



## Pinterest Engagement Guide

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

- ★ Engaged audience
- ★ Comments
- ★ Followers
- ★ Finding friends to follow
- ★ Reactions
- ★ Pinterest lens
- ★ Pincodes

### Engaged Audience

- ★ Pinterest does not focus on followers, it does however focus on having an engaged audience.
- ★ Your engaged audience is measured by the amount of interaction with your Pins.
- ★ The interactions that count are:
  - Close-ups
  - Saves
  - Link clicks
- ★ To gain interactions, the design of your pins is very important.

### Comments

- ★ If you've got something great to say about a pin, leave a comment or mention someone to share a pin with them. Comments can be up to 500 characters.
- ★ You can add a comment on a Pin.
- ★ To comment on a Pin start by:
  - Clicking on a pin.
  - Then, click 'comments' (next to 'photos').
  - Add your comment to the 'add comment' field or mention up to 5 people on Pinterest by typing "@" and then their username.
  - Click 'done' to save.
- ★ Edit a comment. You can edit a comment that you have posted by:
  - Clicking on 'comments', next to the pin.
  - Then, click the ellipsis icon below the comment you want to edit'.
  - Next, click 'edit'.
  - Finally, update your comment and click 'edit' to save changes.
- ★ Delete a comment. You can delete a comment that you post by:
  - Clicking on 'comments' under the pin.
  - Clicking the ellipsis icon below the comment you want to delete.
  - Then, click delete and delete again, to confirm.



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### Followers

- ★ Followers are not considered as important on Pinterest as they are on Social Media platforms.
- ★ You can follow other businesses to find inspiration and spy on your competitors!
- ★ You can either follow a person (business) or a specific board.
- ★ The accounts and board that you follow will show the most recent pins in your Home feed - Following tab.

### Find your Friends

- ★ Find friends on Pinterest to view what they have saved and send pins directly to their Pinterest accounts. To do this:
  - Enter a friend's name or Pinterest username in the 'Search' bar and press Enter.
  - Select 'people' from the menu next to the search bar.
  - Click on your friend's profile picture to open their profile.
  - Finally, click 'follow' at the top of their profile.

### Reactions

- ★ You can react to Pins to share your opinion and give feedback to the person who created that Pin.
- ★ Reactions are available for organic video Pins only at this time.
- ★ You can't react to video ads or promoted video content.
- ★ You can react to a Pin in different ways:
  - Love
  - Haha
  - Thanks
  - Good idea
  - Wow

Note: Reactions are currently only available on Android and iOS.

- ★ Reacting to a Pin shares your thoughts about it, but doesn't save the Pin. If you want to see the Pin later, make sure to save it to a board. You can also click on the number of reactions on a Pin and see who reacted to it.



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### Pinterest Lens

- ★ The Pinterest Lens lets you discover ideas inspired by anything you point your Pinterest camera at.
- ★ 'Lens' an ingredient to discover recipes you'll love or point your camera at someone's street style to find the items you need to rock the look yourself.
- ★ How to use the Pinterest Lens:
  - Open the Pinterest app on your mobile device and tap the lens.
  - Tap the camera in the search bar.
  - Pinch to zoom or tap on a specific object to focus your camera.
  - Tap the button to snap a picture or select a photo from your camera roll.
- ★ Make sure you hold your camera steady for a clearer picture. If your photo is too dark, turn on the flash by tapping the lightning bolt in the upper-right corner of the camera screen.

### PinCodes

- ★ Pincodes are special codes which enable you to share your Pinterest profile in the real world. When someone sees your pincode, they can use their Pinterest lens to scan it. You can set up a pincode to send people to your profile or a particular board.
- ★ Pincodes that link to your profile can be created on your desktop or in the Pinterest app. Pincodes that link to your boards can only be created on your desktop. Once created, save the Pincode and share it so people can find you and your ideas on Pinterest
- ★ You can share your pincode wherever you like.
- ★ When displaying your pincode, the circular part of it should be a minimum of 1.5 inches in diameter. This allows it to be scannable.
- ★ If you're printing the pincode on a physical object, print the pincode on a flat surface so that it is legible.

### Key Takeaways

- ★ Engagement with your pins is more important than your number of followers.
- ★ Followers are not as important on Pinterest compared to on social media platforms.
- ★ You can build your following by commenting on other peoples pins, which encourages engagement.
- ★ You can find people that you know or businesses on Pinterest by searching for them and selecting 'people'. It is fun to link with friends and other businesses to share pins and ideas.
- ★ You can react to videos but only leave comments on static pins.
- ★ The Pinterest lens allows you to discover more ideas and share them with others.
- ★ Pincodes are a great way to share your Pinterest profile with others and encourage engagement.