



## Pinterest Key Terminology Cheat Sheet

(Glossary of Terms)

### In this lesson, you will learn about:

- ★ A Pinner
- ★ Pin
- ★ Repin
- ★ Boards
- ★ Pin-it button
- ★ Search
- ★ Home feed
- ★ Explore feed
- ★ Following feed
- ★ Links
- ★ Rich Pins

### PINNER

- ★ A person who uses Pinterest to find products, services and ideas is referred to as a 'Pinner'.

### PIN

- ★ On an image-based Pinboard, a pin can be "pinned" from a website using the "Pin It" button or uploaded from images on a computer.

### REPIN

- ★ A repin is a post on Pinterest that is saved to one or more of your pinboards. The repin contains the image, title and link to the original source.

### BOARDS

- ★ A board is where you collect and categorise your pins (images, videos etc).
- ★ You can organise your boards by themes, topics, months or content areas.
- ★ It is important to be careful with naming boards - while fun and quirky names seem cool & creative, make sure you use names that include keywords and terms that people use.

### "PIN IT" BUTTON

- ★ A 'Pin It' button lets you easily grab great content from the web to add to your boards.
- ★ It is a great button to add to your browser toolbar.

### SEARCH

- ★ You can search for boards by topic/keywords or for specific people. This is a great place to type in keywords to see what others pop up, when choosing your keywords for Pin and board descriptions.



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### **THE HOME FEED**

#### **For You**

- ★ Your Pinterest home feed shows you Pins which have been saved by the people, topics and boards that you're following and also includes Pins that you might like based on those you've saved.

#### **Today**

- ★ This works in the same way as Instagram's "Explore" page and is where Pinterest users are shown inspiration on trending topic pins.
- ★ To view the explore feed, tap on the compass icon on the bottom of your mobile app or in the top right-hand corner of the desktop screen.
- ★ This feed is fast changing as it is based on trends, the idea being that people keep checking back to see what's new on the platform.

#### **Following**

- ★ Similarly to other social media platforms, you can 'follow' accounts, topics and boards on Pinterest.
- ★ If you want to see new posts from the accounts you follow, just tap on the "Following" tab at the top of the desktop screen, or on the "Following" icon at the bottom of your mobile app screen.
- ★ This page will always appear in chronological order.

#### **LINKS**

- ★ Links are also known as destinations or URLs.
- ★ A pin is automatically linked to the site from which you pinned the content.
- ★ You can also add a destination link when you create a new Pin.



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### RICH PINS

- ★ Rich Pins are an SEO focused feature designed to give more context to Pins and help the algorithm understand your pin better. This helps it get in front of more pinners.

#### There are 4 types of Rich Pin:

1. Product Pins - This type of pins give real-time pricing and availability.
  2. Recipe Pins - give a snapshot of your recipe's ingredients, cooking time and serving size.
  3. Article Pins - highlight the headline, author and preview of the story underneath the Pin image.
  4. App Pins - include an install button so that users can download your app without leaving Pinterest.
- ★ These Pins use code to pull metadata from the website to include extra details and update important information. If something on the original website changes, the Rich Pin is also updated.
  - ★ For example, Product Rich Pins will always show the most up-to-date price, availability and product information directly on the Pin.
  - ★ Rich Pins are also branded, featuring your logo and help to build trust, making your business look more professional. They are more searchable due to the scope for additional keywords and best of all, are a totally free, organic piece of content.

### Key Takeaways

- ★ Pins are 'pinned' to Boards.
- ★ Boards are like virtual Pin boards and can be dedicated to a specific theme.
- ★ You can Pin your own content as well as repinning other content to your boards.
- ★ Each Pin you create should contain a destination / URL.
- ★ Rich Pins allow Pinterest to gain more information about your business account.