Pinterest's Global Community
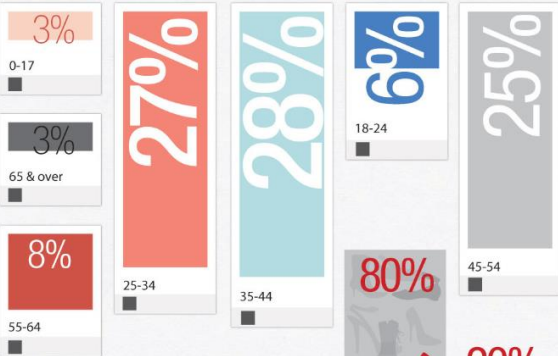*Countries and Percentage of Pinterest Users*

JAPAN 2.4%
CHINA 1.5%
AUSTRALIA 1.6%
SOUTH KOREA 0.6%
INDIA 2.0%
NETHERLANDS 0.6%
GERMANY 1.7%
ITALY 2.2%
UK 2.9%
FRANCE 1.1%
SPAIN 0.9%
SOUTH AFRICA 0.7%
CANADA 3.3%
USA 68.6%
MEXICO 0.6%
BRAZIL 1.0%

User Age – Age Groups

- 3% 0-17
- 27% 25-34
- 28% 35-44
- 6% 18-24
- 25% 45-54
- 3% 65 & over
- 8% 55-64

User Gender

80%
20%

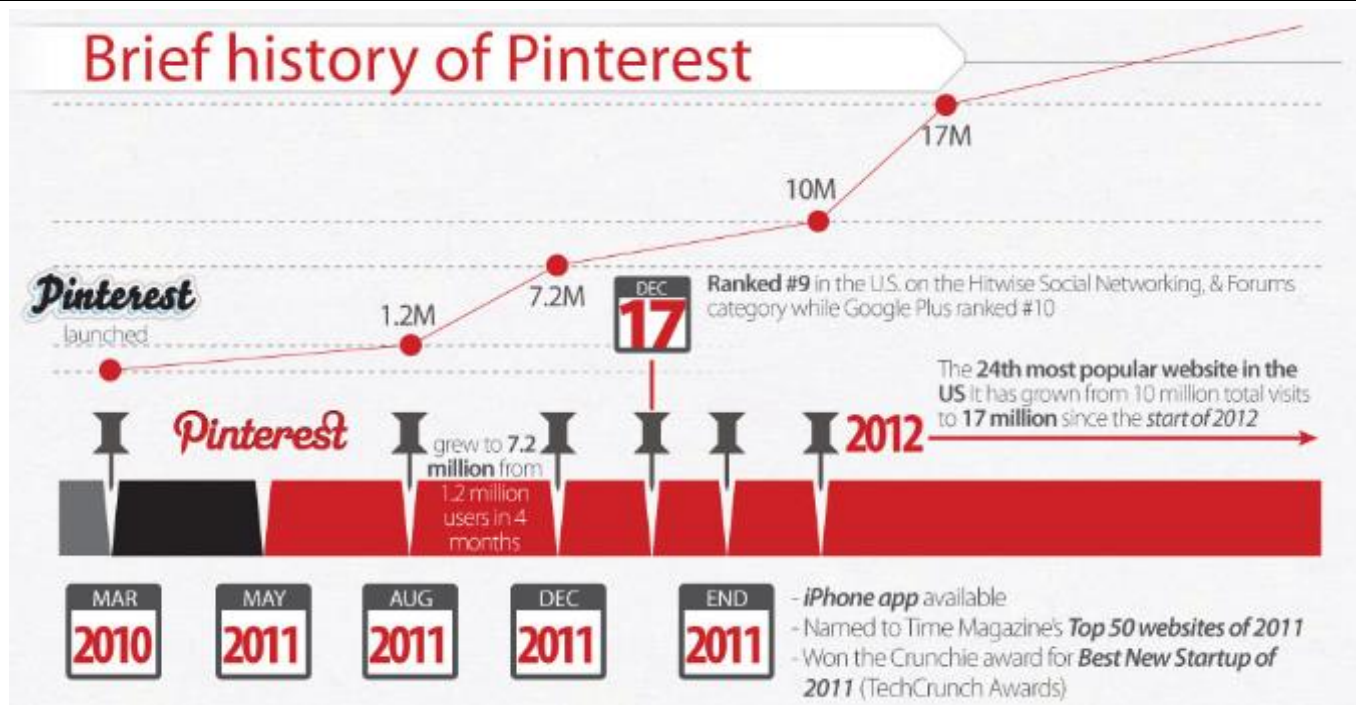# Pinterest
FOR BEGINNERS

WARNING: May be highly ADDICTIVE. May cause INSOMNIA. USE CARE when combined with Facebook or Twitter. May result in great IDEAS or just wasted TIME.

Brief history of Pinterest

Pinterest launched

1.2M

7.2M

DEC 17

10M

17M

Ranked #9 in the U.S. on the Hitwise Social Networking, & Forums category while Google Plus ranked #10

The **24th most popular website in the US** It has grown from 10 million total visits to **17 million** since the *start of 2012*

Pinterest grew to **7.2 million** from 1.2 million users in 4 months

2012

MAR 2010 **MAY 2011** **AUG 2011** **DEC 2011** **END 2011**

- *iPhone app* available
- Named to Time Magazine's *Top 50 websites of 2011*
- Won the Crunchie award for *Best New Startup of 2011* (TechCrunch Awards)

GETTING STARTED: Creating a Pinterest Account

Open the browser and go to *www.pinterest.com*. Click on 'Create an Account.' You can do so through your existing Facebook or Twitter account or sign up with an email address where you will receive notifications from Pinterest.

If you use Facebook or Twitter to create your account, Pinterest will automatically link you to your friends in those networks who also have a Pinterest account, and you are automatically set up to follow the pins made by those you've friended on Facebook or Twitter.

Welcome to

Pinterest

Step 1 of 2

Create your account to explore Pinterest.

Connect with

f Facebook   **Twitter**

or, sign up with your email address.

STEP 1 of 2

1.1   Choose a *one word* username. This must be unique, so as more people create accounts it will become more difficult to find a username that is not already taken. This is used to create the URL that designates your Pinterest account: http://pinterest.com/username.

1.2   Provide the email address you want to use with Pinterest. Here you will receive notifications about your account and about those you follow according to the preferences you set.

1.3   Create a Pinterest password.

1.4   The information you enter in blanks 4 is the name publicly visible for your Pinterest account. Many use the names of their blog or business; Rusty Tricycle, I.O. Metro & Cottage Magazine are examples.

1.5   HOWEVER, if you create your Pinterest account using your Facebook or Twitter account, Pinterest will automatically change your account name in Pinterest to match the name you use in your other social media accounts. Pinterest will also automatically pull the photo you use in the other account to serve as your Pinterest photo, though you can change the photo anytime under settings.

STEP 2 of 2

After you have created your account, Pinterest has you choose a category or 5 images of things that interest you.
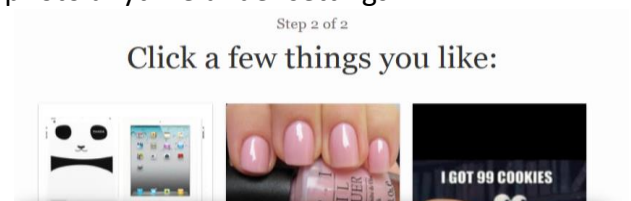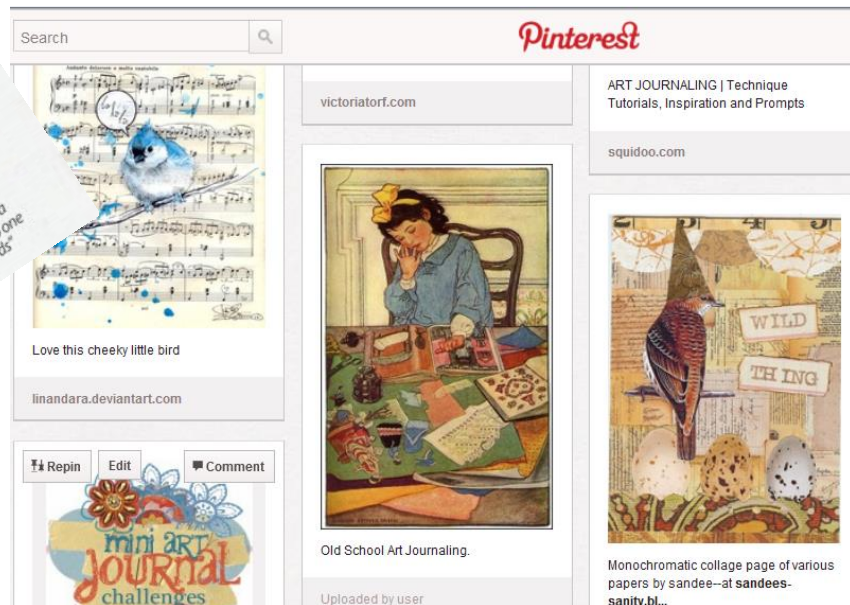
WHAT IS PINTEREST?

Have you ever created an idea board with fabrics, paint colors, and furniture images when you're planning to redo a room? Have you torn pictures of the perfect outfit or shoes or briefcase from a magazine and put them in a notebook? Have you right clicked and copied a particularly funny comic you've seen in an online article so you could send it to friends in email?
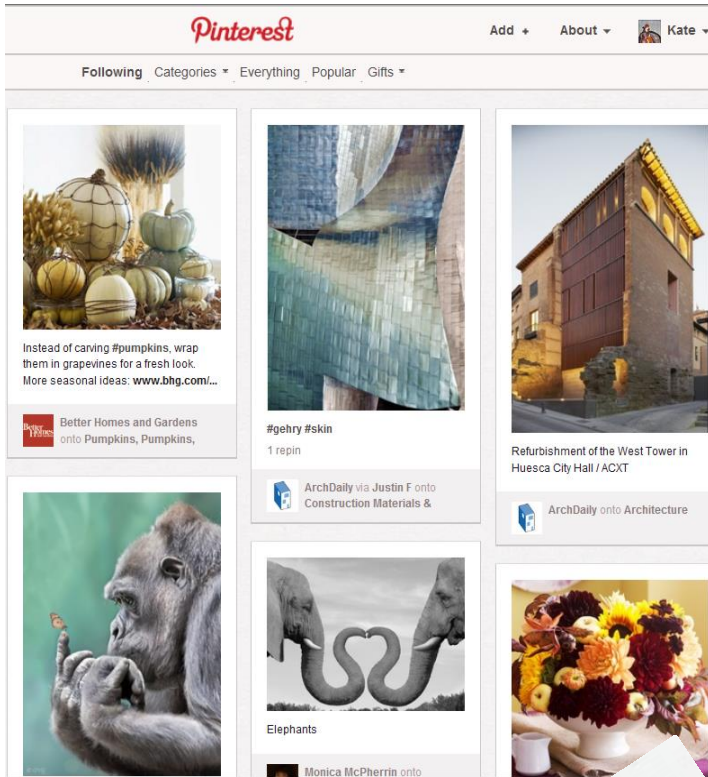
Pinterest is each of these. It's a virtual pinboard, scrapbook, collection of ideas – how-tos – funnies – images, organized under subjects you choose. It is the fastest growing social networking site in the history of the internet because:

- It's FUN
- It's Easier than other social networks
- It's Flexible in Format & Use
- It's Visually Appealing
- Because it shows posts as they go up, it lets you look for pins you like with serendipity.
- The PinIt Button allows instant saves of links, info, or images from any website as you travel the web
- It's a Visual List of your favorites, bookmarks, plans, projects, and preferred websites.
- You can browse boards created by others to discover new things and get inspiration from those that share your interests.

Pinterest Slang

Pin
An image added to Pinterest

Repin
Sharing a Pin with the user's followers

Board
A set of pins usually organized by themes (Travel, Fashion, etc)

Pin it button
Grabs an image from a website and adds it to one of your "pinboards"

A brand new account looks like this. Until you have uploaded a photo, a push pin shows in place of your image. To the right of that, you see those that Pinterest has provided for you to follow based on the images you chose in the previous step. Or, if you created your Pinterest account with your Facebook or Twitter login, then you will see friends from those social networks.

You next name your boards. This is how you will organize your images and links. The categories Pinterest uses are listed below by subject, but you can literally name a board anything you like. Also, now, you can have up to 3 *secret boards* or boards that no one else can see or follow. For example with a secret board, you might pin gift ideas for family members by name, and it won't spoil the surprise because they can't see your secret boards.
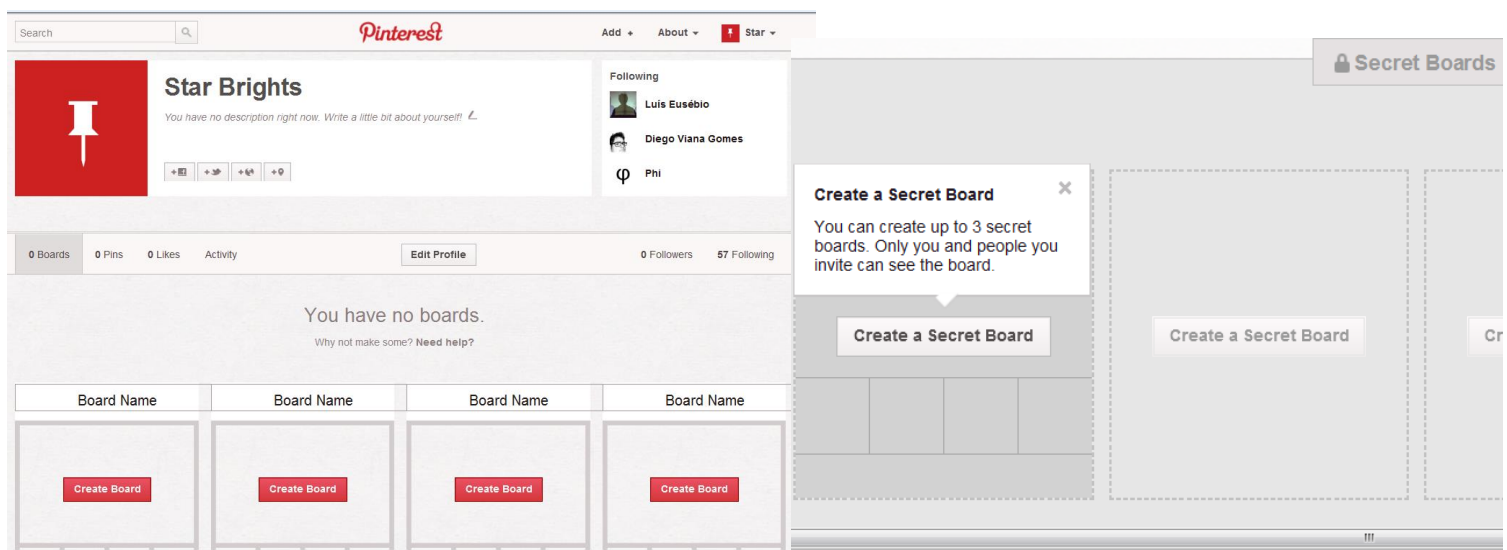
Pinterest Categories

Animals
Architecture
Art
Cars & Motorcycles
Celebrities
DIY & Crafts
Design
Education
Film, Music & Books
Food & Drink

Gardening
Geek
Hair & Beauty
Health & Fitness
History
Holidays & Events
Home Décor
Humor
Illustrations & Posters
Kids
Men's Fashion
Outdoors

Photography
Products
Quotes
Science & Nature
Sports
Tattoos
Technology
Travel
Weddings
Women's Fashion
Videos

Installing the "Pin It" Button for Internet Explorer

Pin It

← Right-click on button image and select "Add to Favorites > Favorites Bar"

To install the "Pin It" button in Internet Explorer:

1. Display your Favorites Bar by clicking **Tools > Toolbars > Favorites Bar**
2. Click on 'About' in the upper right side of the Pinterest page, and then select 'Pin It Button'
3. Right-click the "Pin It" button and select "Add to Favorites"
4. On the pop-up window, select "Create in: Favorites Bar"
5. When you are browsing the web, push the "Pin It" button to pin an image

Installing the "Pin It" Button for Mozilla Firefox

Pin It

← Add this link to your Bookmarks Bar

To install the "Pin It" button in Firefox:

1. Display your Bookmarks Bar by clicking **View > Toolbars > Bookmarks Toolbar**
2. Drag the "Pin It" button to your Bookmarks Toolbar
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.

Pinning and Repinning

What is a pin (anatomy of a good pin)?   A pin is an image added to Pinterest. A pin can be added from a website using our bookmarklet or you can upload images from your computer. Each pin added using the bookmarklet links back to the site it came from.

What is the difference between *Liking* and *Repinning*?

Liking a pin adds the image to your profile's Likes section; the image does not get added to one of your boards. Repinning an image allows you to categorize the image onto one of your boards. You can edit the description of a repin. The source-link of an image is saved automatically, no matter how many times it's repinned.

ACCOUNT SETTINGS

Click on the drop-down arrow next to your Pinterest name in the upper right hand side of the Pinterest bar. Then click on Settings.

Double check each item in the account settings. Your email address is not made public and is the same one you use to login. To the right of your email address, click on the 'Email Settings' button and select when you want to receive notifications, OR scroll down and click on 'disable emails' and then save your settings.

Profile Info is shown publicly. This includes (1) first and (2) last name, (3) your username, a unique URL, so others can find you, (4) your image – a photo you upload from your computer, and it can be a photo of you or anything else you choose.

The 'About' box information can be added and edited at any time.

Location can be as specific or general as you like, or you can leave it blank, and it won't show on your Pinterest page.

CHECK the box next to 'Prevent search engines from including your profile in their search results.

Be sure to click *Save Profile*.

Following and Followers on Pinterest

You can follow other pinners or individual boards of others, and anyone can follow you or individual boards of yours as well. Click on your name in the upper right of the Pinterest page and select boards from the drop-down menu. On the upper right side of your boards view it shows the number of pinners you are following and how many people are following you. If you sign-in with your facebook or twitter account, it automatically links you to follow those friends from other social networks.

Try THIS! Go to the Topeka Library Pinterest page and look at the boards and posts there. You can follow the library or you can follow individual boards. Do notice if you choose to follow a board with *the multiple pinners symbol*, you are choosing to follow every pinner that has contributed to that board.
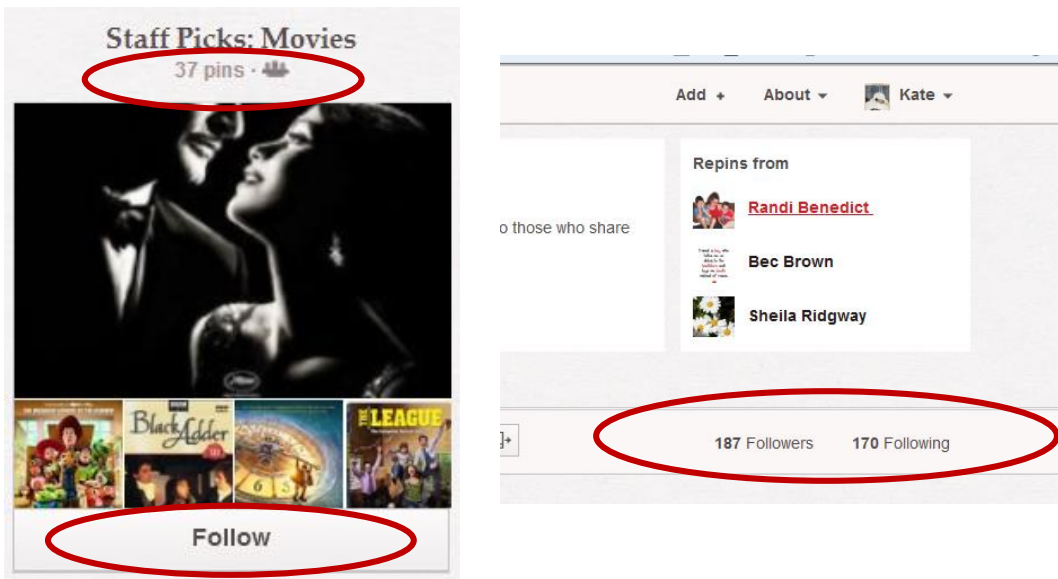
To make Pinterest the most useful to yourself and others, follow best practices when pinning:

1. Pin from the original source.

2. Be authentic.

3. Follow pinners and boards that truly interest you.

4. Give credit and include a thoughtful pin description.

5. Report spam or pins that don't follow Pinterest guidelines.

Where possible, we want to try to avoid tiny or blurry images, pictures with advertising, or images that redirect us to the wrong or inappropriate site. So, here are the top 5 hints and tips to smarter pinning as published by *The Pinterest News Team, June 14, 2012.*

Don't repin everything you see

Contrary to the joke "pin all the things", if the quality of a pin is poor, just don't pin it.

If it doesn't have a description, add one. If the description is poor, inaccurate, or spammy, spend a few seconds tidying it up.

As a rule of thumb, just think of it as an old style photo album. If you wouldn't put the picture in your scrapbook, it's probably not good enough to pin on one of your boards.

Keep your pins organized

Making sure that your pin has the correct description is one thing, but remember to organize your pins as well. Name your boards appropriately – don't call your boards or your pins "stuff" or "pics." Neither you nor your followers will be able to find them or look at them.

Try and spell your image descriptions correctly. Most browsers check that for you now and it shouldn't take much effort. Try not to use abbreviations, and avoid CaPItAls in the wrong places.


Make sure the link is accurate

Check to see where the pin directs you by clicking on the image to the original site or source. Don't pin a picture of a television you like if it links to the local zoo site, and don't send your followers to any suspicious sites such as those adult in nature.

If you're pinning an image directly from a site, make sure that you direct users to the content page it came from and not just the image on its own. Avoid clicking on the image to enlarge it, this removes the surrounding content.

Similarly, try not to put a link to the site's homepage, but include the link to the correct item of content. If something is interesting to someone, they do not want to try to navigate their way to the item from the homepage.
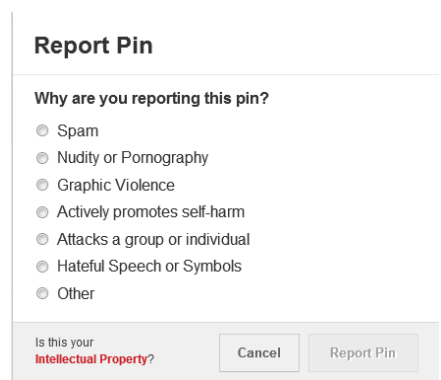
Credit the content owner or source
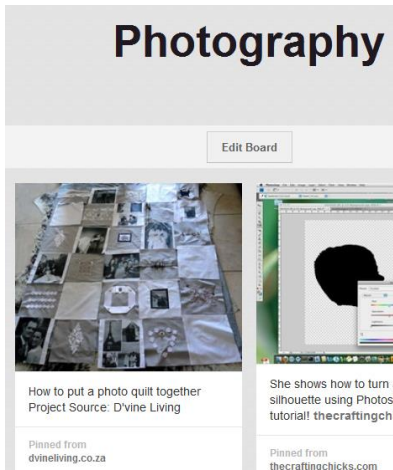
As part of pinning 101, don't just take images from search engines such as Google search. If you're searching for new and interesting pictures, at least click-through the Google search result to the original site. It's frustrating to be directed to the results of a search page instead of a site with additional information.

As in the image to the left, use the description to add the owner of the content. If it's a product, use the opportunity to add the owner's name and give their digital assets credit where is it deserved.

Report spam or dubious content

And finally, Pinterest have included the report spam button on the images for a reason. If an item of content is suspicious, *report it*. If it has fooled you into visiting a website that you didn't want to go to, *report it*. If it's risky in nature, hit the *report it* button without any hesitation.

It's too easy just to get on with your pinning and repinning, but removing these content items will make Pinterest a much better place for all of us.

The Pinterest News Team -- Pinterest News is an unofficial resource for the Pinterest social media site. We are a small team of individuals that share a passion about all things Pinterest, and are proud to be able to collate as much useful information about it as possible, and display it in a single, central place on the web. We hope that you enjoy the site as much as we do. -- The Pinterest News Team