DEFINITIONS

Pins: The images that link back to any page on the web (article)

Boards: How pins are organized on profiles. Pins have to be pinned to a board. Create boards for a variety of topics.

Follow: Users can follow other users (you'll follow all of their boards and pins) or Users can follow specific boards.

Categories: Sets of pins organized across all of Pinterest by the 34 predetermined groups chosen when creating boards (travel, food and drink, etc.)

Must open a business account - Ability to verify website (so users know your account is official), access to analytics, utilize Rich Pins, create Promoted Pins.

A Few Good Guidelines

How many boards? Start with at least **eight (variety of board types)**

How many pins on each board? A **minimum of 20 pins per board.** Stop when you get to around 100.

Pin each day - variety of own content and curated content; users are most active at night.

1. **Create a Brand Voice**
   (a) Use the same brand guidelines that are already in place for the website and other social networks (must align).
   (b) Also important to change things up - provide content that's a bit different from other platforms - play to Pinterest's unique strengths.
 2. **Inspire Your Users**
   (a) Users use Pinterest as an inspiration bulletin board.
   (b) Include a variety of aspirational pins to motivate your fans
   (c) Inspire users with "reach" pins and help them make their ideas a reality with how-tos
  3. **Integrate Pinterest with all other social platforms and your website -** help expand exposure and growth.
   (a) Connect other social networks to Pinterest - Link accounts
   (b) Add a "Pin It" button to your website.
   (c) Add a Pinterest icon to your website

   4. **Engage with your community** - treat it just like any other social media platform and be social.
   (a) Comment and "like" the pins of their users and businesses.

5. **Utilize Rich Pins** - allow businesses to share additional information or resources about pinned content.
   (a) Must prep site with the appropriate code updates and apply for inclusion.
   (b) Will utilize "Article Pins"
6. **Hidden Boards & Group Boards**
   (a) Secret boards allow brands to keep their boards private as they build up pins, then launch the board when enough content is added.
   (b) Group boards enable owners to invite other relevant pinners to pin to - pinning content to a group board can expose more users to your Pinterest profile and content.

BEST PRACTICES

7. **Pins should be colorful and attention-grabbing**
   (a) Reddish-orange hued images tend to get 2x the repins as blueish images.
   (b) Pins are taller than they are wide - Users tend to repin these more often than wider pins. Ideal pin width is 735 pixels with no restriction in length.
   (c) Infographics and images with text overlays perform the best.
8. Keep **best-performing boards at the top** of profile and push boards that aren't performing well to bottom.
9. **Vary broad categories** to cover different topics that relate to your brand.
10. In addition to timely and seasonal pins, **include plenty of evergreen content with long-range repin value**
11. Be sure to properly **title your uploaded file names** (they automatically become image titles).
12. Always include a **link back to blog article** for each evergreen pin.
13. **Share the love** - pin from a variety of sources, not just your own site.

DON'TS

14. Abuse hashtags
15. Not selecting a board category - make it easier for people to find your boards.
16. Don't go on aggressive pinning sprees. (pin at consistent times, not a large chunk at once)
17. Pin blurry/low quality images.
18. Don't pin/repin inappropriate or irrelevant pins.
19. No repetitive content

FOR HIGH ENGAGEMENT, PINS SHOULD BE:

● **Helpful -** make it easy for pinner to find your pin with a spot-on description
● **Detailed** - In a sentence or two explain what your pin is about. Entice pinner to click through to blog.

- **Interesting** - Draw on the emotions of the pinner by using sensory-related words and positive sentiments.
- **Actionable** - include a call-to-action in your description. Use phrases like, "check out…" or "click to find out more" can generate an 80% increase in engagement.
- **Incorporate SEO-friendly keywords in your description and be as concise as possible.** Pins with descriptions of 200 characters are the most repinnable. You can add a few relevant hashtags to a pin's description.

IMPORTANT TO PIN AT THE RIGHT TIME:

- The best time to start pinning is on Saturday morning.
- The worst time to pin is during normal working hours.

CREATING PIN-WORTHY IMAGES:

- Right size - Vertical images
- Longer is better
- Image is stunning
- (a) No faces
- (b) Vibrant colors
- (c) Contextual background
- (d) Red Tones
- (e) Lightness
- Include text in your image

BE MINDFUL OF BOARD TITLES:

- Keep titles under 26 characters to ensure they are seen

PIN DESCRIPTIONS:

- Stick to 150-160 characters
- Use major keywords

JOIN PINTEREST BOARD GROUPS:

- Extremely popular and can increase exposure