

Doors Open Days

get into buildings!

Social Media Guides



Guide to Pinterest

Pinterest (<http://pinterest.com>) is a social media platform which focuses on sharing images and photographs. As a visual-based platform, Pinterest is best for sharing photos with short captions, rather than long text-based updates. You can upload pins which link directly to your website, as well as share the pins of other users on your Pinterest boards. Topics covered:

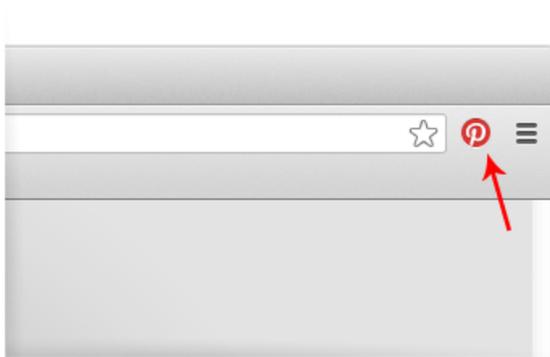
- [Getting Started](#)
- [Creating Boards](#)
- [Adding Pins](#)
- [Repins, Likes and Comments](#)
- [General Tips](#)

Getting Started

After signing up for a Pinterest account, you can begin by following some relevant users. Most organisations will provide links to their Pinterest account (if they have one) on their website, or you can search for users using keywords in the search box on the Pinterest homepage. Once you have followed some users, their “pins” (i.e. photos) will appear in your **Home Feed**.

It is a good idea to install the **Pin It Button** in your browser ([click here](#) to read more) so you can easily add pins to your account. Click the “Install Now” button and the **Pin It Button** icon will be added to your browser’s menu bar. This means you can quickly pin an image from any website without having to upload it directly through Pinterest (this will be covered in more detail in the Adding Pins section).

The Pin It button



The Pin It button for Firefox makes it easy to Pin the inspiri

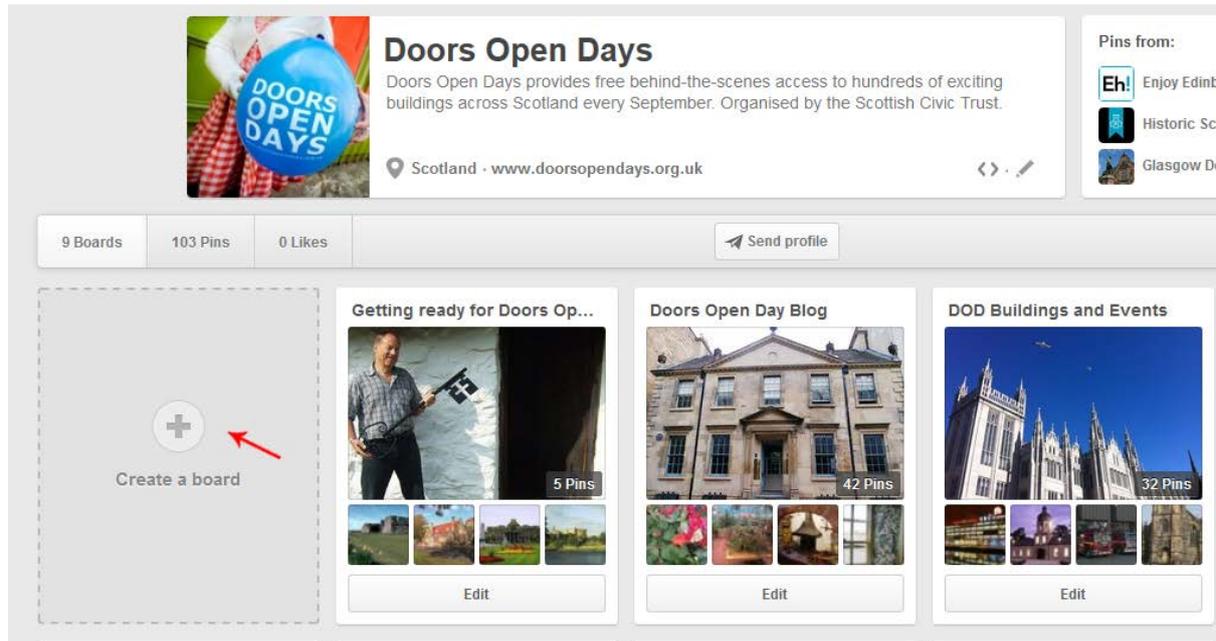
To install it, right click 'Download now', save the file to your and follow the instructions.

Looking for the [Pinterest bookmarklet?](#)

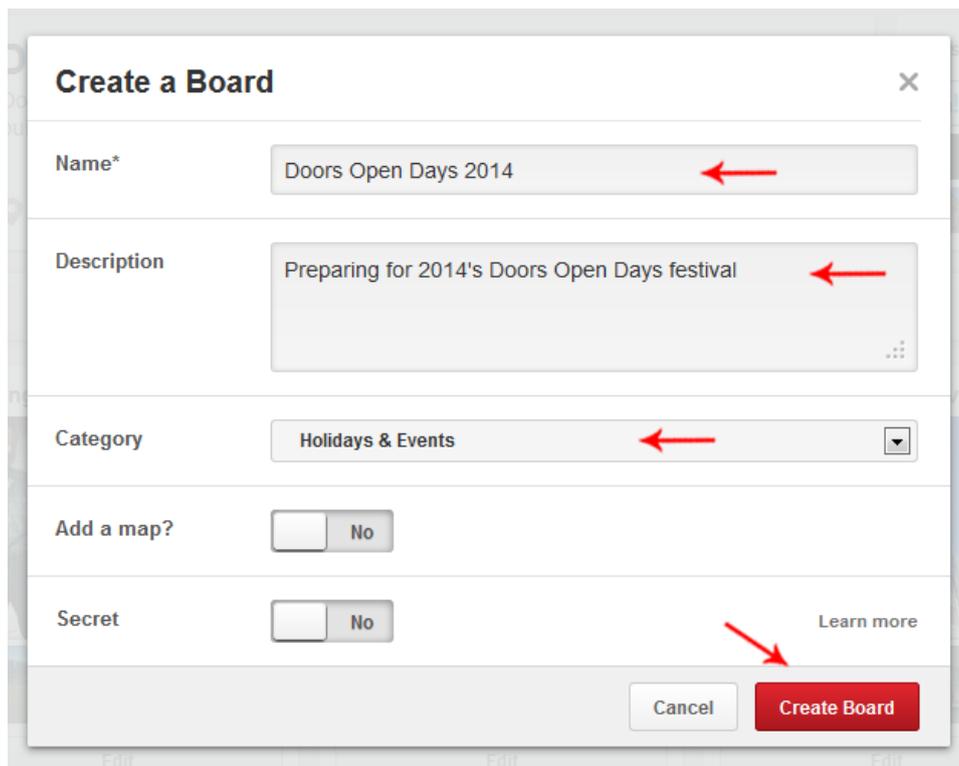
Creating Boards

On the Pinterest homepage, click on your username/profile picture in the top right corner and select **Your Profile & Pins** from the dropdown menu. This will take you to your Pinterest page where you can see all of your boards and pins.

To add a new board, click on the **Create a Board** icon.



This will then bring up a new window where you can add some information about your new board. In the **Name** section add a title for your board, and **Description** add a short summary of the sort of pins which you will be adding to it. For **Category**, you can choose the most relevant label from the dropdown list. You can also **Add a Map** or make the board **Secret** (so only you can view it) but usually for most boards it's best to leave these set to "No". Once you are happy with all the settings, click **Create Board**.



Create a Board ×

Name* ←

Description ←

Category ←

Add a map? No

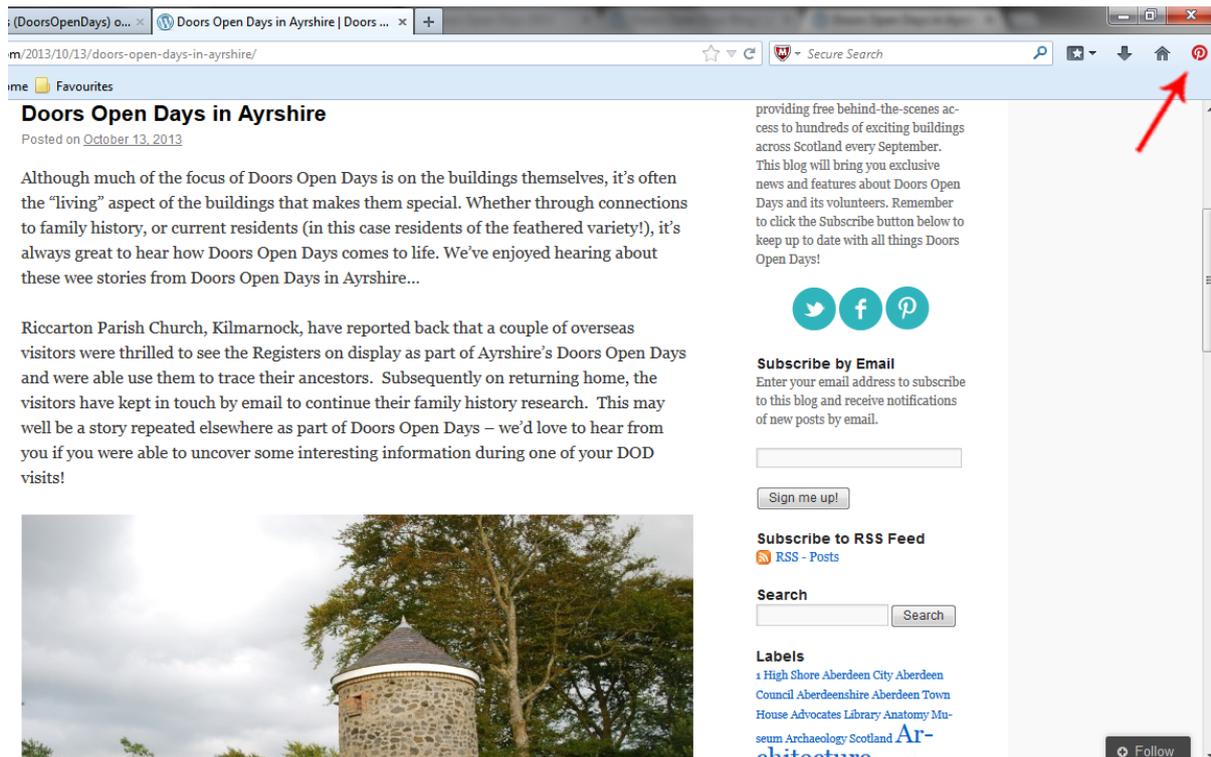
Secret No [Learn more](#)

Your blank board will now have been added to your profile and you can begin adding pins to it. Repeat the process to add in other boards; remember to give them a relevant title and description so users can easily find pins they are interested in. You can have an unlimited number of boards, so it's a good idea to add in a few different ones to help organise different categories of pictures. As well as boards directly related to your own organisation, it might be a good idea to add in ones of general interest to your followers e.g. Doors Open Days has boards titled **Scottish Architecture**, **Scottish History** and **Scottish Civic Trust**.

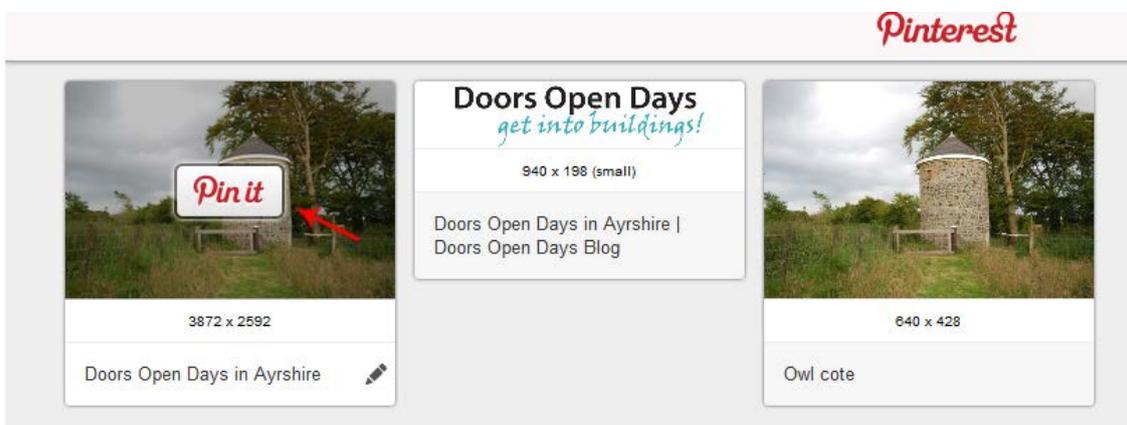
Adding Pins

There are three main ways to add pins to your Pinterest account: pinning from the web, uploading from your computer, and repinning other users' pins.

To pin from the web, you will need to use the **Pin It Button** previously mentioned. Begin by opening the web page you would like to pin from e.g. your website or blog. If the page has a suitable image that you would like to pin, click the **Pin It Button** to bring up a window containing all the pinnable content from that page.

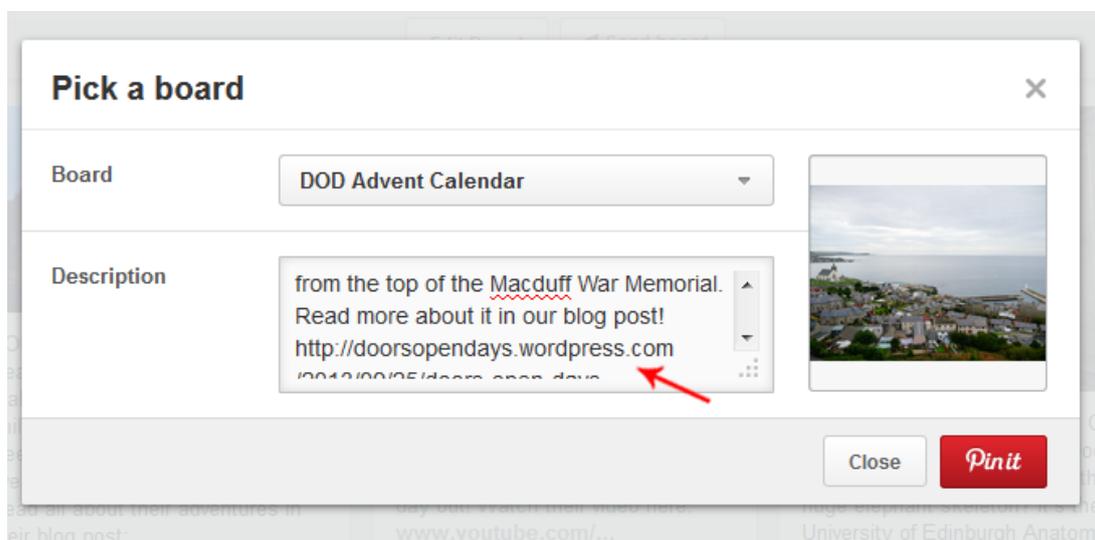


Hover over the image you would like to use, and then click **Pin It** to select the image.



Another window will then pop up asking you to **Pick a Board**. Choose the most relevant board for the photo, and then add a short **Description** of the photo. If possible/necessary add in copyright information too. Once you are happy with all the information, click on **Pin It** and the photo will now be “pinned” to your board. The pin will automatically link to the web page it was pinned from, so users will be able to click on the link and be taken to your blog/website to read more information.

You can also add pins by directly uploading the photos from your computer. On Pinterest, click on your profile and then on the board you would like to add the photo to. Then click **Add a Pin** and choose **Your Computer**. Once you have chosen and uploaded your photo, you will then be asked to pick a **Board** and write a **Description**. As the image has been uploaded from your computer, it will not link directly to any web pages. It is a good idea to add in a link to your blog/website (if it is relevant to the photo) in the description so users can find out more.



The final way to add pins to your boards is to repin content from other users. In your **Home Feed** you will see the updates of everyone you follow, and you can also find pins which will be of interest to you by searching keywords in the search bar, or by browsing through the categories (click the icon left of the search box to bring up the menu). Once you find a pin you would like to add to your boards, hover over it and click the **Pin It** button.



This will then bring up a window where you can choose which of your boards you would like to add it to, and you can also edit the description. You can either keep the description the previous user has added to the photo, or you can add your own. Once you have added all the relevant information, click on **Pin It** to publish the pin to your board.

Repins, Likes and Comments

Just as you can repin photos to your boards, other users can also **Repin** your photos to their boards. This means all of their followers will be able to see your pin, so your photo will be seen by users who do not already follow you. This is a great way to reach a wider audience and have more people click through to your blog or website.

Users can also **Like** your pins if they have enjoyed them or wish to refer back to them but do not wish to add the photo to their own boards. Both repins and likes are a good way to gauge how many people are interested in your content.

Users can also **Comment** on your pins if they would like to ask a question or add in more information. As with all social networks, it is a good idea to respond to comments as promptly as possible. You can also comment on other users' pins in the same way.

General Tips

As Pinterest is an image-based platform, choose the best quality and most visually appealing images you can. If you have written a blog post containing lots of great pictures, be sure to pin them all so users will see the photos and then be more likely to click on the link to read the full post.

Organise your boards well so each different topic has its own board. This makes it easier for people to browse through your pins. The boards you create will be dependent on the type of content you would like to pin, but you may wish to add boards for a particular event or theme, have ones for different years/seasons, organise by place or type of building etc.

It's a good idea to pin content from other users/other websites as well as your own. Sharing pins that they may be interested in will keep your followers engaged, at the same time as being able to promote your own content. Just make sure the pins are relevant and suitable for your organisation.

Be careful when repinning content from other users, especially if the photos link to another website – make sure to check the website is reputable before pinning. As with all social media, make sure anything you are endorsing is relevant, safe and appropriate for your audience.