



How to Use Pinterest

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Pinterest

- Pinterest is a content sharing service where members "pin" images, videos and other objects to their pinboards. Pinterest uses standard social networking features so you can share your images and boards with your friends.

Create a Pinterest account

- Open a browser and type <http://www.pinterest.com> in the URL bar
- Create your Pinterest account by connecting with Facebook, Twitter or entering your email address
- Click on images that capture your attention

Create a Pinterest board

- Click on Name/Profile photo in upper right corner to access your profile page
- Click "+ Create a Board"
- Enter a name for your board, add a description, select a Category and add other Pinner (those who can also add pins to this board)
- Click "Create" to create your board

Add Pins to Your Boards

- Click the "+" button
- Either upload an image or video from your computer or
- Paste a link from a website, type or paste the URL for the page (i.e. <http://www.website.com/>) to pin JPG, PNG and GIF image files, and YouTube, Vimeo or Ted videos click "Next" to select image
- Choose the board for your pin

View Your Boards

- Click on Name/Profile photo in upper right corner to access your profile page
- Click on the board to view your pins



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PINTEREST TIPS

- o Create different Pinterest boards around specific topics
- o Select a cover image that represents the theme of your board
- o Pin clear, easily recognized images
- o Describe images and videos accurately to find them when searching
- o Post links to your pins or boards to Facebook or Twitter account
- o Design a unique visual resume then pin to Pinterest
- o Share public or secret boards with your family or friends
- o Download the Pinterest app for your smartphone

PINTEREST FOR BUSINESS

- o Create boards to show off your portfolio of work
- o Build a customer testimonial board
- o Pin ebooks and book covers
- o Collect photos of your customers, perhaps using your products on a board
- o Include pictures on your website, encourage others to pin them
- o Add links to your website in your pin descriptions
- o Use search engine optimized keywords
- o Highlight your staff with their own board
- o Monitor your website stats and see how many visitors came from Pinterest
- o Use hashtags (#) for search friendly content
- o Feature an offline event with a pre and post event pictures and video
- o Find employees by pinning job openings to a help wanted board
- o Post videos on your website and pin them to your Pinterest boards

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