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Pinterest

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What is Pinterest?

Pinterest is a **virtual pin board** used for sharing and organizing images. Use Pinterest to share your own images and discover and bookmark new ones. To share images you can *pin* an image to a *board*. Pinterest is mainly an image-sharing platform, but also has features of a **social network** as well. As with other social networks, it has *followers*, and a home *news feed* that updates as new content is added. You can also *like* and *comment* on pins, and *mention* (@) users in posts.

Pinterest also encourages sharing through the act of *repinning*, which is a form of sharing what others have posted. *Pins* are **linked** to their source web page, accessed by clicking on the image or the website link. Pins can lead to any site with the given photo, which could be free content such as blog posts, or a commercial site where you can purchase products, or other content like news articles.

Pinterest is an **open network**, which does not require user permission to view your shared content or to be followed. Make sure your content is not sensitive in any way.

Pinterest Vocab

Pin: An image or video posted to a board on Pinterest

Board: Collection of pins in one group, usually under a theme and titled accordingly

Repin: Sharing an image that a user has already pinned, pinning it to your own board and making it available to your followers

Mention: Tagging a user in a discussion, making a linked instance of their name

Find more basics at <http://about.pinterest.com/basics/>

Possible reasons to use Pinterest:

Use as social network

- Follow other people and see what they share
- Follow your favorite businesses, companies, or public figures to see what's new
- Share your own work with people who follow you
- Expand reach of your images and content you wish to share

Possible reasons to pin on Pinterest:

- Use as a bookmark to remember and/or share your favorite/important blog posts or websites
- Create an inspirational pinboard for your next project
- Share your own images to link back and drive traffic to your own site (blog, shop, personal/business website)

Possible things to pin to Pinterest:

- Inspirational images
- Your own work to share
- Products you want to buy
- Share your favorites! (buildings, books, quotes, recipes, figures)


Why sign up for Pinterest:

- You can peruse Pinterest and its content without creating an account, but to follow and pin you'll have to sign up.

How to sign up for Pinterest:

- Sign up using your email address, Facebook or Twitter accounts (your info will be linked if you allow it). Create username and password.
- You will be prompted to “Follow 5 boards to get started”: choose topics of interest and (at least) 5 specific boards to begin filling your main page with pins that relate.
- Your main page (home feed) will now be filled with the pins of the boards that you selected and will update as new pins are added to those boards.
- You can always follow people or their boards to add to your feed of images that will update as others (and you) add pins.

How to pin images on Pinterest:

- From Pinterest site use “Add Pin ” from drop-down menu on top right corner on Pinterest site
 - Upload a file from your computer or mobile device.
 - Paste a URL and allow Pinterest to find pinable images.
- From external site use “Pin-it” button or “share” buttons, which look like this: 
 - Pop-up box appears allowing you to pin an image from an external site to your boards (if you are already logged in on Pinterest) or asking to sign in.
- Install the Pin It Button (also called Bookmarklet) in the toolbar of your browser for quick pinning from any site.
- Take a photo on your smart phone and upload it using the Pinterest App.
- Remember you can also *Repin* any pins that you have already found on Pinterest.
 - To Repin pins on Pinterest: Click on *Pin it* on the upper left corner of the image, and select which board you would like to pin it to and either keep the current description or create a new one.

How to create a board on Pinterest:

- From your profile click on “Create a Board,” add a name and description of the board, and choose a category under which your board fits. Choose if it will be a secret board (more on secret boards below).
- While pinning a new pin from anywhere on Pinterest, create a new board where it will be pinned.
- You can edit a board by viewing the board on a page and clicking on “Edit Board”
- Choose who else can pin to your board, creating a “collaborative board” (more on collaborations below).

How to find and follow on Pinterest:

- Find your friends
 - If you're connected to Pinterest through Facebook or Twitter, Pinterest will provide you with a list of Pinterest users from your other social networks.
 - Type in the name of a user in the search bar, and after results appear, click *Pinner*s to find users on Pinterest with that user name.
- You may have a favorite website or blog that is using Pinterest. They might provide a link to their Pinterest profile on their website. Keep an eye out for the Pinterest logo that will lead you there.
- Follow all of a user's boards
 - Click “Follow All” on any user's page
- Follow selected boards
 - Click “Follow Board” on any user's board page

- Or click “Follow” under the thumbnail view of an individual board

Account Settings:

- *Basic Information:* email address, password, language etc.
- *Notifications:* set your email preferences for if/when you receive emails as activity occurs on Pinterest
- *Social Networks:* connect Pinterest to Facebook and/or Twitter

Learn More:

Visit the following site to better inform your Pinterest use. Here you will find infographics (graphic representations of information) : <http://webuildbuzz.com/buzz/everything-you-need-to-know-about-pinterest/>

To check out how others use Pinterest, visit:

- To engage with businesses in a new way <http://pinterest.com/wholefoods/>
- For a new way to browse museums <https://pinterest.com/metmuseum/>

Advanced Pinning:

- You can follow a user, subscribing to all of their boards, or you can instead follow individual boards from that user’s profile.
- Move pins from one board to another by clicking on “Edit” at the top of the image and changing the board location.
- Use **secret boards**: create a board that is private, the content only viewable to you when signed in.
 - You can make up to 3 secret boards
 - You cannot move a board from public to private
 - You cannot move pins from public boards to private ones
- Promote your own website:
 - Add “pin it” buttons to your site, allowing your readers to pin directly from your site
 - Add “follow me on Pinterest” button to your site, linking to your Pinterest profile
- Participate in **collaborative boards**
 - Invite others to pin to your boards
 - Accept invitations to pin to other users’ collaborative boards
- You can see who you follow by clicking on “Following” on your profile. This will bring up a grid of the people and boards you follow. If you ever want to **unfollow** people or boards, this would be a place to do so.
- Add a “\$” amount to the description and your pin will include a price on the image, and the pin then appears in the Gifts gallery.
- Videos can also be pinned to boards, but some you must watch outside of the Pinterest site.
- Pinterest App:
 - Use to browse and pin from your mobile device
 - Take photos with your mobile device and pin directly to Pinterest

Etiquette:

- Click on a pin before you repin it to check that the image is appropriately linked. If the original image was incorrectly pinned it will not be correctly credited and could continue to be incorrectly linked.

- Use the description field to describe your pin so it is easily searchable and findable by others.
- Does Pinterest have copyright and legal issues? YES.