



## Pinterest Post Properly Cheat Sheet

### In this lesson, you will learn about

- ★ The role of a Board
- ★ Creating Boards
- ★ Board SEO
- ★ The role of a Pin
- ★ Creating a Pin and Pinning
- ★ Fresh content
- ★ Pinning rules
- ★ Idea Pins
- ★ Creator Code

### What is a Pinterest board?

- ★ Before you can start Pinning you need to create a board.
- ★ A Pinterest board is the heart of a user's virtual image collection.
- ★ Unlike standard pictures posted on Facebook or Instagram, your Pinterest Pins are organised on boards.
- ★ A Pinterest board is a collection of specific pins.
- ★ Usually, each board has its own independent theme or purpose.
- ★ For instance, you may have a social media marketing board or a graphic design board.
- ★ Think of them as notice boards or catalogues which you can add and change information as you go along.
- ★ Your Pinterest profile is made up of multiple boards that cover each of your interests.
- ★ As time passes, users either add extra content to their Pinterest boards or create new ones.
- ★ Pinners (the other users on Pinterest) follow either your entire Pinterest account or the specific boards that interest them the most.
- ★ If you are starting out, we would advise that you create only 5 boards and are clear about what their purpose is.

### How to create a Pinterest board

1. Sign into your account
2. Select the 'saved' tab under the 'about you' section
3. Click the + on the right-hand side of the page and select 'Create Board'
4. Give your Pinterest board a name
5. Add a date if relevant. This is useful if the board is for a specific event. Pinterest will archive the board when the date passes.
6. Choose whether the board will be public or private



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Once you have created your board, make sure you return to edit it by clicking on the pencil icon on the bottom right-hand corner. Add a description of the board using keywords.

You can add collaborators to your board (they need to have a business account).

### Best practices for Pinterest boards

- ★ Remember, Pinterest boards with straightforward names capture the most attention.
- ★ Choosing what to include on your Pinterest Board will depend on your business and social media goals.
- ★ Avoid using group boards or subcategories with a business Pinterest account as it does not help the algorithm.
- ★ Taking part with trending topics and keywords: Finding out what's trending on Pinterest may help you to capture the attention of your audience. Make sure that the content you share is relevant to your audience and business niche.
- ★ Studying Pinterest analytics: Pinterest analytics give you insights into the people viewing your pins and pages. You'll be able to learn more about audience demographics, the devices that people use to see content and more.

### SEO your Pinterest boards

- ★ If you want your boards and the pins on them to be found in the search, optimize them with intelligent keywords; both in the title of your boards and in their descriptions.
- ★ The areas to add your SEO are the board:
  - Name
  - Description

### What is a Pinterest Pin?

- ★ Pins are like 'post-it' notes 'pinned' to virtual pin 'boards'.
- ★ Each Pin shows another piece of information - with its main aim of driving traffic to its destination (link).
- ★ Unlike most other platforms where a post is pushed down quickly in a feed, Pins remain in the Pinterest algorithm indefinitely so you will want to focus on evergreen content.
- ★ Pinterest is not usually the place to promote time-sensitive launches or sign-ups with the exception of Pinterest ads. It generally takes time for your pins to be seen in users' feeds so if you're not careful, by the time they start gaining momentum, that launch may well be over.
- ★ Pins need to be focused and eye-catching to ensure that they are seen.
- ★ Pins need to use keywords to help the algorithm find them.



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### What makes a good quality Pin?

When designing a pin make sure that it is:

- ★ Helpful - According to Pinterest, if it's easy for users to find your pin with a clear description, it will receive 30% more engagement.
- ★ Interesting – Lifestyle images work well, rather than a stock product shot. For example, show an item in use.
- ★ Detailed – There needs to be sufficient information to encourage a pinner to click on the link. However, Pins of less than 200 characters are the most repinnable, so try to keep it concise! For example, a blog post only needs your name, the blog title and a brief description of the content.
- ★ Actionable – Try to include a CTA in the description. Using action phrases like “click here” or “check out” inspire 80% more engagement.

### Posting Pins

#### Create a Pin from an image stored on your computer

1. Click 'Create / Create Pin' in the top toolbar of your business account and click 'Upload a Pin'. Select 'Choose Image' and find the file on your computer.
2. Use your image to really get a message across in an eye catching way.
3. Your title allowance is 100 characters. (The first 40 is all that show up in the Feed so focus on those first).
4. Include a description (500 characters maximum). Pack this full of key words but do not repeat yourself. Try to take out as many words as 'like', 'this', 'that', 'you' and 'are' etc as these are wasted words.
5. Make sure you use words or phrases that are relevant and clearly describe the content of the pin. Do not use hashtags!
6. Your destination link is the URL you want the pin to link to - it is important to ensure that the image you have used on the pin is related to the images on the URL destination.
7. Finally, Pin to the most relevant board first.
8. You can then Pin to other boards but make sure you leave a gap in pinning.

#### Create a Pin from an image you have found on the Internet

If you're browsing the internet and you've spotted an image that you would like to save to your Pinterest board, here's how to do it:

1. Download the Pinterest browser button. This button helps you easily create Pins from the images you find on the web.
2. When you find an image that you would like to save as a Pin, click the browser button (the P) on your toolbar. Or you can press the “Pin” button that pops up over the images when you hover over it.
3. Once you select the “Pin” button, a list of images from the website will appear. Select the image that you would like to Pin and click Save.
4. Add or edit the description, then pick the board you want to save it to.
5. For Chrome users, there is an extension available.



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In 2017, Pinterest introduced the Lens, a visual search function that allows you to take a photo of a product and Pinterest returns pins it thinks are a match.

### Pinning Rules

- ★ Pinterest thrives off people sharing 'fresh' content. A new pin graphic pointing to the same piece of content counts as fresh.
- ★ Therefore, as long as you do not use the same pin graphic, you can use the same destination URL and pin to more than one board.
- ★ The main rules are that:
  - You can duplicate the same pin but share to different boards. However, there needs to be approximately 7 days between doing this.
  - The same pin can not be shared to the same board again for 6 months.

For example:

- ★ Pin xyz will be pinned to the most relevant board first (board 1), then 7 days later Pin xyz will be pinned to another board (board 2), then 7 days later Pin xyz will be pinned to another board (board 3). Pin xyz can not be pinned to any of these boards again for several months.
- ★ Pinterest does not recommend pinning the same pin to more than 10 boards as this is considered spam and will reduce the potential success of that pin.

### Idea Pins

- ★ Ideas Pins are interactive Pins that remain at the top of your account home page.
- ★ They contain 1-20 pages and you can add audio, text, music to make them more interesting.
- ★ Idea Pins contain detail pages for instructions or ingredients to share
- ★ There are interactive elements like people tagging and stickers
- ★ Topic tagging, has also recently been introduced which is a publishing feature that helps connect content to relevant interests.
- ★ Idea Pins appear in your Pinterest home feed or in other places in the Pinterest app. You'll recognize them by the idea pin icon in the top-left of the Pin. An Idea Pin gives you all the information you need to make a recipe, craft or try a creator's idea.



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### The Creator Code

"It's hard to be creative when you're surrounded by negativity and comparison. On Pinterest, it's different. We lead with kindness and put your well-being as a creator first. See what happens when you create a kinder community."

- ★ In order to use Idea Pins you will be asked to agree to The Creator Code policy.
- ★ The policy is designed to keep Pinterest a positive and inspiring place.
- ★ The code states;
  - Be kind - Express yourself.... but be kind
  - Check your Facts - Start a conversation... and check your facts
  - Do no harm - Inspire action... but avoid causing harm
  - Watch out for Triggers - Be bold.... but be aware of triggers
  - Practise Inclusion - Encourage others... rather than divide

### Key Takeaways

- ★ Boards are like virtual pinboards. They hold a collection of images and ideas (pins) for a specific theme or niche.
- ★ Pins each contain an image along with a description and a link destination (URL).
- ★ The pin image, description and destination link is all of equal importance to the success of a pin.
- ★ Keywords must be used in the board and pin descriptions.
- ★ You can create your own pins or pin from images found on the internet.
- ★ There are pinning rules which need to be followed.
- ★ Idea Pins are more interactive and can be used to engage with your audience.
- ★ The Pinterest Creator Code keeps Pinterest a Kind and Inspiring place to hang out.