Pinterest for Beginners
pinterest.com

What is [Pinterest](#)?
https://help.pinterest.com/en/guide/all-about-pinterest
https://blog.pinterest.com/en

"Pinterest is the world's catalog of ideas.
Find and save recipes, parenting hacks, style inspiration and other ideas to try."

Essentially, Pinterest is the modern day scrapbook. Redecorating your living room? Replanting your garden? Planning a wedding or maybe a vacation? Make an inspiration board for it.

This class will cover the consumer side, but many of the same guidelines apply to people trying to promote their business on Pinterest.

Note: If you are promoting yourself or your business, make sure to follow some basic brand guidelines, which you will find here: https://business.pinterest.com/en/brand-guidelines

Pinterest consists of **pins** that are placed on the **boards**. Imagine a corkboard and some photos and magazine cutouts.

Board

Pins

Boards can be public or private. Boards can be useful collaboration places. In order to invite someone to join you in editing a board you will need their email address or username if they already have a registered account.

https://help.pinterest.com/en/help-topic/Pinterest%20basics

You don't like a particular recommendation on your feed? Unsubscribe.
https://help.pinterest.com/en/articles/opt-out-picked-you-pins

Stuck? Need help? https://help.pinterest.com/en

SKOKIE PUBLIC LIBRARY

5215 Oakton Street / Skokie, IL 60077 / 847-673-7774 / www.skokielibrary.info

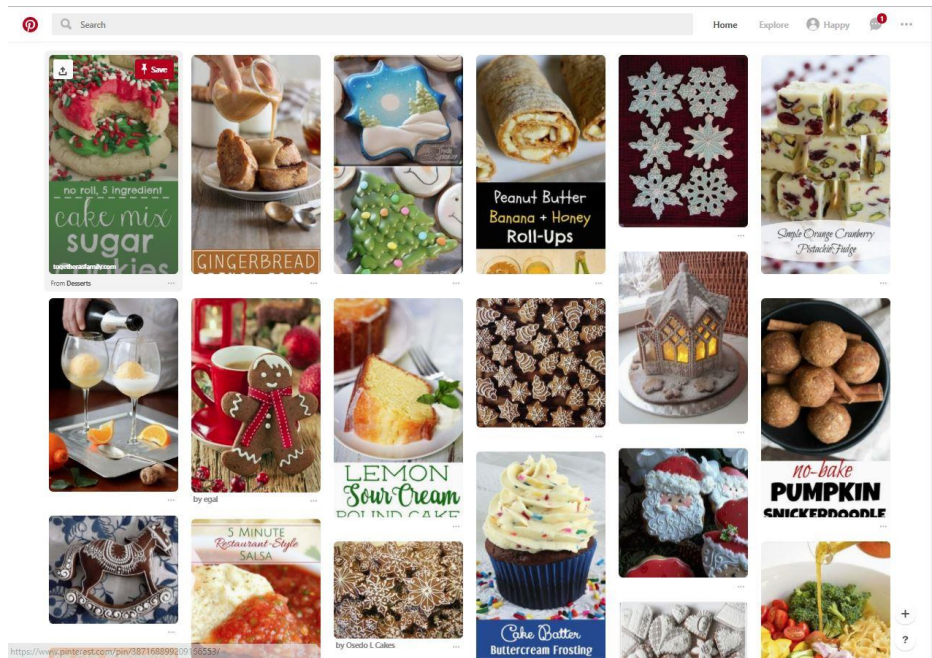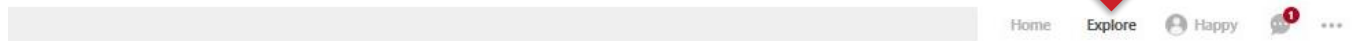## Home Feed

When you log into your account you will see a "Home" feed. It is a feed of all the recently updated boards you follow. There also might be advertising (also known as "Promoted by…" pins) and suggestions made by Pinterest (user behavior algorithms) based on the pins you have liked previously (notice the "Picked for you" pins).
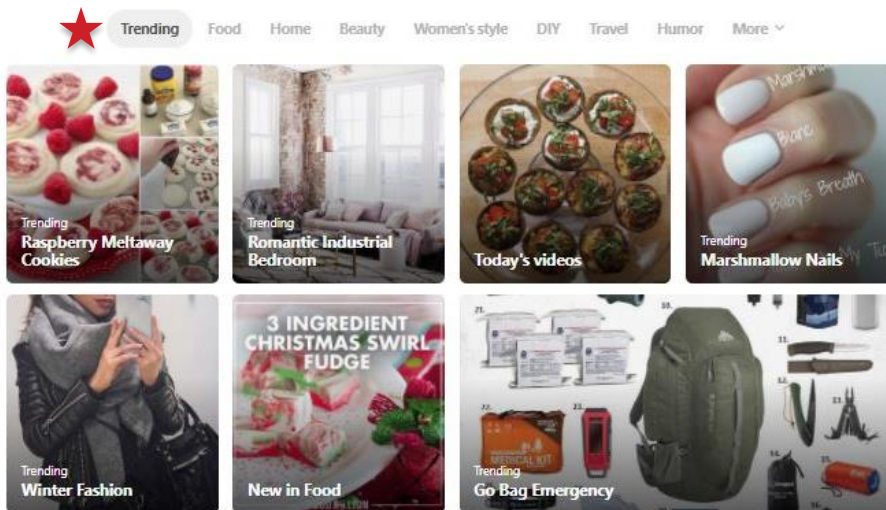

Explore

How do you discover cool new things?
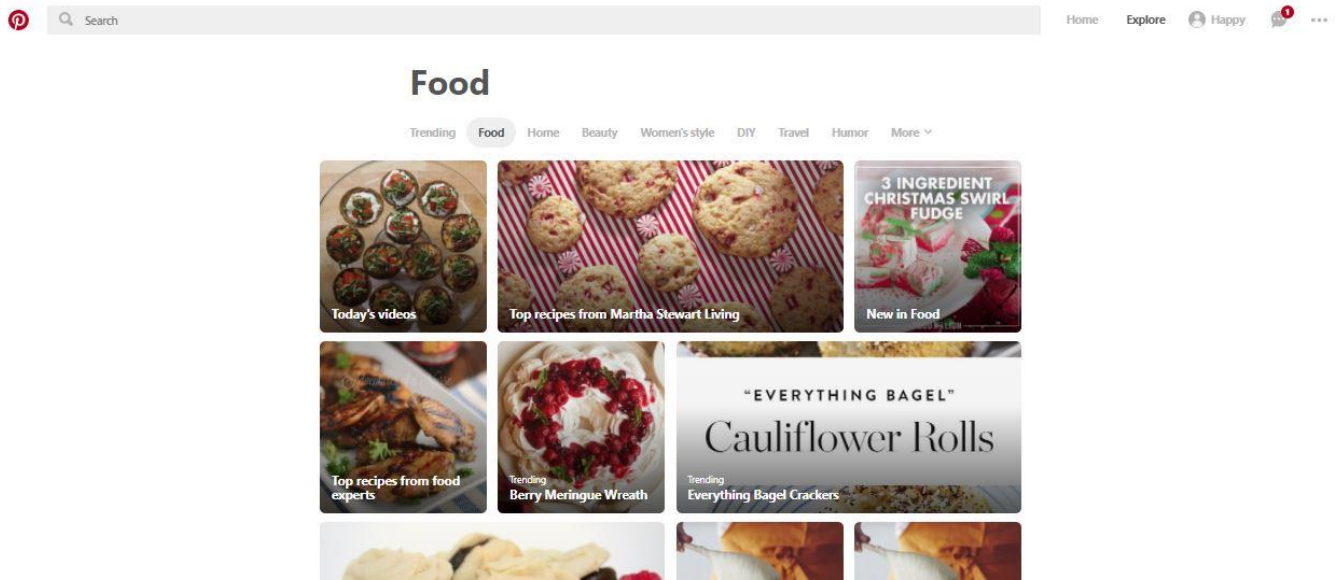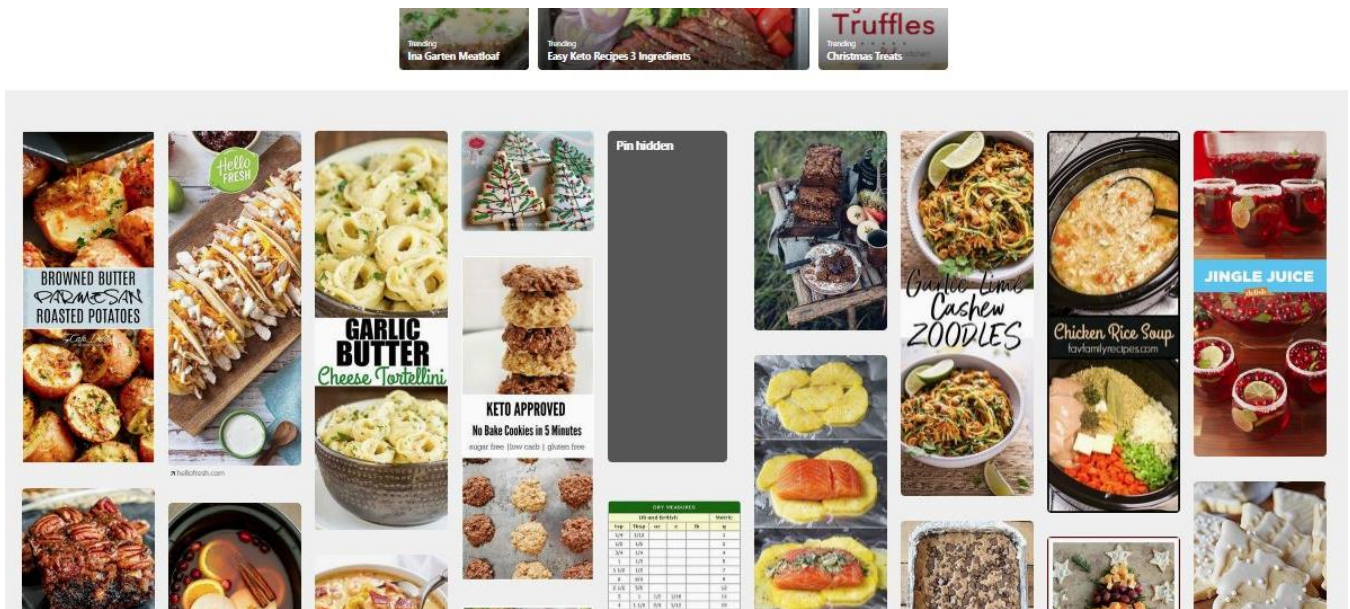Do you see at the top right corner where it says "Explore"? Click it!

On the next page, the top of the screen, you will see different categories. Click each category to explore. On the screenshot above, you will notice that the current category is "Trending" and that is a sub-title of the "Explore" menu. (Marked by red stars).

SKOKIE PUBLIC LIBRARY

If you were to click on a different category, for example "Food", then there are at least four different sub-categories that you can explore (from this example there are Today's Videos, Top Recipes from Martha Stewart Living, New in Food, etc.).

If you scroll down the screen a little bit, you can see more food related pins.
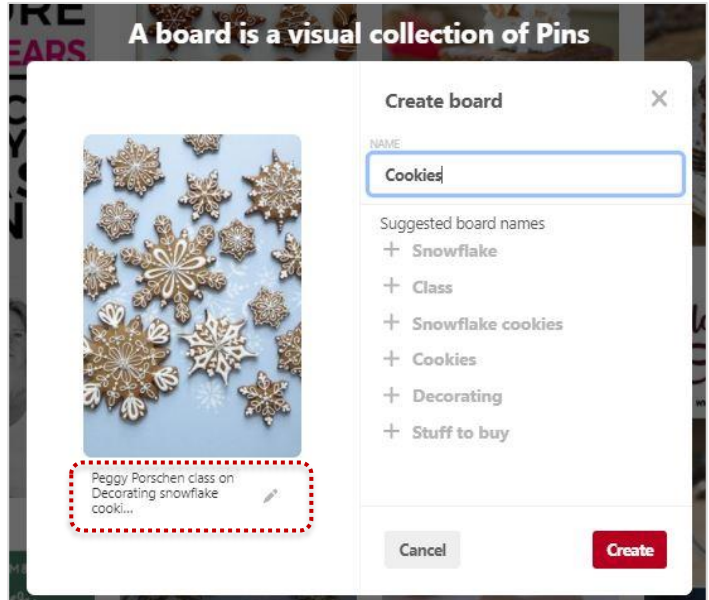

Pinning

You found a pin somewhere on Pinterest (see an example of a snowflake cookie). How do you add it to your board?
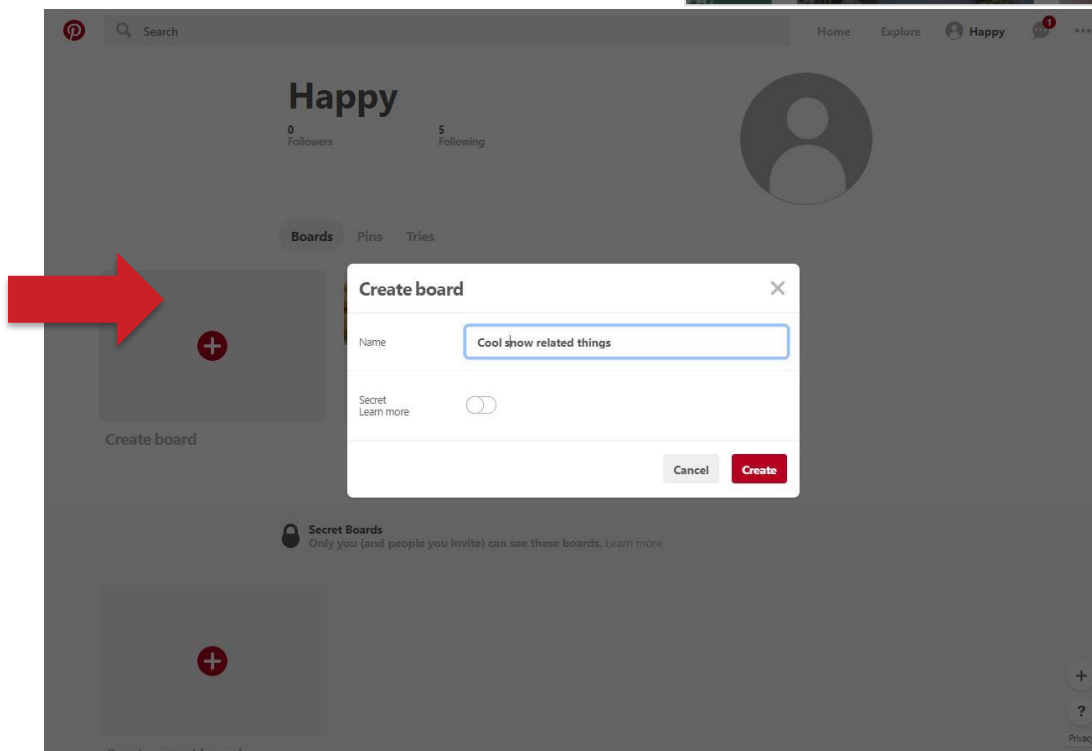
SKOKIE PUBLIC LIBRARY

You will see on the top right side it will say "Save" and a pin next to it. Click it.

Another menu screen will pop asking you where you want to save your pin. If you already have a few boards created, you will see a list of different boards. You can chose to add it to an existing board or create another one by typing in the desired name for the board and clicking "Create". You can also edit the information about the new pin by clicking the tiny pencil icon.
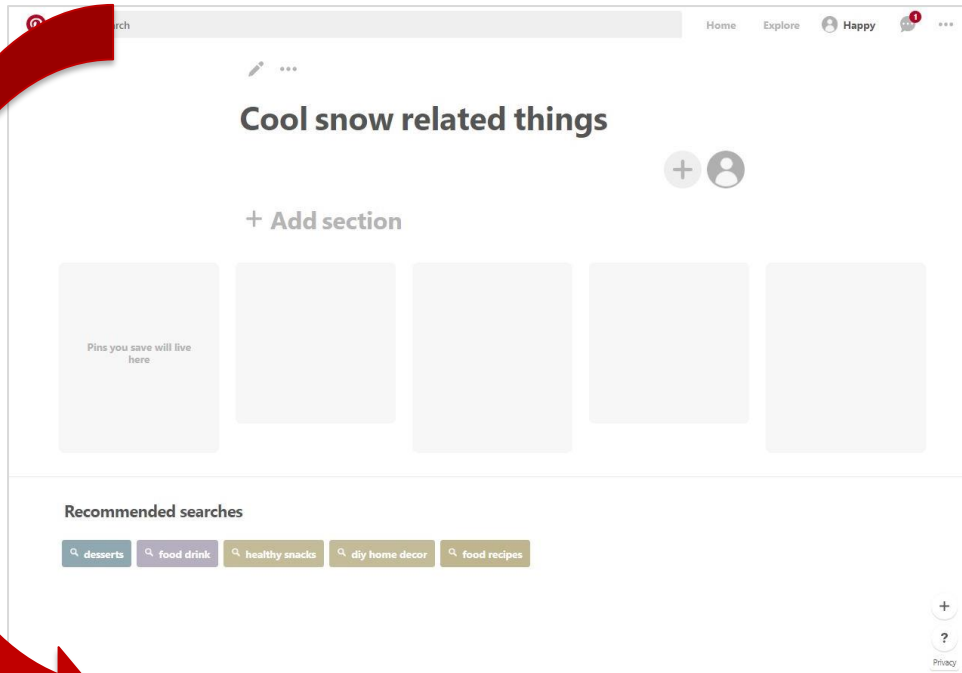
Boards

If you just started out (created a brand new Pinterest account) then you will need to create a board by clicking the "+ Create board" button.
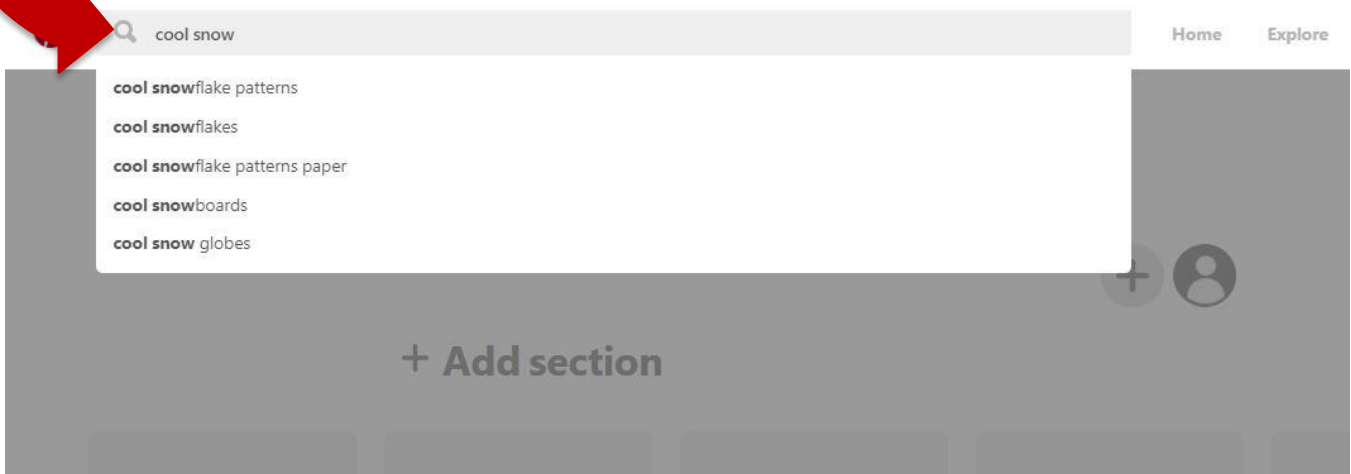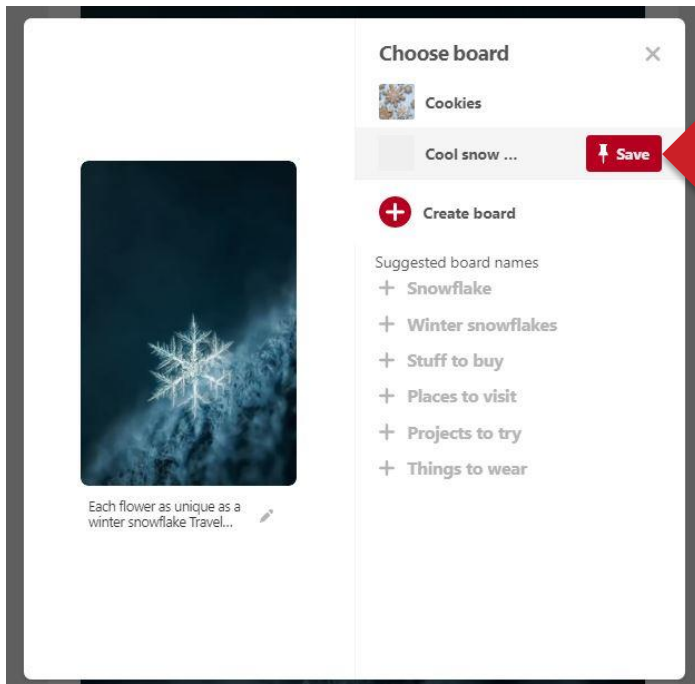
SKOKIE PUBLIC LIBRARY

What that will do is give you a different screen asking you to name the board and save it as a secret or public board. Leaving the selection as is by default will make it public. Toggling the "Secret" slider will ensure that you are the only person who can view the board (when logged into your account. Name the board and click "Create". (The "Create" button turns from gray to red once you name your new board).
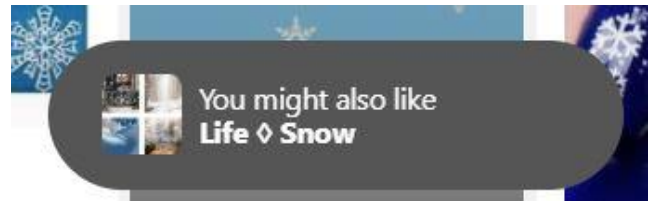
This is what the empty board looks like:

Add some pins to it by typing some keywords into the search bar located at the top of the page.
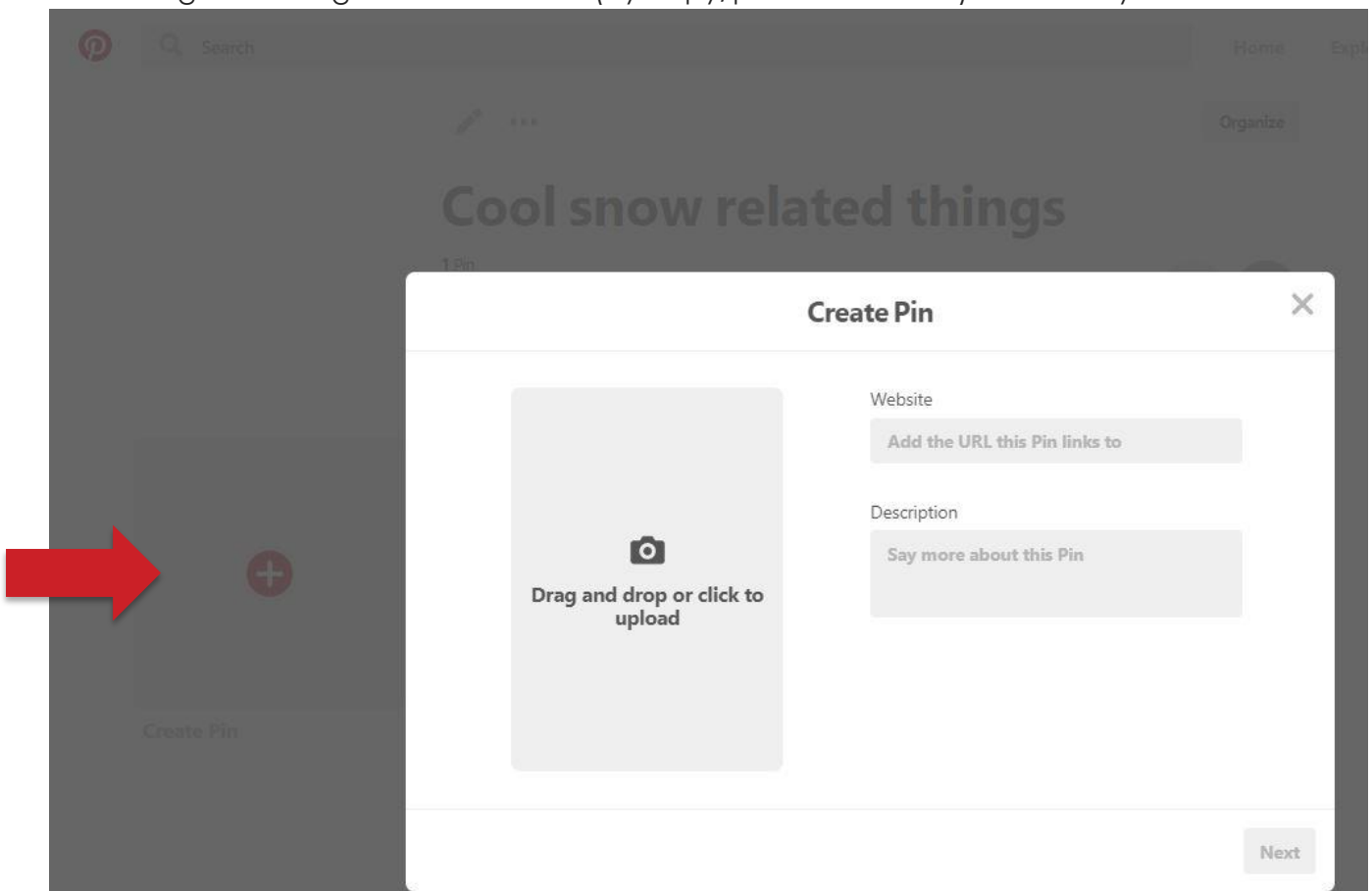
SKOKIE
PUBLIC
LIBRARY

After clicking "Save" Pinterest will give extra suggestions based on that particular pin. This only lasts for a few seconds and it goes away fast, so if you are interested in exploring this category make sure to click.
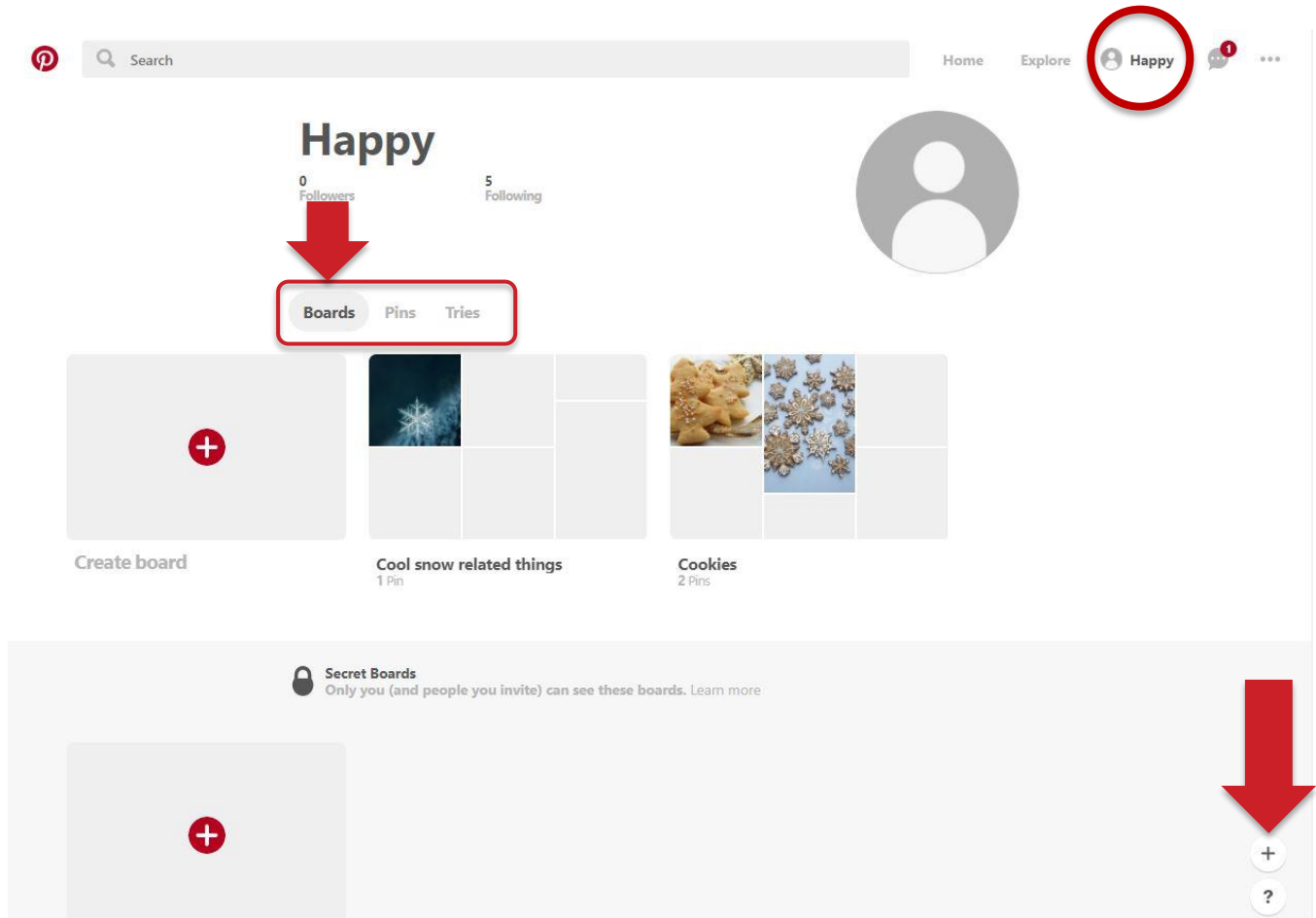

After adding at least one pin to the board, it becomes possible to upload a pin directly to that board or get an image from a website (by copy/paste of the URL) to add to your board.
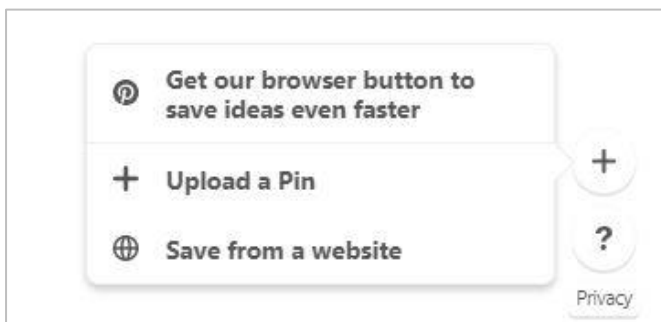
All of the Boards

If you click on your username at the top right corner of the screen (at any time provided you are on Pinterest website or app) you will be able to go to your profile, which contains all of your boards. From there if you click on the individual boards, you will be able to see all of the pins each board contains. You can also toggle between the "Boards" and "Pins" display.
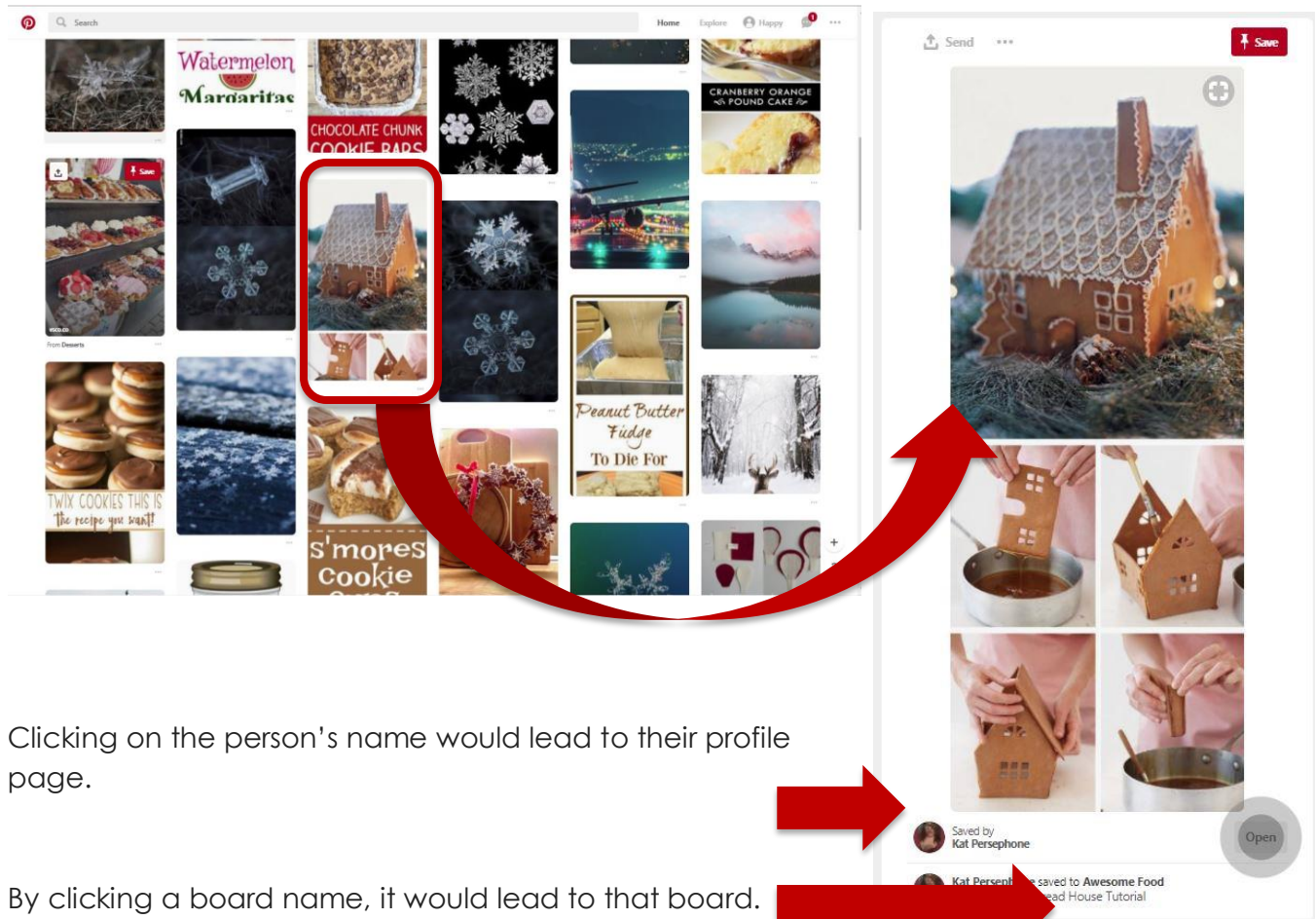

You can add more pins by pressing on the + sign at the bottom right corner. This menu appears:

5215 Oakton Street / Skokie, IL 60077 / 847-673-7774 / www.skokielibrary.info

SKOKIE
PUBLIC
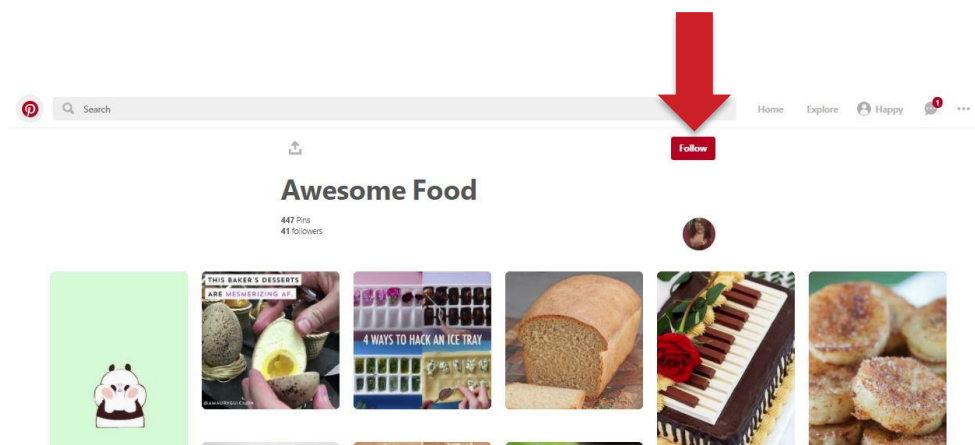LIBRARY

Follow Other Boards (Or People)

If you search Pinterest and find a cool pin, or see in suggested posts a cool pin and want to follow that person's particular board or the entire account (which includes multiple boards):

Clicking on the person's name would lead to their profile page.

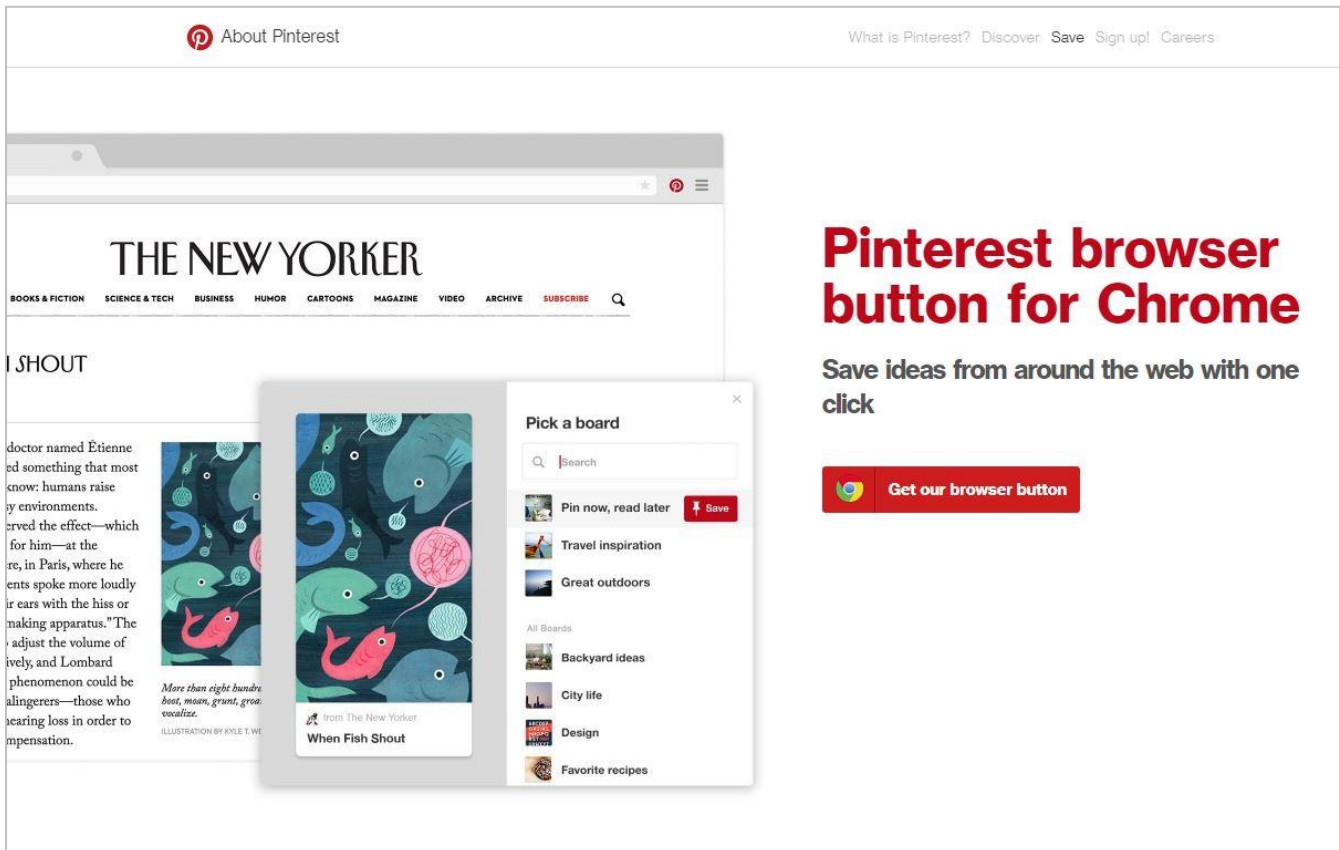By clicking a board name, it would lead to that board.

You can choose to "Follow" a board. In this case, it is related to food.

SKOKIE
PUBLIC
LIBRARY

Pinterest Button

The best way to save the pins you find by browsing the web is to install an extension:
https://about.pinterest.com/en/browser-button

What are *extensions*? No, not the things you get for your hair or the extra numbers you have to press to get someone to talk to you on the phone. Think of them as in-browser shortcuts. If you are using Google Chrome Browser at the top right screen, you might already have some extensions installed.

Here are some extensions I have added to my browser.

SKOKIE
PUBLIC
LIBRARY