

# Pinterest

## Overview

Pinterest is a visual search engine rather than a social media platform

People come to Pinterest primarily for inspiration



Active users increased from 171 million in 2018 to 235 million by end of 2019

More than 2/3 of Pinterest users are female

Our analytics show people who click through to the website stay much longer and visit more pages than referrals from other social media platforms

Pins can link back to websites and it is one of the largest website traffic drivers in the world

User engagement is high - people share things they like

# Pinterest

## Setting up a Business Account



Go to [pinterest.com/business/create](https://pinterest.com/business/create)

Enter your email and password and click create account

Choose your language, location and business name

Click on the pencil icon to edit your profile name

Add a profile photo to represent your business

Complete the 'About' section including your keywords

Click 'Claim' in the left hand side menu to claim your website so it tracks website analytics

## Terminology

**Pins** - are the name given to what you publish on Pinterest  
Pins include an image or video, text and a link to a specific page on your website.

**Repins** - this is when someone pins a post to one of their boards that they didn't create themselves.

**Boards** - are like digital moodboards or scrapbooks and allow you to organise your pins into themes.

**Impressions** - are the number of times a pin shows up in someone's feed

**Audience Insights** - these are Pinterest analytics which are available to business accounts.

# Pinterest

## Creating a Board



Click on your profile page and click on Boards

Click on the + sign above Create a Board

Give your Board a name and click Create

Upload a cover image for your Board

## Creating a Pin

From your dashboard click on the red + icon in the top right hand corner

Add a title and a description

Upload an image or video. The pin editor allows you to crop and add text

Add a relevant link to a specific page in your website

Click publish and choose the board you want the pin to appear in

From the home page you can save other people's pins onto one of your boards and follow them.

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## Creating Content

Use portrait images - 85% of users view Pinterest on a mobile

Overlay text on your image to draw people's attention

Create content that draws people in and encourages them to click on the link to find out more

Pin consistently rather than filling your boards all in one go

Share seasonal content at least a month ahead as pinners like to plan ahead

Use keywords in your text for Pinterest SEO

