

Module 3: Getting Started With Pinterest

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As with any social networking site, an account that is properly setup will take you a long way. A shabby looking account/profile would turn people away. This is your or your company's image so doing it right is not optional; it is required.

Setup Pinterest Account



Congratulations! You've been invited to join Pinterest.

Sign Up with Facebook 

We NEVER post without your permission.

Or sign up with **Twitter**. [Why link accounts?](#)

- To join Pinterest, one has to get an invite.
- Just click on the "Request an Invite" link to receive an invite.

To join Pinterest, one has to get an invite. The site is still on an "invite-only" only mode but securing one is easy . Just click on the "Request an Invite" link to receive an invite. Sometimes it takes days to receive an invite from them. There are of course offers online from third party websites or individuals that offer Pinterest invites.

Setup Pinterest Account(Cont.)

- After securing your invitation, you will be sent an email with a link to Pinterest.
- You will need a Twitter or Facebook account to ensure that the site is protected against spam.
- Facebook and Twitter would be integrated to your Pinterest for ease of sharing pins.

After securing your invitation, you will be sent an email with a link to Pinterest.

At this point, it is worth noting that you will need a Twitter or Facebook account. This is to ensure that the site is protected against spam. Another reason for this is, Facebook and/or Twitter would be integrated to your Pinterest for ease of sharing pins.

Create Pinterest Account

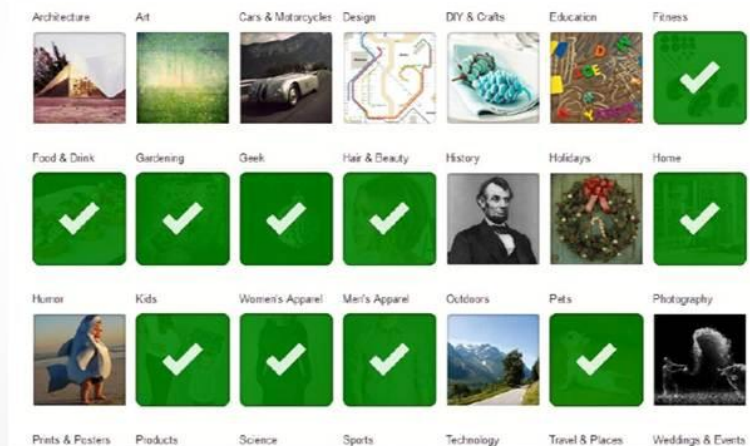
- After you successfully sign up, you will now be asked to add a **username**, **email address**, and **password**.

Create Pinterest Account

After you successfully sign up using your Facebook or Twitter account, you will now be asked to add a **username**, **email address**, and **password**. Just click on the “create account” button to proceed to the next step.

Choose Topics/Interests

- After hitting the “create account” button, you will be asked to pick “topics” or “interests”.



After hitting the “create account” button, you will be asked to pick “topics” or “interests”. Tick everything that interests you.

Add Followers

- Now Pinterest will present you with people whom you might want to follow.

You're now following some people we think you'll like.




Now Pinterest will present you with people whom you might want to follow. These people were selected based on the interests you ticked on the previous step.

Create Your Pinboards

- Before you start “pinning” you must create the board where to pin it to.

Create Your First Pinboards



Pinboards are visual collections of things you love.

Products I Love

Favorite Places & Spaces

Books Worth Reading

My Style

For the Home

Add

Create »

Other Pinboard Ideas:

- Dream Home
- Neighborhood Finds
- Wedding Ideas
- Favorite Recipes
- Craft Ideas
- Things for My Wall
- Places I'd Like to Go
- People I Admire
- Party Ideas
- Kid's Room

Now it is time to create your pinboards. Before you start “pinning” you must create the board where to pin it to. Think of the boards as “categories”. Pinboards are used to separate different categories of content or interests.

Pinterest will give suggestions/tips for your first pinboards.

“Pin it” Bookmarklet

- Adding the “pin it” bookmarklet to your browser allows you to pin whatever item you like.



The last step is adding the “pin it” bookmarklet to your browser. The bookmarklet is a useful tool. It allows you to pin whatever item you find in any website. This is especially helpful if the website you are visiting does not have a “pin it” social sharing button. Just follow the instructions provided by Pinterest and you should be good to go.

Create An Awesome Profile

- A nicely done profile alone can gain you trust from your audience.
- Go the settings and upload your company logo.
- Put in a nice and short description of you or your company.
- Do not leave out the links to your company's website or your blog.

I cannot stress enough how important your profile is in laying the foundation of your online presence. A nicely done profile alone can gain you trust from your audience.

In Pinterest, creating an awesome profile is easy. You just have to be thorough. Go the settings and upload your company logo. Do not leave out any fields. Put in a nice and short description of you or your company. Do not leave out the links to your company's website or your blog.

For SEO purposes, it would be a good idea to use the name of your website or your company as the profile name.

How To Get Lots Of Followers?

- Follow Other People
 - If you follow someone in Pinterest, there is a big chance that they will follow you back.
- Repin, Like, Comment
 - To get better attention, there is nothing more effective than re-pinning, liking, or commenting a post.
- Create An Awesome Collection Of Content
 - To gain more followers, you should be creative! Your pinboards should be beautiful and eye catching.
- Use The "Invite" Feature Of Pinterest
 - Utilize the built-in invite feature of Pinterest to invite your friends from twitter, Facebook and/or your email contacts.

Now your pins would be for naught if you don't have many followers. So how do you get lots of followers? Easy!

- ***Follow Other People***

If you follow someone in Pinterest, there is a big chance that they will follow you back. A lot of people in Pinterest gains followers through this action. If you follow someone, the person will get a notification within Pinterest or via email. The email would contain a link to your profile. Studies show that majority of users in Pinterest, would follow back a person who is following them.

- ***Repin, Like, Comment***

To get better attention, there is nothing more effective than re-pinning, liking, or commenting a post. Even if you are not following the person, you can get attention from them by sharing or liking their content. Posting a comment on a pin is a very good way of starting an interaction with anyone. This is a more personal approach to get followers.

Add “follow us” button on your site or blog. This works like the twitter “follow” button on most websites. This makes following you on Pinterest easier.

- ***Create An Awesome Collection Of Content***

To gain more followers, you should be creative! Your pinboards should be beautiful and eye catching. One important thing to remember; Pinterest is a female dominated site, at least for now. If you want to gain followers, you must target your boards for the said demographic. Recipes, wedding gowns, house decorations, plants, and other pursuits are quite popular. Having an eye catching pin would help you a lot in gaining more followers.

- ***Use The “Invite” Feature Of Pinterest***

Utilize the built-in invite feature of Pinterest to invite your friends from twitter, Facebook and/or your email contacts. One of the reasons for Pinterest’s attractiveness is that it is a purveyor of quality content. One of the ways they ensure that this state continues is by leveraging your social contacts. That is the reason why having a Facebook and/or Twitter account is a requirement.

How To Get Lots Of Followers?(Cont.)

- Utilize the “@” symbol to interact with anyone you are following
 - The “@” symbol is also a built-in feature of Pinterest. This is one good way of engaging your audience.

- ***Utilize the “@” symbol to interact with anyone you are following***

The “@” symbol is also a built-in feature of Pinterest. This is one good way of engaging your audience. You can tag a person in the description field of your pin. The person will be sent a notification regarding the new mention. This is one of the best way to reinforce your relationship with fellow users.

Optimizing Pinterest

- Watch Your Pin Source Ratio
 - Pinning something from your website should be done sparingly. The accepted ratio is 25% original pins, 50% repins and 25% pins from your own website.
- Image Quality Counts
 - Pinterest is all about images and videos. It goes without saying that the level of attractiveness of your account would rely heavily on the images that you pin.
- Use Keywords In The Description
 - Pinterest has quirky search engine. Assist your audience/followers by using specific and descriptive keywords for the image you posted.

Pins, as much as possible should be optimized to generate traffic back to your site. Now how do we achieve this?

Links. As discussed, a pin always has a backlink to the source. This is done automatically by Pinterest, but it would not hurt to always double check the link if it is pointing to the desired page on your site. Putting a link on the description also helps.

- ***Watch Your Pin Source Ratio***

Pinning something from your website should be done sparingly. The accepted ratio is 25% original pins, 50% repins and 25% pins from your own website. You would not want to overdo pinning content from your website because you run the risk of being labeled by your audience as self-promoter or spammer.

- ***Image Quality Counts***

Pinterest is all about images and videos. It goes without saying that the level of attractiveness of your account would rely heavily on the images that you pin. Make sure that the images or videos that you pin are of good quality.

- ***Use Keywords In The Description***

Pinterest has quirky search engine. If you search for a certain term, it would only display pins with your search term located in the description. Assist your audience/followers by using specific and descriptive keywords for the image you posted.