sign Language and other languages. The IRS YouTube channels have more than 100 videos, which have been viewed more than 3.1 million times.

In addition, more than 61,000 people follow the IRS twitter feeds. The latest tax

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The IRS also has several other apps and social media links, including:

- **IRS2Go** – If you have an Apple iPhone or iTouch, you can download the free IRS2Go app by visiting the iTunes app store. If you have an Android device, you can visit the Google Play Store to download the free IRS2Go app.
- **YouTube** – Tune in to the IRS YouTube channels. You can watch short, informative videos in English, American Sign Language and other languages.
- **Twitter** – IRS tweets include various tax-related announcements, news for tax professionals and hiring initiatives.
- **Tumblr** – The IRS Tumblr blog provides current tax information.
- **Facebook** – The IRS Return Preparer Facebook page posts useful information for tax professionals.
- **Audio files for Podcasts** – Subscribe to IRS Podcasts on iTunes or download them from the [Multimedia Center](#).
- **Widgets** – Post IRS widgets on your website or social media networks to help direct others to IRS.gov for complete details on a variety of topics. Get them and other tax products at [IRS Marketing Express](#).
- **Subscriptions** – Sign up for free [e-News subscriptions](#) on many topics. This news is delivered straight to your inbox. See which ones you want to join.

For more IRS social media links, go to IRS [New Media](#).

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