Intro to Social Networking: **Pinterest**

([www.pinterest.com](http://www.pinterest.com)) personal


**Pinterest**

Pinterest is a social networking site that is very visual, relying heavily on pictures, video, or gif files. You can join Pinterest for free, and use it as a “cloud storage” area to help organize things you find on the web that are helpful to you in one way or another. Some people use Pinterest as a collection area for their own wish lists, or for career assistance (recipes for child care work for example), to help with a business, or just for fun. Visit [http://about.pinterest.com/en](http://about.pinterest.com/en) (from ABOUT Pinterest to see a 2-minute or less video)

If you find something on the web, and want to remember it or return to it later on, you can “pin” it to your Pinterest site, and put it on an appropriate “board” of your own creation.

- **Pinterest** -- Started in 2010. (Post your likes such as favorite recipes along with pictures, or include anything you find online that you like) According to **ABOUT** on Pinterest: “Pinterest is a tool for collecting and organizing the things that inspire you. We are located in sunny California.”
- **Tutorial:** [http://www.youtube.com/watch?v=Lia0HR_duJU](http://www.youtube.com/watch?v=Lia0HR_duJU) (15+ minutes – May of 2013)

Some Definitions to Understand...Pinterest says:

“**What’s a Pin?**

Pins are like handsome little bookmarks. Whenever you find something on the web that you want to keep, add it to Pinterest. Your newly minted Pin will be here whenever you need it, and will always link back to the site it came from.”

Pins are collected on boards. You define the board titles. You can edit and revise your boards as you wish, and you can re-arrange your boards on your screen by dragging and dropping. This is done from your “Profiles and Pins” link after clicking on your name after you log in. Pins can be images, videos, or animated gif files.
Pins are added to boards in a variety of ways. Explore the Pinterest Help center for more information. Many websites have the share icon for Pinterest included on the page of interest. For example, see the Betty Crocker page below. Clicking this Pinterest share button is how you could share a website or page to your boards.

Opening the beehive cupcakes link, we see JUST a recipe for beehive cupcakes. To pin JUST this recipe, look to the left of the recipe for the Pinterest share button. Sometimes this button may be below the item of interest, or to its left. Once you click it, Pinterest asks you to assign it to one of your boards. You can include notes.

**Followers:** People who click the “follow” button on a pin you have made become “followers” of you and are notified of new pins you might post.

**Following:** These are people you might choose to follow in your quest for interesting pins. You would click the “follow” link on an item to become a follower of a particular person. For example, if you like Martha Stewart’s recipes, you may choose to follow her to continue to get new recipes from her pins. You can opt to instead
follow just a particular board on Martha’s collection. Then you will get notified if new posts occur just on this board instead of anywhere on Martha’s collection.

**Profile:** The information about you that is seen on your main Pinterest page. This information can be edited at any time. For businesses, adding your website to the profile is a good idea.

The button to the right of your name allows you to view recent notifications.

The plus sign button allows you to add things. You can upload things you have stored on your computer, add from a website, create a board, or use the Pin it button in your browser.

Use the search box to find things of interest on Pinterest. Click the button to the left of the search field for categories and assistance when looking for


Definitely visit the blog that Pinterest maintains to keep up with all the new change that come along. [http://blog.pinterest.com/](http://blog.pinterest.com/) GCFLearn Free has a nice beginning tutorial: [http://www.gcflearnfree.org/topics](http://www.gcflearnfree.org/topics)
Pinterest II

Business Profile on Pinterest
http://www.youtube.com/watch?v=lbqw40iR-jM

Building Traffic with Pinterest
http://www.youtube.com/watch?v=GnNs6ESLSFM

Empower 360: Using Pinterest for Business 2014
http://www.youtube.com/watch?v=ZJznIvod4wA

Pinterest Group Boards (posted Aug. 2012 by Anson Alexander about 4-5min.)
http://www.youtube.com/watch?v=hds8J6Gtxk4

To add the PIN IT button to your browser (this is considered a WIDGET and might be grouped under Pinterest Help Center’s Goodies link.):
or

Site explaining how to pin a web page without the Pinterest PIN button:
http://www.dummies.com/how-to/content/pinning-a-web-page-without-the-pinterest-pin-it-button.html