PINTEREST PRO TIPS

Pinterest is a great way to visually organize your own original content — such as articles or lists that live on Tumblr and videos on YouTube — as well as the content which you curate from across the web. The catch is that whatever you choose to share must be accompanied by an image, a video, or a graphic. Your Pinterest brand account will be comprised of pins organized into themed boards.

PROVIDE CONTEXT AND ADD LINKS
Pair your visuals with descriptive captions and make sure pins link to a related page, such as the original location of your graphic, a website with more information about your brand, or an external page with details about the subject of your pin. Use pins as opportunities to drive traffic to your Foursquare lists, Tumblr posts, and YouTube videos to showcase your other accounts across the web.

BE BRIEF WITH CAPTIONS
A picture is worth a thousand words; don't add a thousand more. Keep your captions to the length of a tweet, adding a hashtag or two if relevant.

DON'T OVERWHELM THE FEED
Pins will populate your followers’ feeds in real time, so stay relevant by posting several times a week. That said, followers will notice when you add all of your pins at once, so make sure to add pins throughout the week rather than all in one day.

TRACK YOUR AUDIENCE ENGAGEMENT
To get a sense of what your audience likes, track the number of followers your boards get over time and how often your pins are pinned or liked by others. Revisit old pins and clean up boards with low engagement to keep them fresh and optimized.

REPIN AND LIKE OTHER PINS
Search for pins related to your brand and “like” or “repin” them; you’ll be letting Pinterest users know you’re out there — and hopefully gain more followers — while curating great content you can add to your boards.

USE PINTEREST PLACE PINS
Boards that contain pins relating to specific places around campus or the globe should have place pins enabled so that they are visually displayed on an interactive map. We use place pins for our Campus Crawl board, among others, to add geographic context for our followers.

OTHER RESOURCES
- Pinterest Training Video
  BY GROVO
- Pinterest Basics
  BY PINTEREST
- How to Use Pinterest for Business
  BY HUBSPOT
- Pinterest Help Center
  BY PINTEREST