



## Your PIN – structor




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[Pinterest.com/UNLfoodfitness](http://Pinterest.com/UNLfoodfitness)

## Important!

The information in these slides was current as of 7/14/2015. Social media specifics change so rapidly ... some of this information may have changed by the time you use it! Check the help section of Pinterest if there may have been an update since these slides were created.

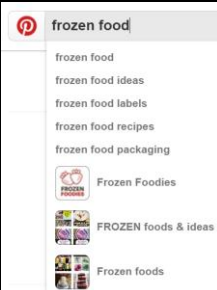


Today, you'll learn **16 tips** to help you pin with a purpose!

Webinar and pdf will be archived at [NextGenerationExtension.org](http://NextGenerationExtension.org)

## Why pin?

- 70 million users (<http://expandedramblings.com/index.php/pinterest-stats>)
- People are using Pinterest as a search engine PLUS search engines find items on Pinterest
- Pinterest's "Guided Search" brings up related terms when after you enter a key word (example on right)



## It works!

Samples of positive changes since last year

Searches (%)	Results	%	Pages	Avg. Score (0-100)	Pages/Result
<b>1. Total search for 'frozen food'</b>					
Jan 4 2014 - Jul 4 2014	28,000%	20%	100	08:01:00	2.75
Jan 4 2014 - Jul 4 2014	52,000%	18%	100	08:01:15	1.90
% Change	180.00%	-14.00%	0%	0%	0.00%
<b>2. Total search for 'frozen food recipes'</b>					
Jan 4 2014 - Jul 4 2014	26,000%	86.00%	08:00:18	1.50	
Jan 4 2014 - Jul 4 2014	28,000%	30.00%	08:00:15	1.80	
% Change	100.00%	-66.00%	33.33%	10.00%	0.00%
<b>3. Total search for 'frozen food ideas'</b>					
Jan 4 2014 - Jul 4 2014	12,000%	80.00%	08:00:20	1.50	
Jan 4 2014 - Jul 4 2014	18,000%	50.00%	08:00:20	0.90	
% Change	50.00%	-37.50%	0%	0%	0.00%
<b>4. Total search for 'frozen food packaging'</b>					
Jan 4 2014 - Jul 4 2014	40,000%	40.00%	08:00:20	1.10	
Jan 4 2014 - Jul 4 2014	18,000%	15.00%	08:00:20	1.80	
% Change	122.22%	-62.50%	0%	0%	0.00%
<b>5. Total search for 'frozen food labels'</b>					
Jan 4 2014 - Jul 4 2014	34,000%	30.00%	08:00:20	1.80	
Jan 4 2014 - Jul 4 2014	18,000%	30.00%	08:00:20	1.80	
% Change	88.89%	0.00%	0%	0%	0.00%

**1**

**Pick a profile image (165 w x 165 h px), description and board name that brand you**

**What others are doing**

**What types of information are people including?**

**National 4-H**  
 © Cheryl Chase, MD www.4-h.org © 1997  
 4-H prepares young people to step up to the challenges in their community and the world.

**Gardening**  
 Developing a green thumb? Here is a set of gardening resources from University of Illinois Extension, covering a broad spectrum of gardening and home landscaping related topics.

**Penn State Extension Food ...**  
 extension.psu.edu  
 Penn State Extension is committed to providing high-quality information and programs designed to help individuals and communities develop healthy behaviors.

**Perfecting your profile**

**1. Name**  
**2. Photo**  
**3. Description**  
**4. Connect social media**  
**5. Website**  
**6. Location if specific**

**Easy to change / add photo**

**Upload in "Edit Profile" section**

**May need to add extra space around logo image to get it to appear in its entirety in Pinterest OR use just words**

**2**

**Divide pins into collections (boards) with names of 20 characters of less so name isn't truncated; select a category for each board**

[https://business.pinterest.com/sites/business/files/best\\_practices\\_02\\_en.pdf](https://business.pinterest.com/sites/business/files/best_practices_02_en.pdf)

**Truncated pin examples**

**Pinspiration - Positive Q...**  
 It isn't exactly what I thought. **Follow**

**I made them on a red metal l...**  
**Follow**

**Coral Springs Festival of the...**  
**Follow**

## Creating boards

- People can choose which of your boards to follow – have separate boards for different products / topics
- Should show what you are about – remember to add description for EACH BOARD
- Where will you link?
- Select best category for each board

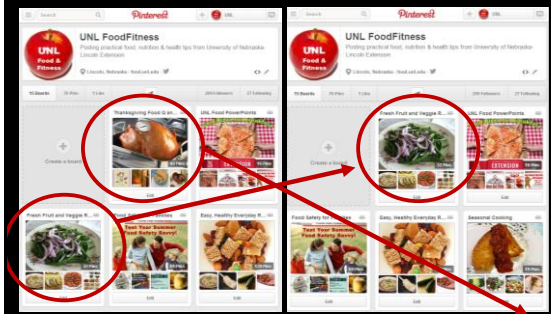
- |                         |                  |
|-------------------------|------------------|
| Animals & Pets          | Kids & Parenting |
| Architecture            | Men's Fashion    |
| Art                     | Outdoors         |
| Cars & Motorcycles      | Photography      |
| Celebrities             | Products         |
| Design                  | Quotes           |
| DIY & Crafts            | Science & Nature |
| Education               | Sports           |
| Film, Music & Books     | Tattoos          |
| Food & Drink            | Technology       |
| Gardening               | Travel           |
| Geek                    | Weddings         |
| Hair & Beauty           | Women's Fashion  |
| Health & Fitness        | Other            |
| History                 |                  |
| Holidays & Events       |                  |
| Home Decor              |                  |
| Humor                   |                  |
| Illustrations & Posters |                  |

**Possible categories – might have a pin on more than one board and put it in different categories**

**3**

**Choose a compelling cover pin for each board (often one with the most repins) and put most relevant boards at beginning**

**Move boards by “dragging & dropping”**



## Changing cover

**1. Click on board; then click on “edit board”**

**2. Click on “Change Cover”**

**3. Scroll to find desired cover; “save changes”**

**NEW!  
Move Pins!**

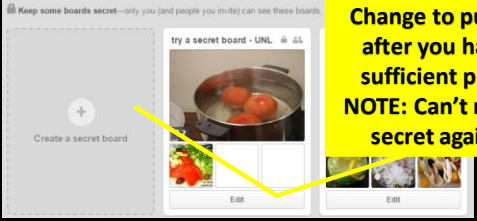
**Changing cover: Move image around to determine what part shows when people visit your board**



**4**

Get started with a board as a “secret board” with at least 5 pins before making it public

Consider a secret board until you have 5 pins so your board appears filled (secret boards found at bottom of your Pinterest page)



Change to public after you have sufficient pins. NOTE: Can't make secret again!

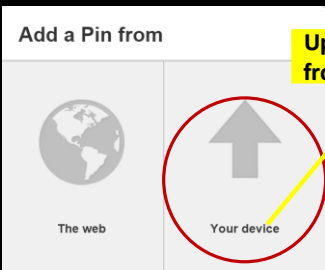
**5**

Quickly create the “perfect” size for long, rectangular, mobile-friendly pins

Vertical collages becoming popular



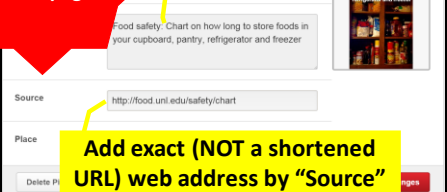
To get a vertical pin for a Pinterest board, many people are starting to upload a separate vertical version of an image from a website to Pinterest and then link to the website from Pinterest



Upload an image from your device

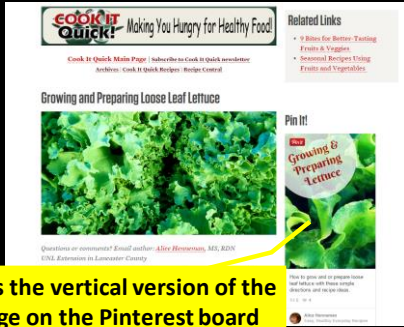
Add searchable “Description” — might include identifying hashtag for organizational pins – for example we often use #NebExt for Nebraska Extension

For blogs, pin to exact page of a blog article, not home page



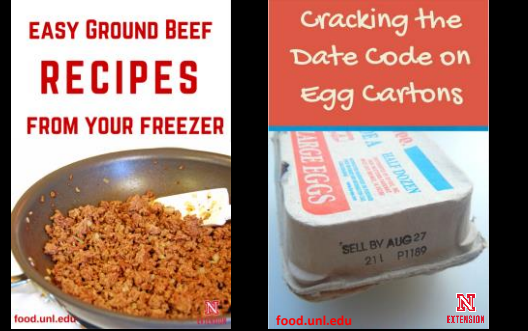
Add exact (NOT a shortened URL) web address by “Source”

**Example of a website with a vertical version of the image created for Pinterest**

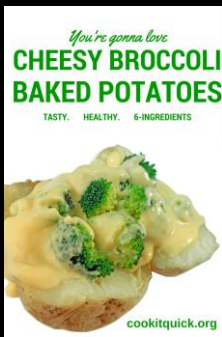


This is the vertical version of the image on the Pinterest board

Upload an image related to a photo on your web page or blog. Then link to the image – more in a later slide on this.



**Pinterest: Pin characteristics**



- Vertical orientation
- No more than 4 images in a pin
- Don't add a border
- Add overlay text
- Branding information

<https://business.pinterest.com/sites/business/files/how-to-make-great-pins-guide-en-01.pdf>

**Image content / color guidelines**



- No human faces
- Little background
- Multiple dominant colors
- Lots of red (or orange) vs. predominantly blue
- Moderate light and color

<http://www.wired.com/2013/06/this-is-the-perfect-pinterest-picture/>

**Image content / color guidelines**



- Good lighting
- Clear and focused
- Taller aspect ratio
- Possible product shots
  - Clean and simple
  - Paint a picture in context
  - Inspire people to take action

<https://business.pinterest.com/en/blog/how-to-take-great-photos-your-product-pins>

**Which do you like best?**



Making an image with a small photo – put on a larger background in canva.com – more in a later slide



If you don't use long, tall photo, make images at least 600 px wide or your image may look like the tiny photo on the left



Make more than 1 pin to promote a page – use at different times with different words

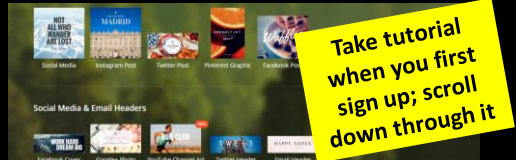


Canva: Templates for most images

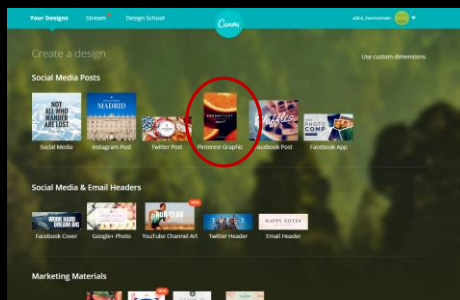
<https://www.canva.com>

Sample Templates

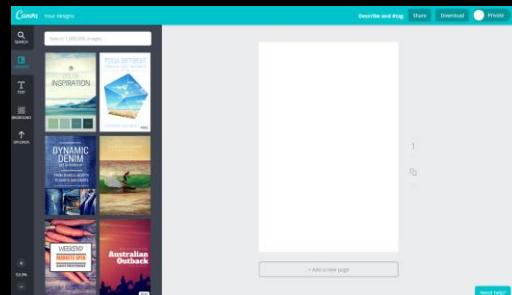
- Pinterest post
- Facebook cover
- Facebook post
- Instagram post
- Twitter post
- Twitter header
- Google+ cover
- Custom dimensions

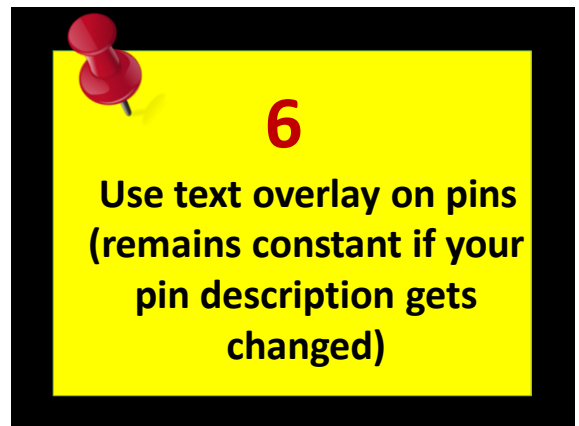
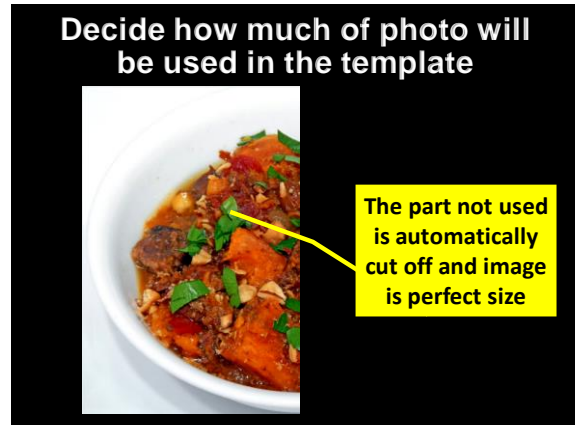
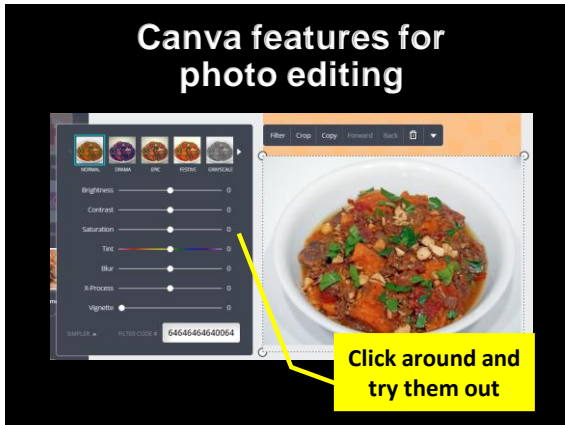
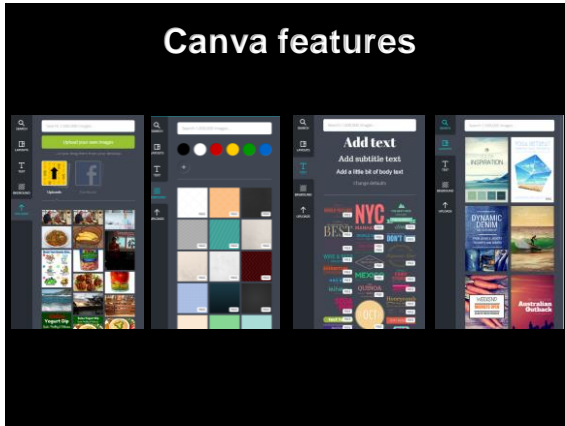


Start by clicking on Pinterest graphic

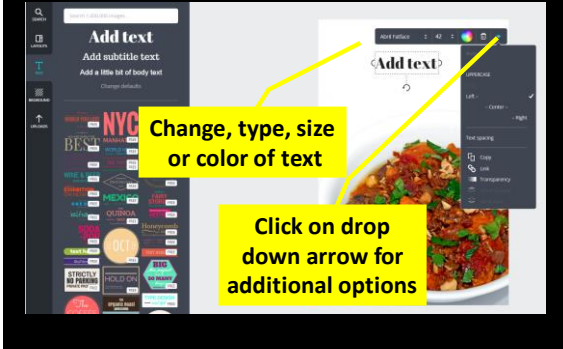


Pinterest template

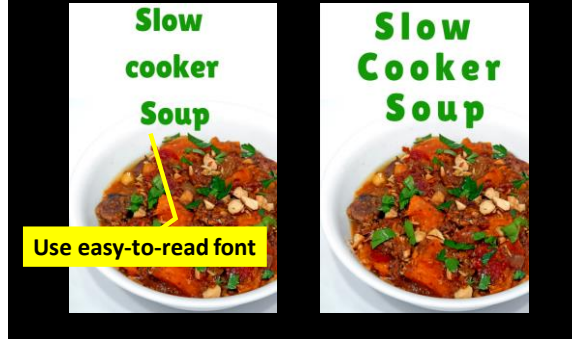




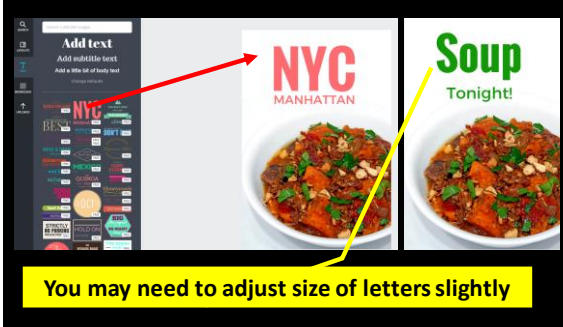
### Add plain text or a design text



### Change text size plus vertical / horizontal spacing with "text spacing" option



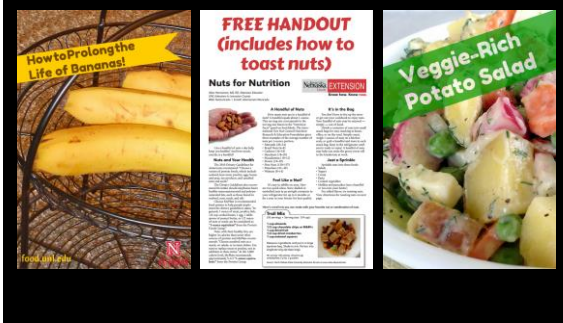
### Change design colors and words as desired by clicking on image



### Examples of ways to do Canva text overlays



### More examples of Canva text overlays

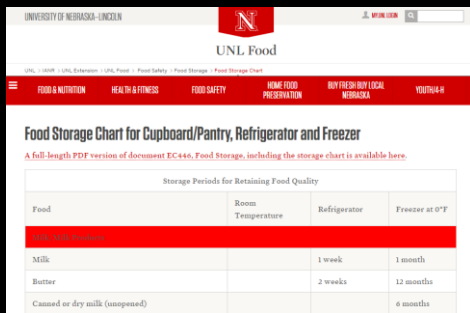


### ColorZilla.com eye dropper (& more) to match colors and more in letters and background colors

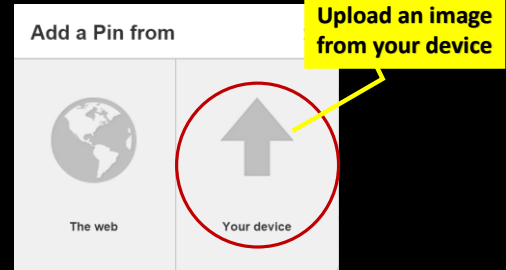




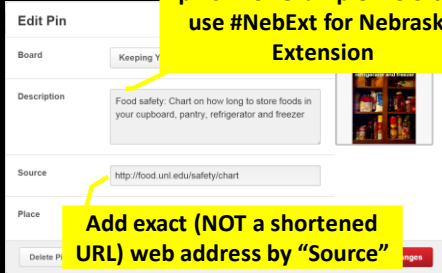
## What if there's a great webpage and nothing to pin?



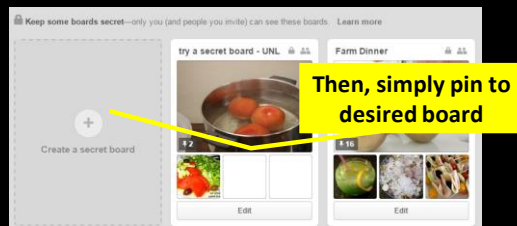
## What to do if there is no webpage photo – same as uploading a special vertical pin



Add searchable "Description" — might include identifying hashtag for organizational pins – for example we often use #NebExt for Nebraska Extension



## Might practice this first by setting up a "secret" board (found at bottom of your Pinterest page)



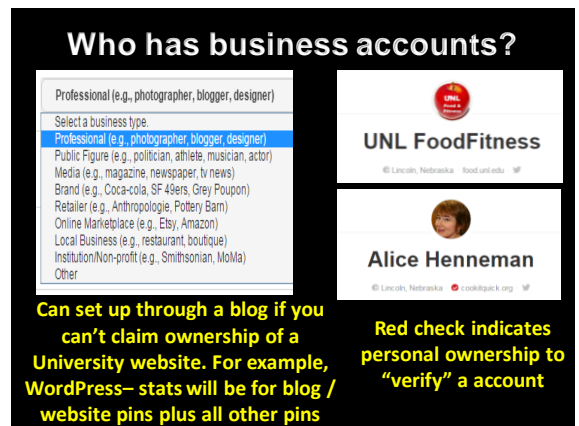
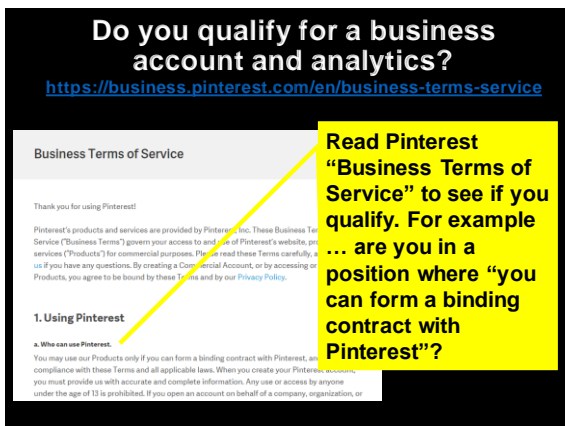
**7**

Make pins more valuable to your organizational identity

## Include logo / web address



- You must own the copyright to a photo before you put your logos, etc. on it
- It is not OK to put your logo on an image in the public domain unless you own copyright
- Make it tasteful and incorporate into design



**9**  
**Use Pinterest Analytics to tailor your pins**

### Accessing Pinterest analytics

1. Click on "gear"  
 2. Click on "Analytics"



### What you'll see in Pinterest profile "Clicks"

Visits to website from Pinterest for last 7, 14 or 30 days or a customized time period

Most clicked pins from last 30 days

Boards with most clicked pins from last 30 days

### Learn repiners by clicking on your most clicked pins in Pinterest profile "Clicks"

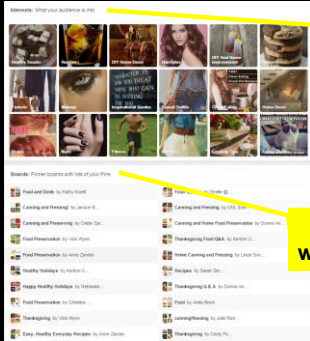
### What you'll see in Your Audience/Demographics

- Avg. monthly viewers:** The average number of impressions of your Pins each month.
- Avg. monthly engaged:** The average number of people who engaged (repinned, clicked, etc.) with your Pins each month.

Impressions: Number of times a Pin from your profile has appeared on Pinterest home feeds, category feeds and search. A viewer is anyone who sees a Pin from your profile on their feeds.

Age	Gender	Location
18-24	Female	United States
25-34	Female	United States
35-44	Female	United States
45-54	Female	United States
55-64	Female	United States

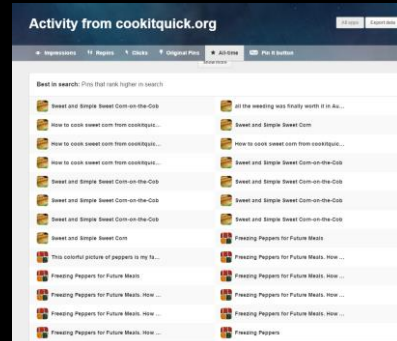
## What you'll see in Your Audience/Interests



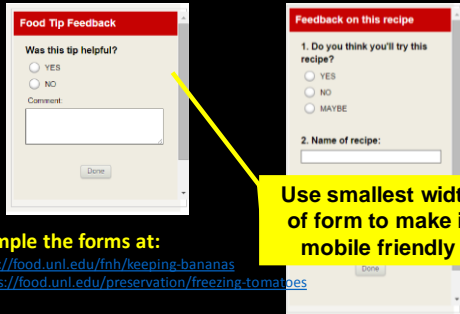
What your audience is into – may give you ideas for new boards and pins

Audience boards with lots of your pins

## What you'll see in Activity from Your Website



## Gather data with embedded feedback forms (examples made with Survey Monkey) on popular pages



Use smallest width of form to make it mobile friendly

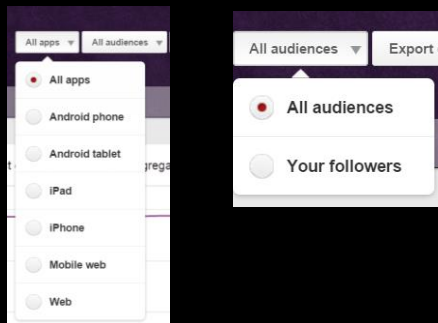
Sample the forms at:

- <http://food.unl.edu/fnh/keeping-bananas>
- <https://food.unl.edu/preservation/freezing-tomatoes>

## Example of a feedback form on one of our food.unl.edu webpages






## Can adjust stats for different analytics areas



**10**

Pin to more than one board – at different times and/or days

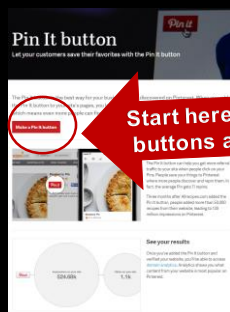
You never know on which board a pin will catch someone's eye!

Board	Pin	Repins	Likes
Happy Healthy Holidays (holidays & events)		1905	152
Move More Everyday (health & fitness)		2	0
Move More Everyday (health & fitness)		1	0

**11**  
Add "Pin It" buttons and widgets to your website or blog

Adding Pin It buttons and widgets

<https://business.pinterest.com/en/pin-it-button>

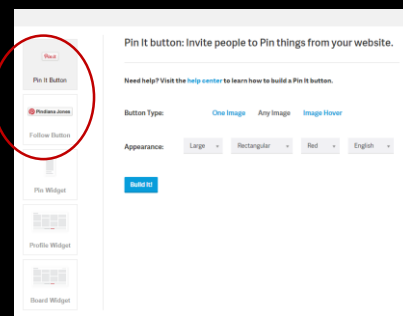


Pin It button  
Let your customers save their favorites with the Pin It button

Start here to bring up buttons and widgets

Types of buttons

[https://business.pinterest.com/en/widget-builder#do\\_pin\\_it\\_button](https://business.pinterest.com/en/widget-builder#do_pin_it_button)



Pin It button: Invite people to Pin things from your website.

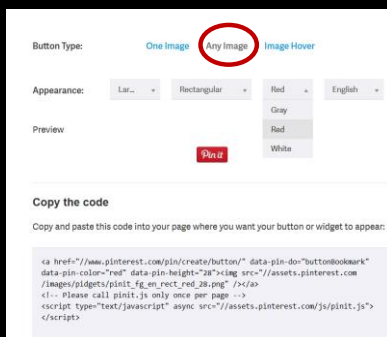
Need help? Visit the [help center](#) to learn how to build a Pin It button.

Button Type:  Pin It  Follow Button  Pin Widget

Appearance: Large Rectangular Red English


Build It

Pin It button: "Any Image"



Button Type:  One Image  Any Image  Image Hover

Appearance: Large Rectangular Red English

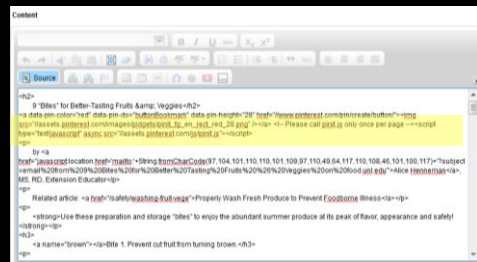
Preview: 

Copy the code

Copy and paste this code into your page where you want your button or widget to appear:

```
<a href="//www.pinterest.com/pin/create/button/" data-pin-do="buttonbookmark" data-pin-color="red" data-pin-height="28" ximg src="//assets.pinterest.com/images/pidgets/pin_it_fg_en_rect_red_28.png" /></a>
<!-- Please call pinIt.js only once per page -->
<script type="text/javascript" async src="//assets.pinterest.com/js/pinIt.js">
</script>
```

Place code in code section of a webpage



```
<!--
<script type="text/javascript" async src="//assets.pinterest.com/js/pinIt.js">
</script>
-->
```

## Put code where you want Pin It button to appear on the page

The image shows a webpage titled 'FOOD REFLECTIONS' with a red circle highlighting the 'Pin It' button. The page content includes sections like 'Prevent cut fruit from browning', 'Make the most of your melon baller', and 'Prevent Fruit from Spoiling'.

## Clicking on an "Any Image" button shows all images for potential pinning

The image shows a Pinterest interface with a grid of images related to 'FOOD REFLECTIONS'. The images include various food items and recipes, such as 'Using melon baller to seed an apple', 'one half cut apple', 'washing lettuce under water', and 'Separate fruits, cutting meat on plastic cutting board'.

## Pin It button: "Image Hover"

You can paste this anywhere into the page code – if you have a blog, it may have a widget for adding Pinterest to your blog

The image shows the 'Pin It' button code generator interface. A red circle highlights the 'Image Hover' button. Below the button, there is a section for 'Copy the code' with a code snippet for embedding the button on a webpage.

## Appears when hovering over image to "Pin It"

Does not work on mobile browsers

The image shows a website interface with a 'Recipe Central' button. A red arrow points to the button, indicating that it appears when hovering over the image. The website also features other buttons like 'Food Fun for Young Children', 'COOK IT QUICK!', and 'Discover Seasonal Cooking'.

## Pin It Button: "Follow Button"

[https://business.pinterest.com/en/widget-builder#do\\_follow\\_me\\_button](https://business.pinterest.com/en/widget-builder#do_follow_me_button)

The image shows the 'Follow Button' widget builder interface. It includes a 'Follow Button' widget, a 'Pinterest User URL' field, and a 'Full Name' field. The interface also includes a 'Build It' button and a 'Copy the code' section.

## Pin It button: "Follow button"

[https://business.pinterest.com/en/widget-builder#do\\_follow\\_me\\_button](https://business.pinterest.com/en/widget-builder#do_follow_me_button)

Build Add to website

The image shows the 'Follow Button' widget builder interface with a 'Connect With Us' button. The interface includes a 'Pinterest User URL' field, a 'Full Name' field, and a 'Build It' button. The 'Connect With Us' button is highlighted with a red box.

## Types of widgets

[https://business.pinterest.com/en/widget-builder#do\\_pin\\_it\\_button](https://business.pinterest.com/en/widget-builder#do_pin_it_button)

Pin widget: Embed one of your Pins on your site.

Need help? Visit the [help center](#) to learn how to build a Pin widget.

Pin URL: <http://www.pinterest.com/pin/9936073550016748/>

Build It

Pin It Button

Follow Button

Pin Widget

Profile Widget

Board Widget

## Widget builder: "Pin Widget"

[https://business.pinterest.com/en/widget-builder#do\\_pin\\_it\\_button](https://business.pinterest.com/en/widget-builder#do_pin_it_button)

Pin widget: Embed one of your Pins on your site.

Need help? Visit the [help center](#) to learn how to build a Pin widget.

Pin URL: <http://www.pinterest.com/pin/9936073550016748/>

Build It

Pin It Button

Follow Button

Pin Widget

Profile Widget

Board Widget

## Widget Builder: "Pin widget"

Widget builder

Add a Pinterest button or widget to your website. You can also add a Pin It button to your iOS or Android app.

Pin widget: Embed one of your Pins on your site.

Need help? Visit the [help center](#) to learn how to build a Pin widget.

Pin URL: <http://www.pinterest.com/pin/9936073550016748/>

Build It

Pin It Button

Follow Button

Pin Widget

Profile Widget

Board Widget

Pin This Article!

**COOK IT QUICK!** Making You Hungry for Healthy Food!

Reducing the Size of Recipes

When the recipe says: Reduce to:

When the recipe says:	Reduce to:
1/4 cup	2 tablespoons
1/3 cup	2 tablespoons + 2 teaspoons
1/2 cup	1/4 cup

## "Pin widget" on a website

Pin This Article!

**COOK IT QUICK!** Making You Hungry for Healthy Food!

Reducing the Size of Recipes

When the recipe says: Reduce to:

When the recipe says:	Reduce to:
1/4 cup	2 tablespoons
1/3 cup	2 tablespoons + 2 teaspoons
1/2 cup	1/4 cup

Pin This Article!

Copy the code
`<script>
 (function(d, s, id) {
 var js, fjs = d.getElementsByTagName(s)[0];
 if (d.getElementById(id)) return;
 js = d.createElement(s); js.id = id;
 js.src = "https://business.pinterest.com/en/widget-builder#do_pin_it_button";
 fjs.parentNode.appendChild(js);
 })(document, "script", "do-pin-it-button");
</script>`

## Widget Builder: "Profile Widget"

Profile widget: Show up to 30 of your latest Pins on your site.

Need help? Visit the [help center](#) to learn how to build a profile widget.

Pinterest User URL: <http://www.pinterest.com/pinterest/>

Custom Sizes: Square Sidebar Header Roll Your Own

Build It

Pin It Button

Follow Button

Pin Widget

Profile Widget

Board Widget

## Widget Builder: "Profile widget"

Profile widget: Show up to 30 of your latest Pins on your site.

Pinterest User URL: <http://www.pinterest.com/URL/Profile/>

Image Width: 80

Image Height: 300

Board Width: 300

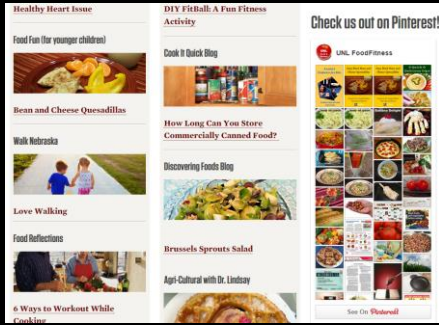
Custom Sizes: Square Sidebar Header Roll Your Own

Build It

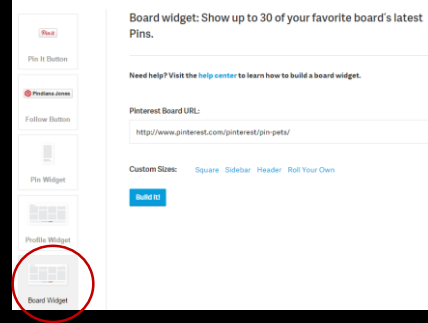
Copy the code
`<script>
 (function(d, s, id) {
 var js, fjs = d.getElementsByTagName(s)[0];
 if (d.getElementById(id)) return;
 js = d.createElement(s); js.id = id;
 js.src = "https://business.pinterest.com/en/widget-builder#do_pin_it_button";
 fjs.parentNode.appendChild(js);
 })(document, "script", "do-pin-it-button");
</script>`

**Gives images from total Pinterest account**

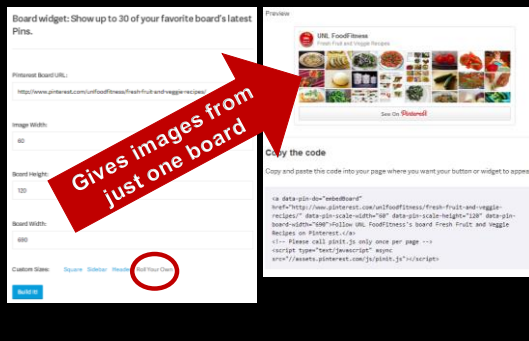
## “Profile widget” on a website



## Widget builder: “Board widget”



## Board widget



## Board widget on a website

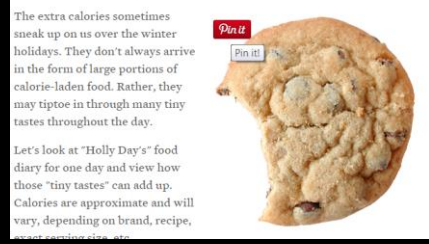


Pins in display change as you add new pins to your Pinterest boards

Gives images from just one board

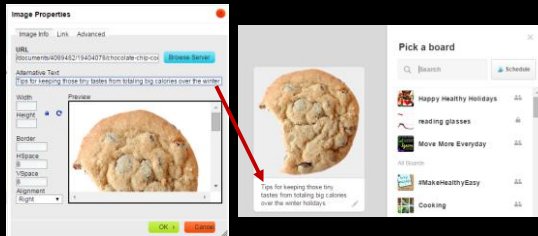
## Using “alt tag” with “any image” & “hover” Pin It Buttons

**12**  
Use “Any Image” and “Hover” Pin It button in combination with “alt tags”





Write a short pin description in the “alt tag” (alternative text space) and this will appear if someone pins the image



# 13

## Create shared and secret boards

### Benefits of shared group organizational boards

- More visibility as information appears on several Pinterest accounts
- A person's face associated with the pin
- Helps spread information
- Pin to a shared board from your own Pinterest account

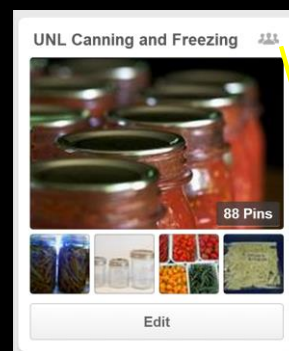


### Setting up shared (group) boards

- Creator of board can edit boards' title or description, delete Pins, change covers and remove any pinner
- Each pinner controls what their pin says
- Easier if one person sets up all the boards for an individual organizational account and invites others

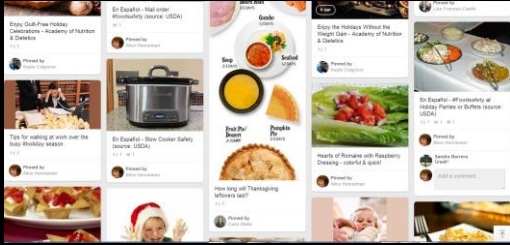


### Shared boards appear on everyone's accounts



This little group of people indicates it is a group board

Individual faces (or logos) appear by items pinned so each person gets credits for their pins

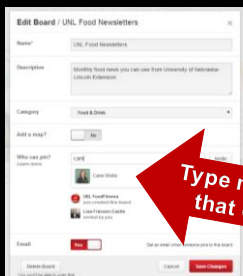


Inviting others to share a board

<https://help.pinterest.com/en/articles/group-boards#Web>

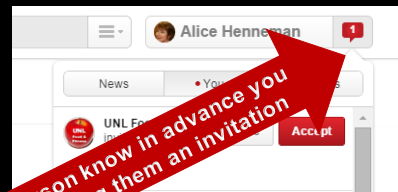


Must follow at least one of each other's boards before sharing



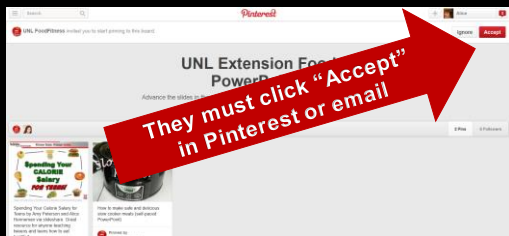
Type name or email of person that can pin; click "invite"

Invitation sent via your boards



Let person know in advance you are sending them an invitation

Shared boards

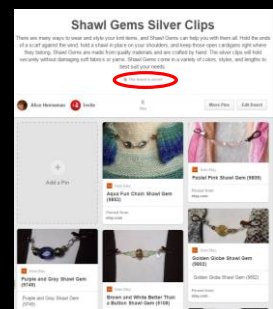


They must click "Accept" in Pinterest or email

You see when they "accept"

Secret individual and group boards

- Unlimited number of secret boards
- **Must be following one of each other's boards to share a board**
- Can pin from a public board to a secret board – no notification sent to original pinner
- Can pin from a secret board to a public one – won't show secret board
- Once public, they can't be changed back






**14**

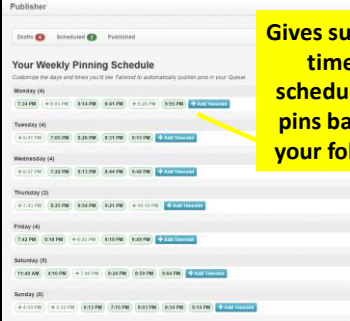
**Using Tailwindapp.com to determine best times to pin and schedule pins**

**Use a commercial Pinterest scheduler and analytics monitor – Example:**  
<http://www.tailwindapp.com>



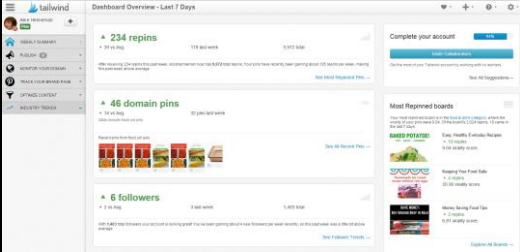
- You can have a free trial w/o a credit card for basic account
- \$9.99/month for bloggers / small businesses (if you buy year package)

**Tailwindapp.com**

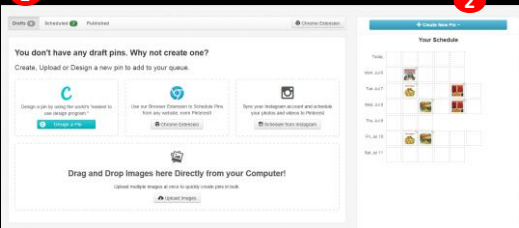


**Gives suggested times to schedule daily pins based on your followers**

**Tailwindapp.com dashboard**

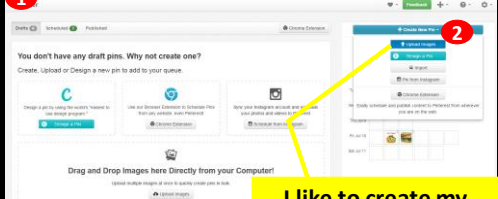


**Scheduling pins in advance**



**2**

**Uploading a Pin**



**I like to create my image in Canva.com and then upload it**

## Uploading a Pin to [tailwindapp.com](http://tailwindapp.com)

**Give exact Pin URL here or it will go to connected website**

**Can add to queue or schedule exact time/day, including interval scheduling**

## Once a pin has been published, you can reschedule a pin to a new board through:

### Optimize Content > Pin Inspector

# 15

## Quick ways to see how many repins you have

## Pinterest.com/source/yourwebsite.com (e.g. [Pinterest.com/source/cookitquick.org](http://Pinterest.com/source/cookitquick.org))

## Search for a hashtag used to identify pins from your organization (e.g. #NebExt)

# 16

## “Rich Pins” and “Promoted Pins”

## Rich Pins – must contact Pinterest to obtain

<https://business.pinterest.com/en/rich-pins>

**Rich Pins**  
Add extra details to your Pins to make them more useful

**What are Rich Pins?**  
Rich Pins are Pins that include extra information right on the Pin itself. There are 6 types of Rich Pins: apps, movies, recipe, article, product and place.

**Teach readers to make recipes from your site**  
Enable your readers to quickly access the recipe from the Pin so they can get Pinterest cooks a virtual kitchen helper.

**Make it easy for people to buy your stuff**  
Product Pins include real-time pricing, availability and where to buy. Promoting your get notified when prices drop more than 10%.

**Raise awareness for your brand**  
Use Rich Pins to highlight your brand's products and services. It's a great way to get noticed and drive traffic to your website.

## Rich Pins – Example

**Cajun Shrimp Macaroni and Cheese**  
Recipe Pin

**Periodic Table of Heavy Metals**  
Product Pin

## Promoted Pins

<https://business.pinterest.com/en/promoted-pins>

**Promoted Pins**  
Reach your audience and achieve all your marketing goals

**Promoted Pins** are just like regular Pins, only you pay to have them seen by more people. They're native ad units that perform just as well, if not better, than organic Pins, helping people discover and save ideas for their future.

Please note: You must have a U.S.-based business account to use Promoted Pins. Still not able to access Promoted Pins? Just like a regular Pin.

You can buy Promoted Pins for all of your marketing goals:

- Awareness
- Engagement
- Traffic

**Raise awareness for your brand**  
Use Promoted Pins to highlight your brand's products and services. It's a great way to get noticed and drive traffic to your website.

## Promoted Pins

**Add more details**

**Title**  
Required. 1-120 characters. No special characters. No emojis.

**Description**  
Optional. 1-200 characters. No special characters. No emojis.

**Destination URL**  
Required. The URL where users will be taken when they click on the pin.

**Targeting**  
Optional. Select the audience you want to reach.

**Budget**  
Optional. Select the budget you want to use.

## Still have general questions?

**We're here to help.**

**Responsibility Center** | **Getting Started** | **Promoted Pins**

**Get discovered by millions of people looking for things to plan, buy and do.**

<https://help.pinterest.com> | <https://business.pinterest.com>

**KEEP CALM AND KEEP ON PINNING**

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