

Social Media Monday: Pinterest



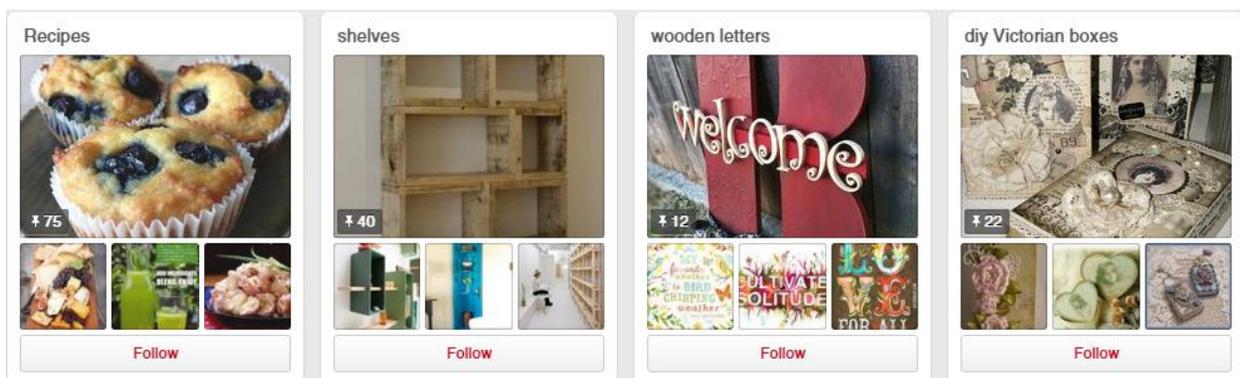
Pinterest is a social network based on the idea of saving images to boards, like you would pin related images to a cork board in real life. Pinterest gives you a nearly unlimited number of boards of a nearly unlimited size to play with. You can share boards among friends or co-workers to help plan a project or a party. Similarly to other social networks, all the content on Pinterest is user generated. Your content fills the feeds of people who follow you, while the content of the people you follow fills your feed. Everything you pin will be visible to the whole Internet, unless you make adjustments to your privacy settings. Pinterest allows you to hide your pins from search results or to make specific boards secret, so that only you will see them.

Your profile

If you sign into Pinterest using your Facebook account, your Facebook profile picture will automatically be used as your Pinterest profile picture. If you create a Pinterest account without connecting it to another social media account, or you want to use a different profile picture for Pinterest, simply visit your profile by clicking on your name in the top right corner of the page and then click on "edit profile." Your profile picture will be included with your pins and comments. It will be very small in most instances, so a close-up picture or a logo would work best. You can also add a short description about yourself. This will only appear on your profile page. It should tell anyone who lands there a little bit about yourself or your organization, so they have an idea of whether they want to follow your pins.

Boards

Your boards are the first things people are likely to notice when they visit your profile. These contain your pins, broken out into categories. Common topics for boards include recipes, art, DIY projects and more. Here is an example of boards you would see on a user's profile:

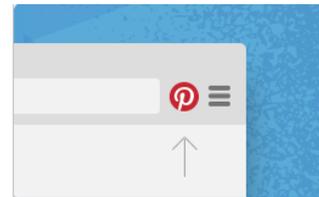


You can make your boards as specific or broad as you would like. There is no need to create a lot of boards right away. You can create them as you go along, when you find something you want to pin that does not fit on one of your existing boards. You can create a new board by clicking on the plus icon next to the boards on your profile. Anytime you pin something you will have the option to pin it to an existing board or start a new board. When you visit a user's profile, you can follow individual boards or follow all the user's boards.

Pinning

There are a number of ways to go about pinning images and videos. When you scroll through your feed, you can pin any of the content you see to one of your boards by hovering over the image and clicking the red Pin It button. You will be prompted to choose a board or create a new board.

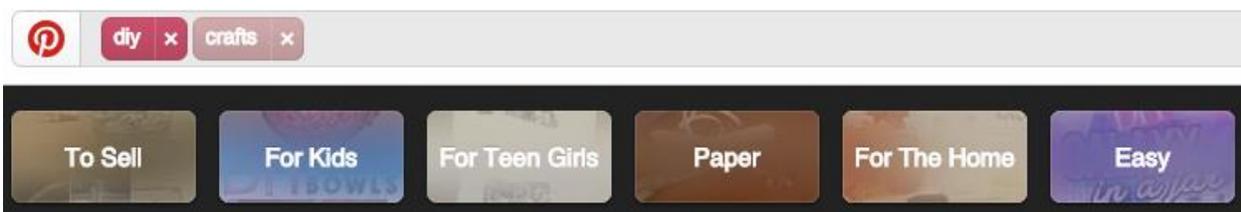
You can also pin content from outside websites. There are two ways to do this. When you see something you want to pin on another web site, copy the address. Go to your Pinterest profile and find the board you want to pin the image to. Click on the plus icon to add a pin and paste in the address. Pinterest will show you all the images it can find on that page and you can choose the one you want to pin. When you click on the plus icon from one of your boards, you will also have the option to upload an image from your computer. Another way to pin images from the web is to add the Pin It button to your browser (seen at the right.) If you have the Pin It button installed, all you need to do is click on it when you see something you want to pin, rather than copying and pasting the address.



Pinterest tends to favor vertical images over horizontal ones. The shelf life of content is much longer on Pinterest than it is on Facebook or Twitter. Click on an item in your feed. Below the image, next to the username of the pinner, Pinterest tells you how long ago it was pinned. You may find things in your feed that were pinned months ago. This offers a good opportunity for businesses and organizations to market their content.

Searching

Whether you are searching for pins or people, use the search box at the top of the page. You can then limit your search to All Pins, Your Pins, Pinners, or Boards. If you are searching for pins, try using general keywords. Pinterest will then guide you through some related keywords you can add to your search:



These suggested additional keywords will change as you add and remove terms from your search. Pinterest uses the descriptions of pins to tag them with keywords, so think like a searcher when you write the descriptions for your pins. Click on a pin to see more details. Click on it again to visit the site the image came from.

Questions? Contact Adult Services at askref@elmwoodparklibrary.org or 708-395-1217.