

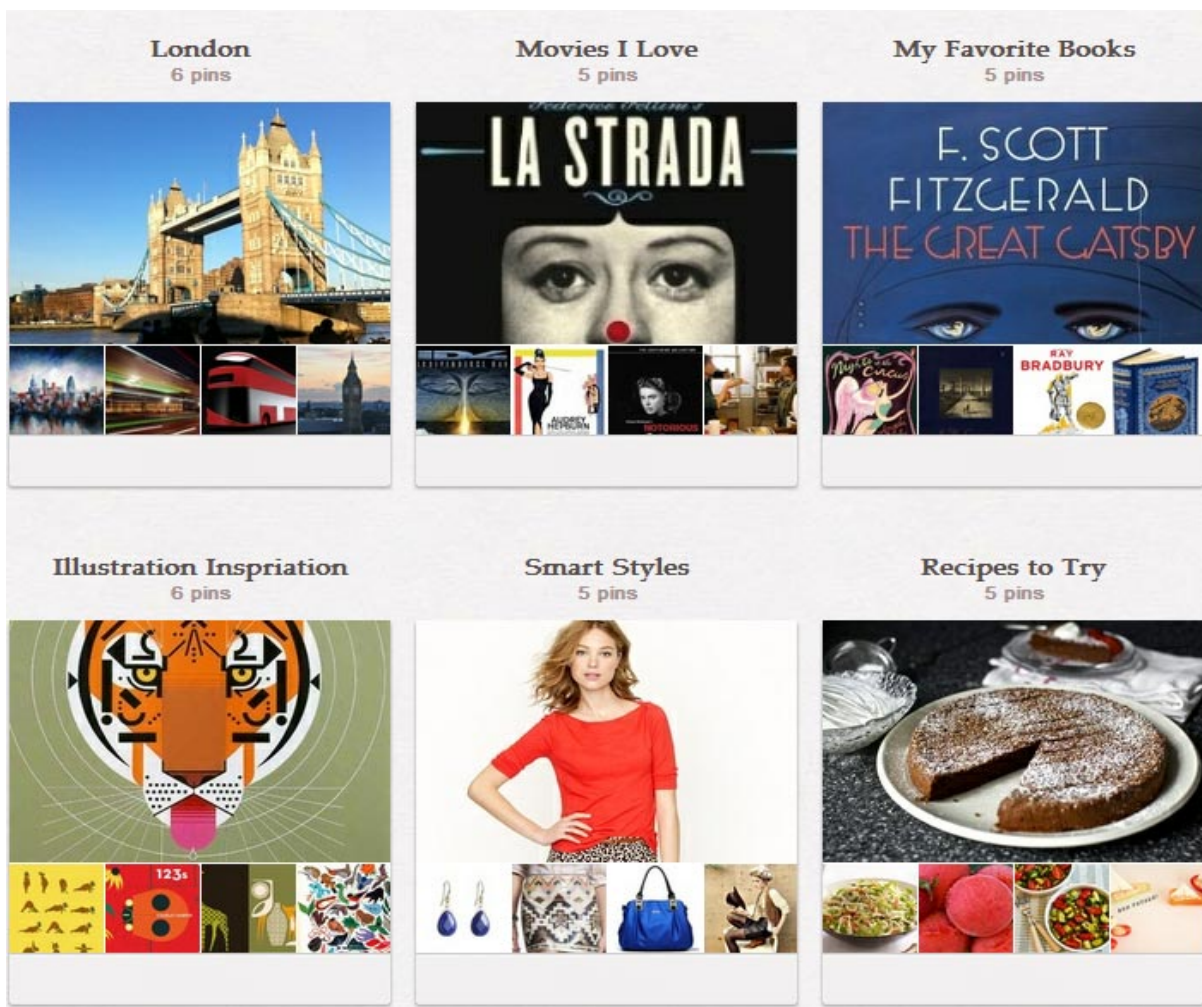
Pinterest 101



All About Pinterest

What is Pinterest?


Recently, you may have heard more and more people talking about **Pinterest**, one of the fastest-growing social networking websites today. While other social networks like Facebook and Twitter focus on personal sharing and status updates, Pinterest is all about **collecting** and **sharing** the different things you **find** on the Web.





How Pinterest Works

Although we use the Internet to search for all kinds of information, it can be difficult to keep everything we find organized and accessible. Think of Pinterest as a sort of digital **bulletin board** or **scrapbook** for collecting the things you find online. For example, let's say you like using the Web to discover new recipes. While you can find an endless assortment of recipes online, **saving** them for future reference can sometimes prove difficult. You might not want to print out every recipe you find, and saving the **links** for lots of different recipes as bookmarks can start to feel a little overwhelming.


Pinterest makes it easy to save and organize whatever you discover online. In our example, whenever you find a recipe you like you could save that recipe as a **pin**. The pin is then displayed as a **picture** on a **pinboard**, creating a collection of different images as you add more pins. Clicking a pin will link you back to the picture's original website, turning your pinboard into a series of **visual bookmarks**.






Add + About ▾  Jessie ▾

Healthy Meals


 Jessie Reese

2 followers, 8 pins




Guac + Chips

fussfreecooking.com




OK...so this isn't that healthy, but I want it anyway!

eatgood4life.blogspot.com




Grilled Korean-Style Skirt Steak

foodnetwork.com




Arctic Char with spinach--perfect for a fancy night in.

foodgawker.com



Green Rice with Smoked Paprika--wholesome and flavorful!

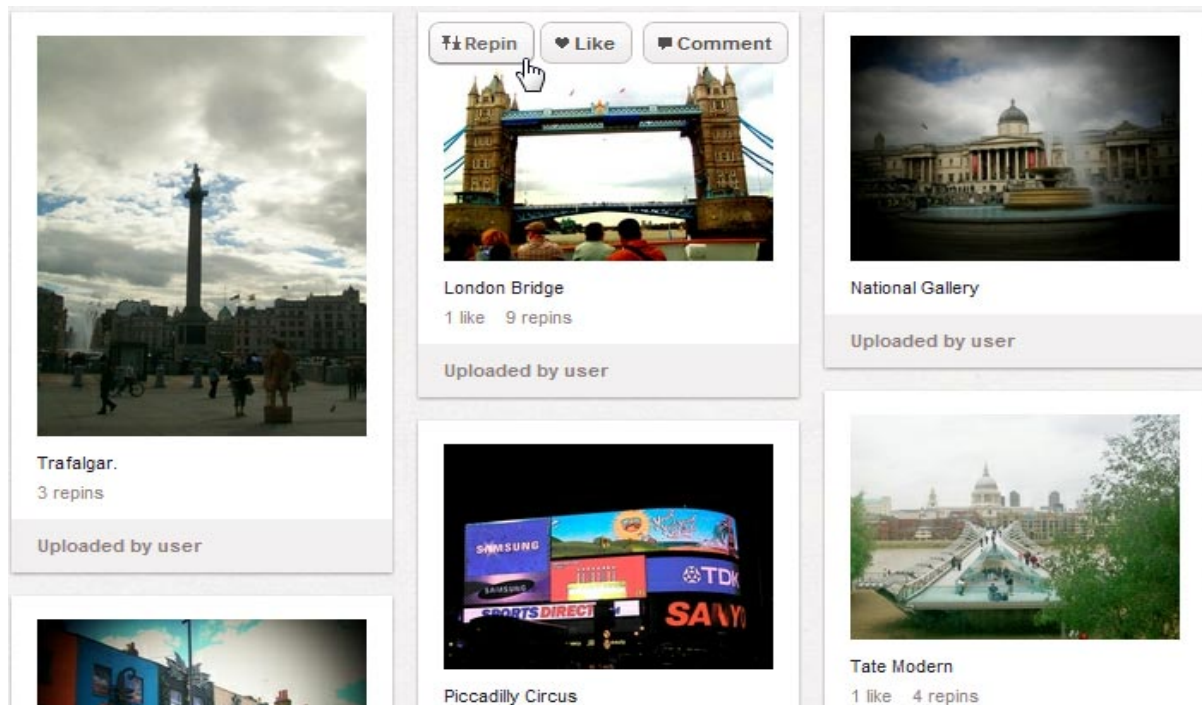
101cookbooks.com



Chicken Florentine Pasta--yum!

But Pinterest isn't just about creating your own pinboards. It also allows you to **follow** the pins saved by your friends and other users, or **pinners** as they're called on Pinterest. Whether you're looking to find what's new or discover the latest trends, following pins is an easy way to **explore** what's happening on Pinterest.

Whenever you're browsing Pinterest, you can easily save, or **repin**, pins that you discover to your own pinboards. **Repinning** actually accounts for **more than 80%** of the pins that appear on Pinterest. Some pins are even repinned **thousands** of times. Simply put, people just love sharing and repinning on Pinterest.



Pinterest's Popularity

Since its introduction in 2010, Pinterest has quickly become the **third most popular** social networking site in the world, behind only Facebook and Twitter. While some have been surprised to see a simple website like Pinterest become so popular, its **simplicity** is linked with its success. It's easy to start using Pinterest and make pinboards of your own.

Pinterest has also seen some of its largest growth from **retailers** and **businesses**. Because it is all about sharing different things you find online, companies are excited to see Pinterest users pinning their products. Retailers have also been able to use Pinterest to develop a **brand identity** by pinning items that are related to their business. For example, a hobby store might create a pinboard of interesting craft projects.

Pinterest by the Numbers

- Women account for about **65%** of Pinterest's users worldwide, but the percentage of male users is rising.
- Pinterest sees more than **11 million** unique visitors every month, according to ComScore.
- People in the United States are **70% more likely** to buy an item they find through Pinterest than if they found it on a company's website, according to Shopify.

Resources and Links:

- **What is Pinterest?**
- **Everything You Need to Know About Pinterest** (March 2012)
- **How Pinterest Drives Ecommerce Sales** (May 2012)

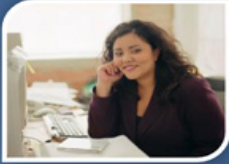
Who uses Pinterest?

Pinterest appeals to a variety of people, which is one of the main reasons for its growing popularity. Whether you're looking to stay more **organized**, create a board of **interesting things**, or **draw attention** to your business, there's almost no limit to what you can do with Pinterest.

Review the slideshow below to learn about **three different types of Pinterest users** and **what they pin**.

How Do You Use *Pinterest?*

Amelia



I'm a young professional in the big city with a sharp eye for the latest trends and fashions.

Why I use Pinterest?

I want to share and cultivate my sense of style.

Luke



I run a small landscaping company in Oahu. On the side, I love surfing and technology.

Why I use Pinterest?

It's a great way to share new ideas with my customers.

Jessie



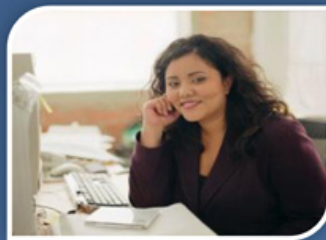
I'm a mom who loves sharing the latest about our kids with my family and friends.

Why I use Pinterest?

I'm always looking for new ways to share and connect online.

How Do You Use *Pinterest?*

Amelia



What do you pin?

I love to pin chic styles and home décor. I use Pinterest like a digital scrapbook to keep up with design trends and even plan my vacation.

Casual Chic

Smart styles for work and home.



Amelia Jones

4 followers , 7 pins



For that casual, Audrey Hepburn sort of style

saksfifthavenue.com



Double twist
1 repin

fossil.com



Damara Tasseled Flat

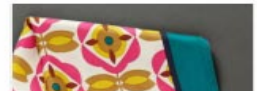
dolcevita.com

\$200.00



\$200 Retro Chic

modcloth.com



Playing House

One day my house will have these things.



Amelia Jones

5 followers , 7 pins



What a patio!

crateandbarrel.com



Teeny dream kitchen

dwell.com



Serene bedroom

ethanallen.com



I think I could make a shade just like this!

potterybarn.com



Someday I'll have a sink like this...

potterybarn.com



Travel & Places



Amelia Jones

4 followers , 7 pins



Montevideo

lonelyplanet.com



Vintage seaside paradise

bbc.com



Ho Chi Minh

frommers.com



London at night

bbc.com



Love the fountains at the Bellagio

cntraveler.com



Pink Dubai Skyline

emirates.com



I've always wanted to rent a boat at Central Park!

8 likes 25 repins

centralparknyc.org



Japanese Shrines

japan-guide.com

How Do You Use *Pinterest?*

Luke



What do you pin?

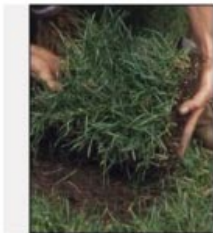
I pin landscaping tips and tricks to help build my company's brand. I also keep boards about surfing and the latest gadgets.

Landscaping For Life



Luke Mendoza

7 pins



How to lay down sod

homedepot.com



Seed starting tray with seedlings

southernstates.com



For this pretty look, incorporate creeping succulents into your garden.

bhg.com



Growing a Successful Vegetable Garden

southernstates.com



Planting Flowers: A Step-by-Step tutorial



Pergolas add a dash of character to



Plant Hardiness Zone Map

planthardiness.ars.usda.gov

Gadgets and Gizmos



Luke Mendoza

8 pins



Hmmm...maybe I should buy one of these e-readers soon.

amazon.com



iPad arcade cabinet. Hello, Galaga! I like

thinkgeek.com



Outlet organizer

uncommongoods.com



Finally, an alarm clock that will wake me up!

thinkgeek.com



A USB typewriter? The future has



The Clip Keychain



iPhone sold separately
Bike mount for an iPhone.



Blade Runner umbrella®

Surf's Up



Luke Mendoza

1 follower , 7 pins



Reef Boots...these things are so useful

killerdana.com



Nightsurfing!

by Iker Elorrieta

1 like

vimeo.com



Surfing paradise

surfingmagazine.com



Sweet fin

southcoast.com



Not sure if I can splurge on ANOTHER new board this year.

ronjonsurfshop.com



My new wetsuit for next season?

us.shop.billabong.com



100% pure adrenaline

surfermag.com

How Do You Use *Pinterest?*

JESSIE



What do you pin?

Everything! I use boards to collect recipes, plan for my son's upcoming birthday party, and pin things that keep me motivated!

Healthy Meals



Jessie Reese

2 followers , 8 pins



Guac + Chips

fussfreecooking.com



OK...so this isn't that healthy, but I want it anyway!

eatgood4life.blogspot.com



Grilled Korean-Style Skirt Steak

foodnetwork.com



Arctic Char with spinach--perfect for a fancy night in.

foodgawker.com



Marmalade Muffins. A little sweet goes a long way.



Green Rice with Smoked Paprika--wholesome and flavorful

101cookbooks.com



I Love Croutons.

by amittan



Chicken Florentine Pasta--yum!

thepioneerwoman.com

Party Planning

I'm planning a dinosaur themed party for my son!



Jessie Reese

2 followers , 8 pins



Dino Cupcakes!

blog.amyatlas.com



Great invites!

wantsandwishesdesign.blogspot.com



Dino cake!

1 repin

parenting.com



Dino hats!

wantsandwishesdesign.blogspot.com



Party favors?

birthdaydirect.com



Invitations

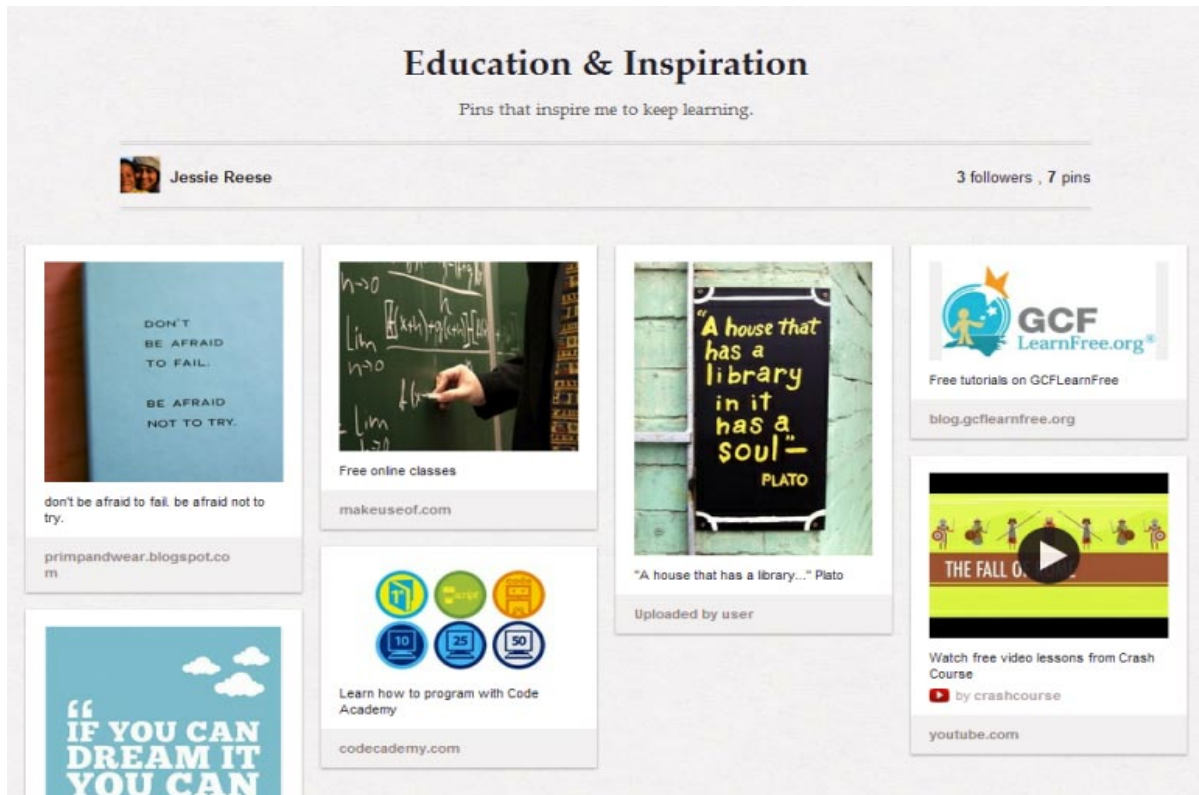
orientaltrading.com



Dino Plates



Triceratops Pinata!



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Pinterest Privacy

It's important to realize that with the exception of your **secret pinboards**, anything you pin on Pinterest is completely **public**. While Pinterest is certainly less revealing than more personal sites like Facebook, it doesn't give you very much control over your **privacy settings**. Because your pins are public, some people could make certain assumptions about you based on the types of things you pin. Always use your **best judgment** when pinning things to Pinterest. Never pin something **obscene** or overtly **offensive**, which can result in the termination of your Pinterest account.

Copyright, Fair Use, and Pin Etiquette

Pinterest has recently faced some criticism about the way the site works, specifically in relation to **copyright law**. The issue lies in the fact that some pins are not accurately linked to their original sources. You can prevent this by making sure your pins **always link** to their source, which gives credit to the original creator of the content. If possible,

make sure you have **permission** to pin someone's work, especially when pinning a photograph. You should also take extra care when **repinning** to ensure the pin is properly linked to its original source.

Some websites even **block** Pinterest, making it impossible to pin things from that page. You should always respect content holders' right to stop you from pinning their work.

