



---

---

---

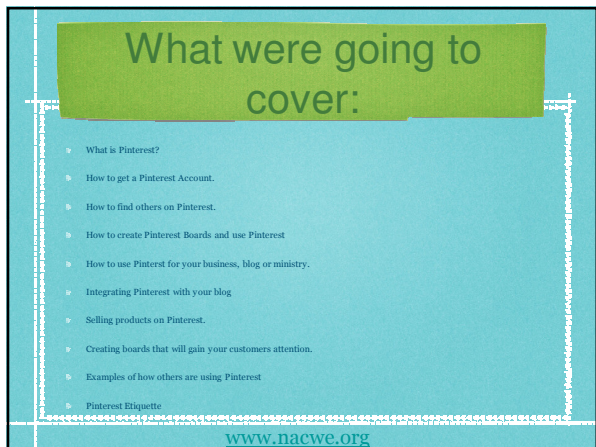
---

---

---

---

---



---

---

---

---

---

---

---

---



---

---

---

---

---

---

---

---

## WHAT IS PINTEREST?



Pinterest is an online cork board that lets you organize and share anything across the web with the public.

**QUICK STATS:** 80 % of the traffic on Pinterest is from other repinning content making it extremely viral.

Pinterest drives more traffic than LinkedIn, YouTube and Google+ combined!

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## How to Create a Pinterest Account

### 1) Get an invite

Ask a friend already on Pinterest or send me an email [amanda@amandaotaylor.com](mailto:amanda@amandaotaylor.com) for an invite

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## Choose Your Username

**Edit Profile**

Email  Not shown publicly

Notifications [Change Email Settings](#)

Password [Change Password](#)

Language English ▼

First Name

Last Name

Username  <http://pinterest.com/username>

Gender ☐ Male ☒ Female ☐ Unspecified

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

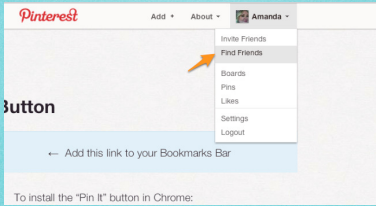
---

---

---

---

## Finding Friends On Pinterest



[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

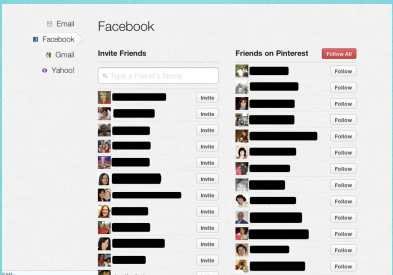
---

---

---

---

## Finding Friends On Pinterest



[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

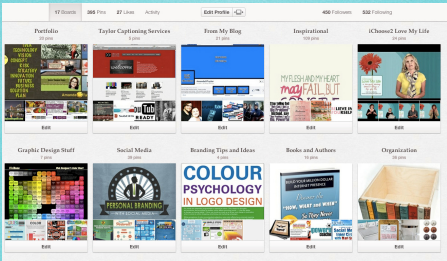
---

---

---

---

## How to Create a Board



[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

---

---




---

---

---

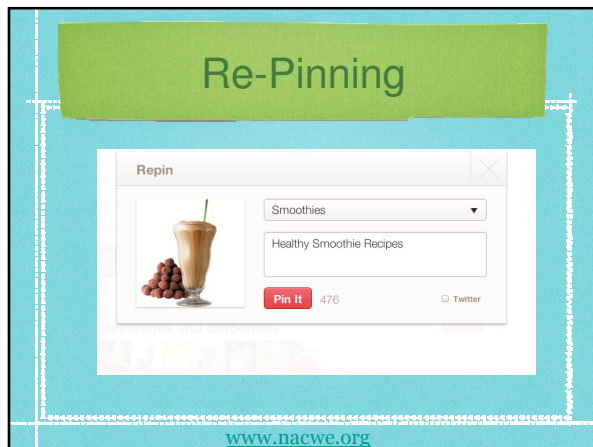
---

---

---

---

---




---

---

---

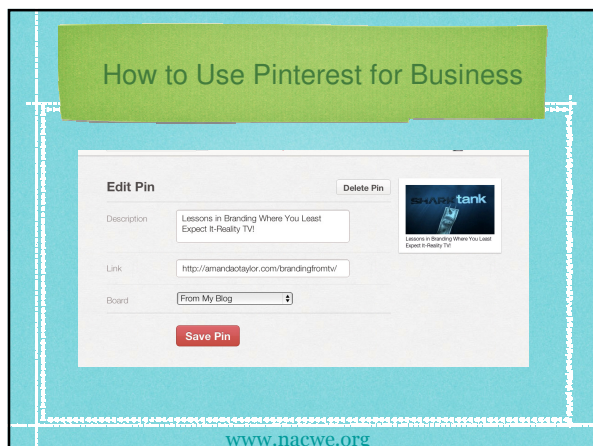
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

---

---

---

---

---

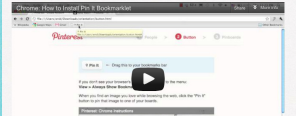
## How to Use Pinterest for Business

**Pin It** — Add this link to your Bookmarks Bar

To install the "Pin It" button in Chrome:

1. Display your Bookmarks by clicking **Window > Bookmarks > Show Bookmarks Bar**
2. Drag the "Pin It" button to your Bookmarks bar
3. When you are browsing the web, push the "Pin It" button to pin an image

Once installed in your browser, the "Pin It" button lets you grab an image from any website and add it to one of your pinboards. When you pin from a website, we automatically grab the source link so we can credit the original creator.



[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## How to Use Pinterest for Business

**Pinterest for iPhone**

Pin anything that catches your eye: memorable meals, places to visit, or great shopping finds!

- Browse pins from people and pinboards you follow.
- Repin, like and comment on your favorite pins.
- Pin with your camera and add a location so other pinners can visit.

Available on the **App Store**



[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## How to Use Pinterest for Business

**"Follow Button" for Websites**

Click the button of your choosing below to select the HTML code to embed. Then, copy and paste the code onto your site where you'd like it to appear.

Follow me on **Twitter**

Follow me on **Facebook**

Follow me on **LinkedIn**

Follow me on **Google+**

Follow me on **YouTube**

Follow me on **Instagram**

Follow me on **Pinterest**

The follow buttons act similarly to any linked image on your site. They can be used inline with your content, or as part of a sidebar.

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## How to Use Pinterest for Business

### Pin It Button for Web Sites

Add a Pin It button to invite your readers to pin your work onto Pinterest.

The Pin It button is made to look and feel like the Facebook and Twitter buttons your readers already use. For best results, place the Pin It button near your other social sharing tools.

URL of the page to pin (required, start with http)

URL of the image to pin (required, start with http)

Description of the page to be pinned

Descriptions are optional but recommended; they will make pinning much easier for your users.

Pin Count (recommended: 3)

Size (5)

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## How to Use Pinterest for Business

### Artwork

The below vector versions of our logo and badge are available for you to link to Pinterest. Please don't manipulate these graphics, use them to brand your own website, or imply false association with Pinterest.

The Pinterest logo was designed by **Michael Deal** and **Juan Carlos Pagan**.

**Pinterest**

Download EPS file  
Download PNG file



Download EPS file  
Download PNG file

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## Pinterest for Fan Pages

[www.woobox.com/Pinterest](http://www.woobox.com/Pinterest)

**WOOBX**  
Pinterest apps to make your life

Static HTML Coupons Sweepstakes Photo Contests **Pinterest** Instant Win Polls Rewards

**Pinterest Tab for Facebook Pages**  
Show your Pinterest boards and pins as a tab on your Facebook page.

Install a Pinterest Facebook page tab in seconds.

**Install Pinterest Tab**

This Pinterest app is completely Free. View a Live Example.

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---




---

---

---

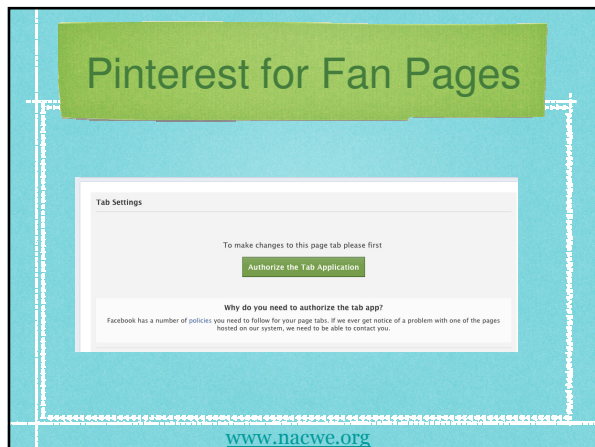
---

---

---

---

---




---

---

---

---

---

---

---

---




---

---

---

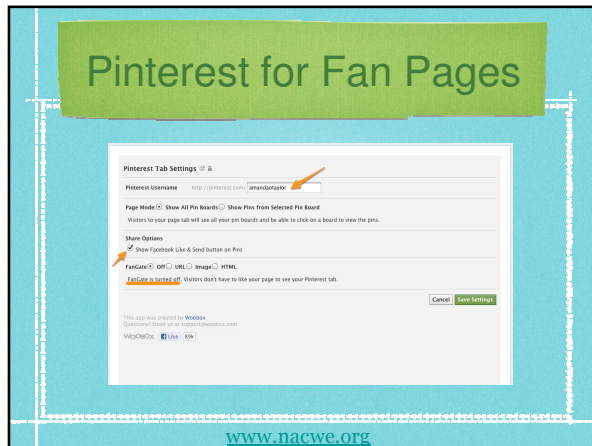
---

---

---

---

---




---

---

---

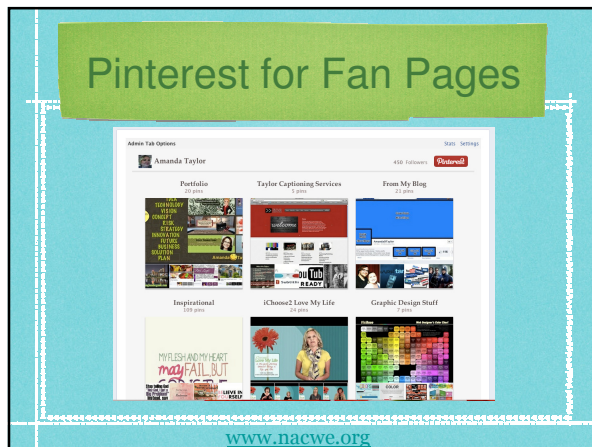
---

---

---

---

---




---

---

---

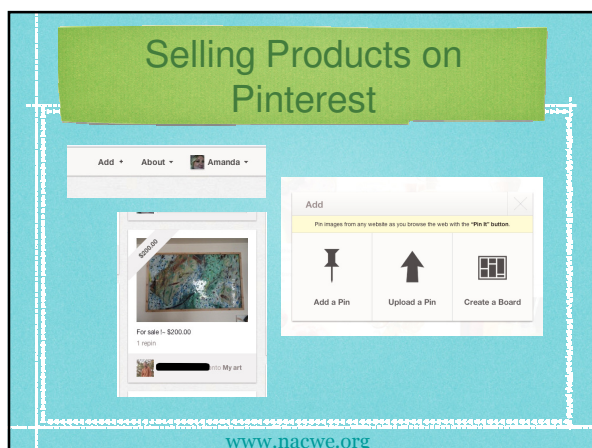
---

---

---

---

---




---

---

---

---

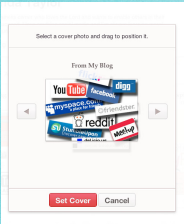
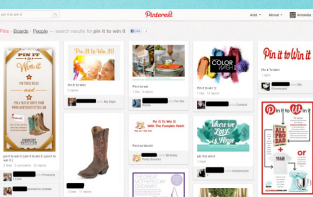
---

---

---

---

## Creating Boards That Gain Customers Attention

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## Examples of How Others Are Using Pinterest



**Lowe's**  
Where passion meets the home. Store Lowe's and we never stop growing!



**Oprah**  
The editors and producers at Oprah.com, O, The Oprah Magazine and OWN are joining their latest inspirations right here!



**Target**  
Expect More. Pay Less.

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

## Pinterest Etiquette

- 1 Be Respectful**  
Pinterest is a community of people. We know that individual tastes are personal, but please be respectful in your comments and conversations.
- 2 Be Authentic**  
Pinterest is an expression of who you are. We think being authentic to who you are is more important than getting lots of followers. Being authentic will make Pinterest a better place long-term.
- 3 Credit Your Sources**  
Pins are the most useful when they have links back to the original source. If you notice that a pin is not sourced correctly, leave a comment so the original pinner can update the source. Finding the original source is always preferable to a secondary source such as Image Search or a blog entry.
- 4 Report Objectionable Content**  
We do not allow nudity, hateful content, or content that encourages people to hurt themselves. If you find content that violates our **Terms of Service** or **Acceptable Use Policy** you can submit the content for review by pushing the "Report Content" link.

[www.nacwe.org](http://www.nacwe.org)

---

---

---

---

---

---

---

---

*Amanda Taylor*  
[www.amandaotaylor.com](http://www.amandaotaylor.com)  
**CONNECT WITH ME**  
[facebook.com/amandataylorconsulting](https://facebook.com/amandataylorconsulting)  
[twitter.com/amadaotaylor](https://twitter.com/amadaotaylor)



---

---

---

---

---

---

---

**Pinterest**  
*The ins and outs of Pinterest and how to use it effectively for your business.*  
Hosted By: NACWE  
Presenter: Amanda Taylor

---

---

---

---

---

---

---