# Pinterest: What it is & how to use it

Think of Pinterest as a virtual bulletin board. If you ever had one in your room growing up, it was probably covered with pictures and notes all showing off your personality, hobbies, dreams and ideas. The same goes for Pinterest - A way to organize and share all of the beautiful things you find on the web.

Pinterest is great because it allows you to look at pinboards created by other people, giving you the opportunity to discover new things and get inspiration from others who share your interests.Additionally, Pinterest is extremely popular for planning events, creating a hub of information for an events' theme, colors, invitations and more.
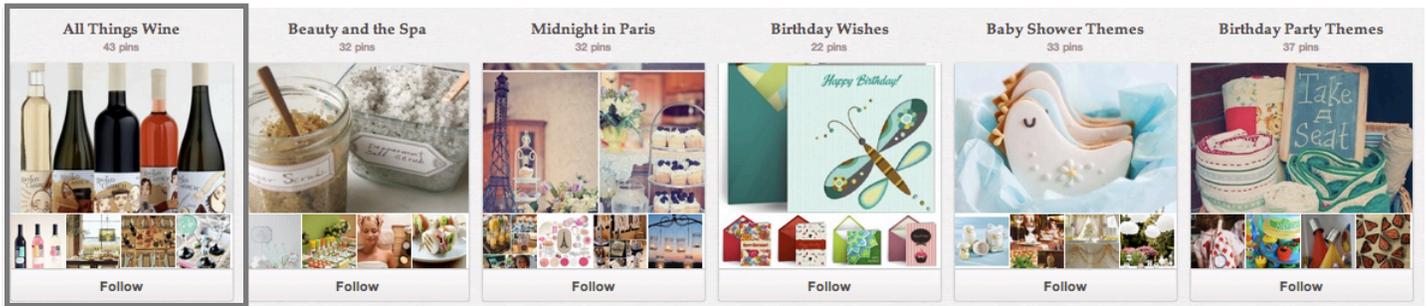
Pinterest is particularly great for small businesses because it helps you reach your audience in a very creative way - Showing them that you as a business have a strong message and personality that has the ability to inspire and visually connect the brand with the targeted audience.
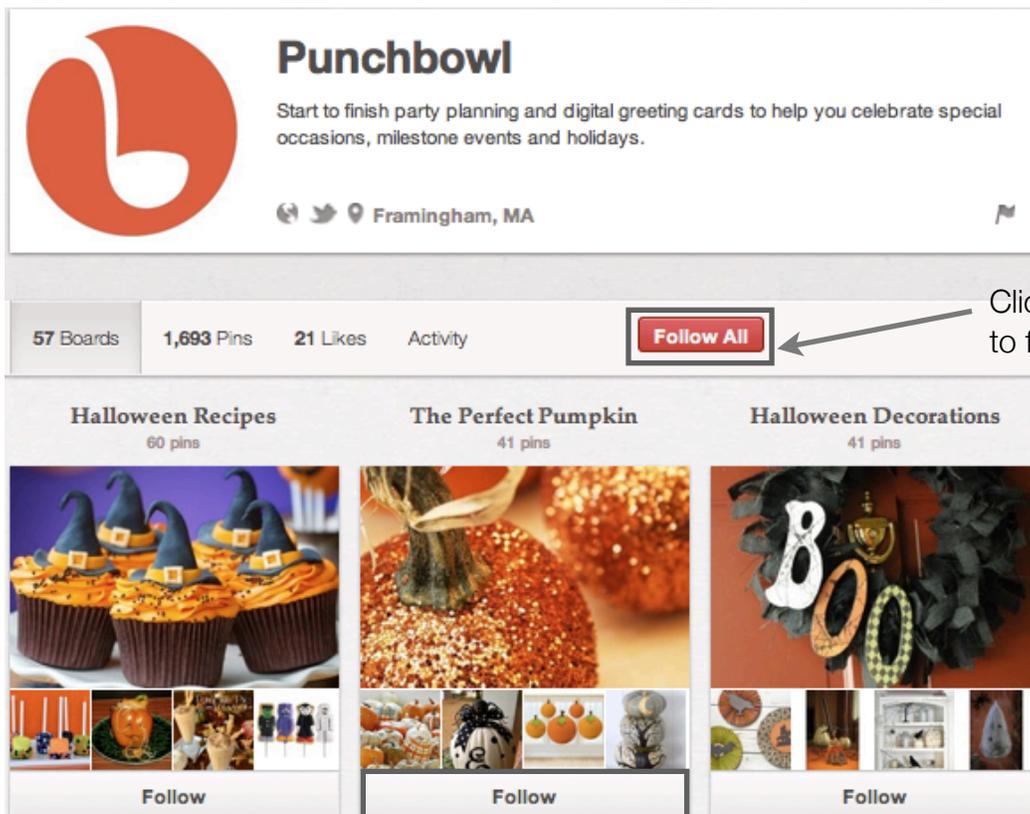
Getting Started

Pins - A pin is an image added to Pinterest. A pin can be added from a website using the "Pin It" button, or you can upload images from your computer. Each pin added using the Pin it button links back to the website it came from.

Clickable image

Description using keywords

Website the Pin came from
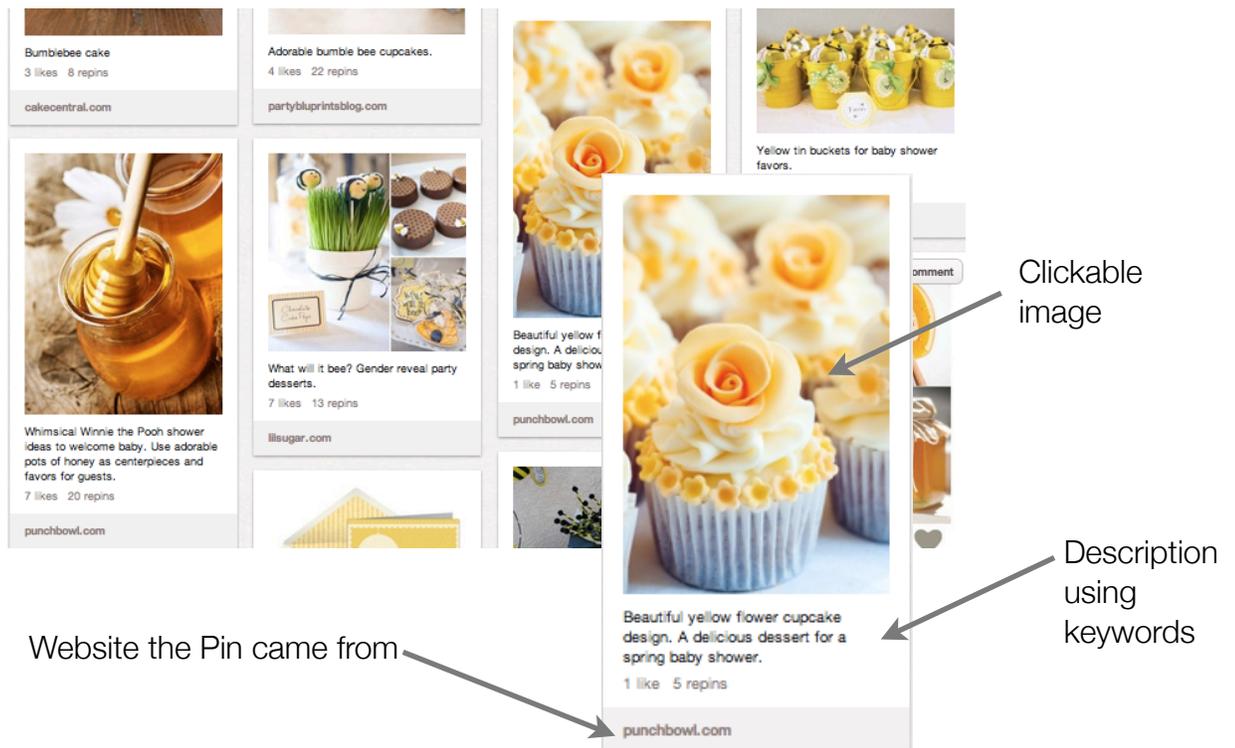
Boards - A board is a set of pins. You can create a board on any topic - Recipes, Fashion, Weddings, Crafts, Baby Shower Favors, DIY's etc.

All Things Wine	Beauty and the Spa	Midnight in Paris	Birthday Wishes	Baby Shower Themes	Birthday Party Themes
43 pins	32 pins	32 pins	22 pins	33 pins	37 pins
Follow	Follow	Follow	Follow	Follow	Follow

Following - Similar to Twitter or Facebook, you can follow people on Pinterest. If you select "follow all" you are following everything that person pins. If you select "follow" underneath a specific board, you will only see pins that come from the board you followed.

Punchbowl

Start to finish party planning and digital greeting cards to help you celebrate special occasions, milestone events and holidays.

Framingham, MA

57 Boards   **1,693** Pins   **21** Likes   Activity   **Follow All**

Click Follow All to follow a user

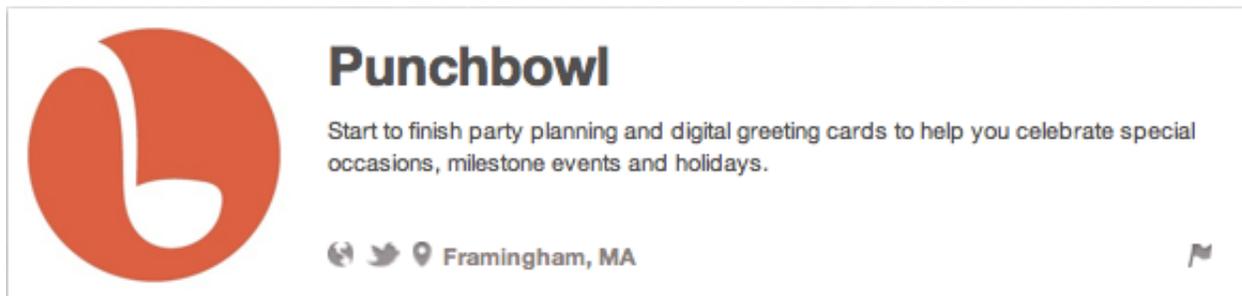| Halloween Recipes	The Perfect Pumpkin	Halloween Decorations
60 pins	41 pins	41 pins
Follow	Follow	Follow

Click Follow to follow a board

Profile and Account Settings

Username - When you're signed into Pinterest, mouse over your name at the top-right toolbar, then click Settings. Type a new username and click Save Profile at the bottom of the page.

Your Bio - When you're signed into Pinterest, mouse over your name at the top-right toolbar, then click Settings. Type in a bio and then click Save Profile at the bottom of the page.

Create a descriptive bio telling exactly who you are & what you do in a concise manner - Don't make your followers click "more." Make sure that your photo is your logo, and your username is your company name.

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Pinning and Repinning

You always want to make sure that your pins are useful for others and beneficial to your brand.

1. Pin from the original source
2. Pin from permalinks (specific webpages, entries)
3. Give credit and include a thoughtful pin description

Don't always pin things on your boards that come directly from your website. You want to make sure you are pinning things that come from other places as well. Don't just talk about yourself all the time. Pin 'related' products or images as well. if you are promoting baby shower favors, include images not just of favors, but of unique locations, books for Moms to be, etc.

A honey and granola baby shower favor idea. This wooden box and linen packaging is just precious.

4 likes   10 repins

thesweetestoccasion.com

Repinning - A repin is adding an image you find while browsing Pinterest to your own board. When you repin an image, the user who first pinned the image will also get credit. A repin maintains the source-link of the image no matter how many times it's repinned.
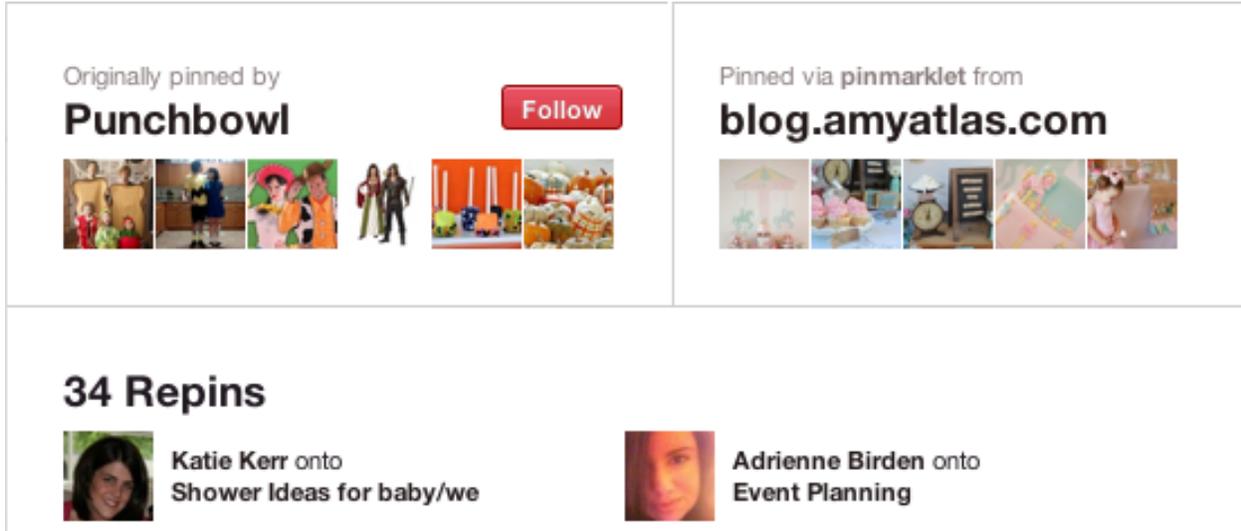
One of the goals as a business is to get people repinning your pins - Especially when it's a pin that came directly from your website.

You also just want people repinning your stuff in general - Posting content from around the web and repinning images from other users helps to personalize a brand's image and allows consumers to identify with the business.

How to Repin/Edit a pin

You can repin when viewing a pin in thumbnail-view or when you're viewing a pin in full-size view. After you click "Repin," choose the board you want that pin to show up on. You can edit the description of the pin and choose to share it on Facebook and/or Twitter.

You can edit a pin by clicking on "Edit" in either the thumbnail-view or fullsize-view of the pin.

Difference between Liking and Repinning

When you "Repin" a pin, it shows up on your board and you are able to edit it. When you "Like" a pin, it shows up in your "Like" section, that's it.

Adding a price to a pin
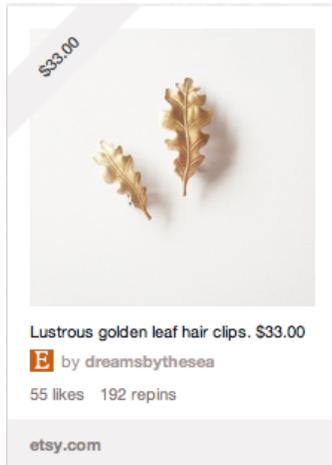
To add a price to a pin, type the $ symbol, followed by the number amount in the description. When you are finished, click "Pin it."

As a business, this helps people see how much you are asking for a certain product and compels them to click through to your site to buy.

Managing Boards

To create a new board, click Add+ on the top toolbar on Pinterest, then press Create a Board. Type in a board title, choose a category, and then click Create Board when you are finished. Make sure you are picking a creative yet descriptive title for your board.
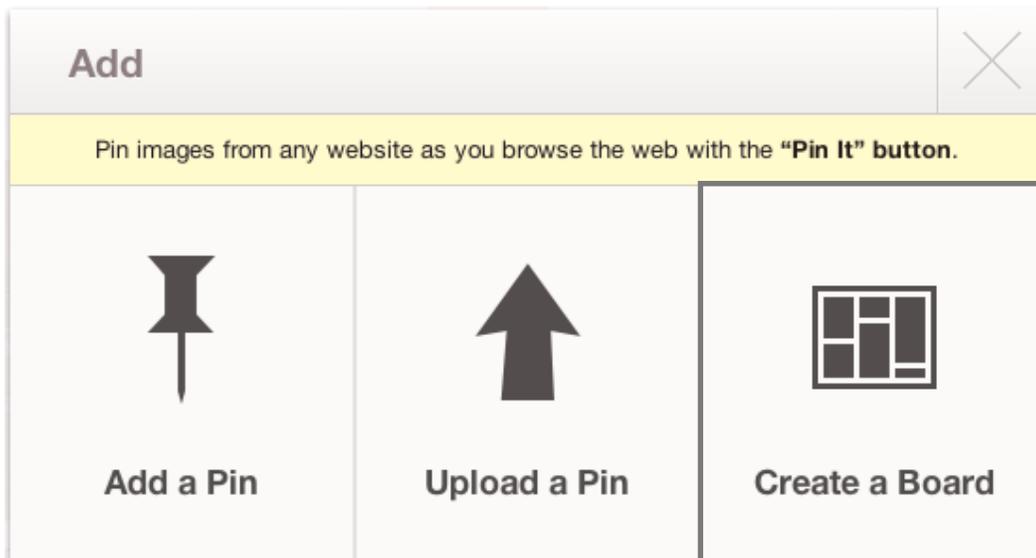
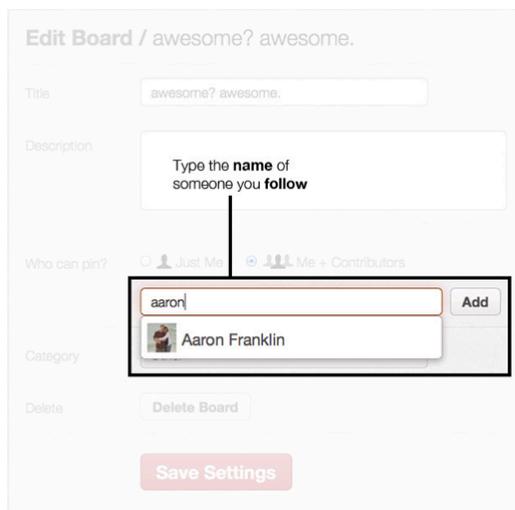## Create a New Board while Repinning
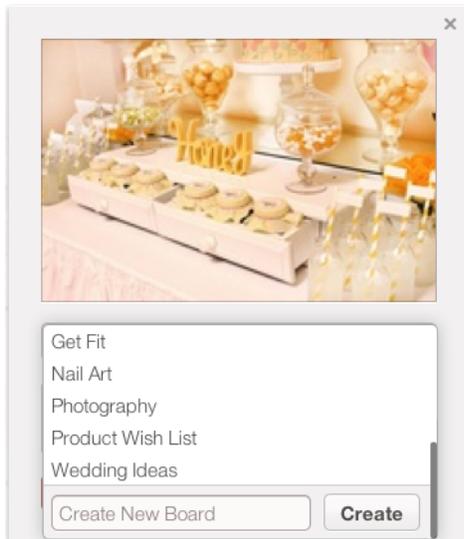
To create a new board while repinning, just scroll to the bottom of your board list. Enter in new board title and click Create.

Edit the Title of a Board

Go to that board and click the Edit button. After you make your changes, click Save Settings.

Add Contributors to Your Board

To add contributors to a board, go to that board and click the Edit button.

On the next page, you can type in the names of other people you would like to add as contributors.

You must follow at least one board belonging to a user in order to add him/her as a contributor. Type his/her username into the text field. Potential matches to this name will begin to load; when you see the person you want, click their name. Click Add. When you are finished, click Save Settings.

Only do this if you want someone else to be able to pin things on your board. This is useful when you're planning a wedding and you want input from others. It's also like adding an admin to Facebook.

Create a Description for your Board

This is something all businesses should be doing on each of their boards. It allows the search engines to pull keywords from the descriptions you write for your boards and use them for search rankings.

Punchbowl wrote a great description for their Baby Bumble Bee board. This board is ranking in the top 5 on google right now for "baby shower favors made with honey."

Each one of their pins also has a very keyword rich description. Another reason why it's probably doing so well on Google.
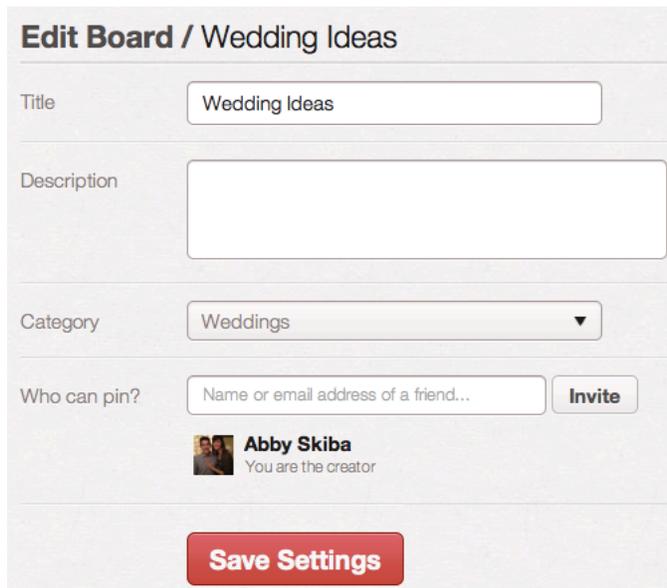
To create a description for a board, click "Edit" underneath the board, then type your description and click "Save Settings."

For more social media tips and consulting, please contact SiteLogic at 330-445-2890 or info@sitelogic.com