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Pinterest for Business Reference Guide

Getting Started

1. **Create** your business account at **www. business.pinterest.com.** You can choose to create a new business account or convert your personal Pinterest account into a business account.

2. **Build or modify** your profile. Select a business type and add your business name, user name (this will be at the end of your Pinterest url), profile image and *About* information (160 characters). Ensure that your business name is consistent with your other social channels and your *About* information includes relevant keywords for your business.

3. **Use the search feature to explore** people, companies, boards and pinners.

5 Tips for Pinterest Success:

1. **Confirm your website** to gain access to your Pinterest website **analytics**. Review your analytics often; make note of which **pins** are receiving the most engagement to gauge your audience's interests.

2. **Engage with users** by pinning and liking their pins.

3. **Add a** *"Pin It"* **button** to your website to encourage your website visitors to share your content on Pinterest.

4. **Create boards** based on keywords related to your business and focus on topics of interest to your clients or customers.

5. **Pin often,** sharing your own content and re-pinning relevant pins from others. Add a headline or description to your pin image with a text overlay

Additional Resources

Pinterest Help – https://help.pinterest.com

Google Analytics – Monitor website referral traffic from Pinterest http://www.Google.com/analytics

Tailwind – Platform for creating and scheduling pins https://www.tailwindapp.com

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The Language of Pinterest

- **Pin:** Pins can be thought of as visual bookmarks. Pins link to content such as a blog post, an eBook or FAQ on your website.

- **Board:** The place you save your pins. For example, you may have a *Sweet Treats* board to pin recipes for pies, cookies and cakes.

- **Profile**: This is where your pins and boards live. On your profile you can see your total pin count, pins you've liked, followers and followings.

- **Pinner:** People or companies with a Pinterest account profile.

- **Interests:** These are categories such as outdoor travel and DIY gifts. By following a category, pins related to that category will appear in your home feed.

- **Home Feed:** Your home feed appears when you first log in to Pinterest and includes a collection of pins from the people, boards and interests you follow.

- **Follower**: A person or company that is following your profile or one of your boards. These users see your pins on their home feed. Look at their profile and boards to decide whether to follow them back. Following is not automatically reciprocal.

- **Search:** Use the search box to find a particular item, person, company or board to follow. Look through the category feed next to the search box to browse for ideas.

- **Likes:** Similar to Facebook, Twitter and LinkedIn, the *like* functionality on Pinterest allows you to engage with content. Pinterest *likes* apply only to pins and are visible to anyone who visits your profile. *Likes* are a great way to thank people for sharing or re-pinning your content.

- **Notifications:** These can be found by clicking on the icon to the left of your profile picture. Notifications include three categories: *News, You and Messages.* Be sure to review your notifications often to respond to messages and see which items are of most interest to your audience. Under *settings* you may choose to receive notifications via email for pins, likes, follows, comments and messages.