



## 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.



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.

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

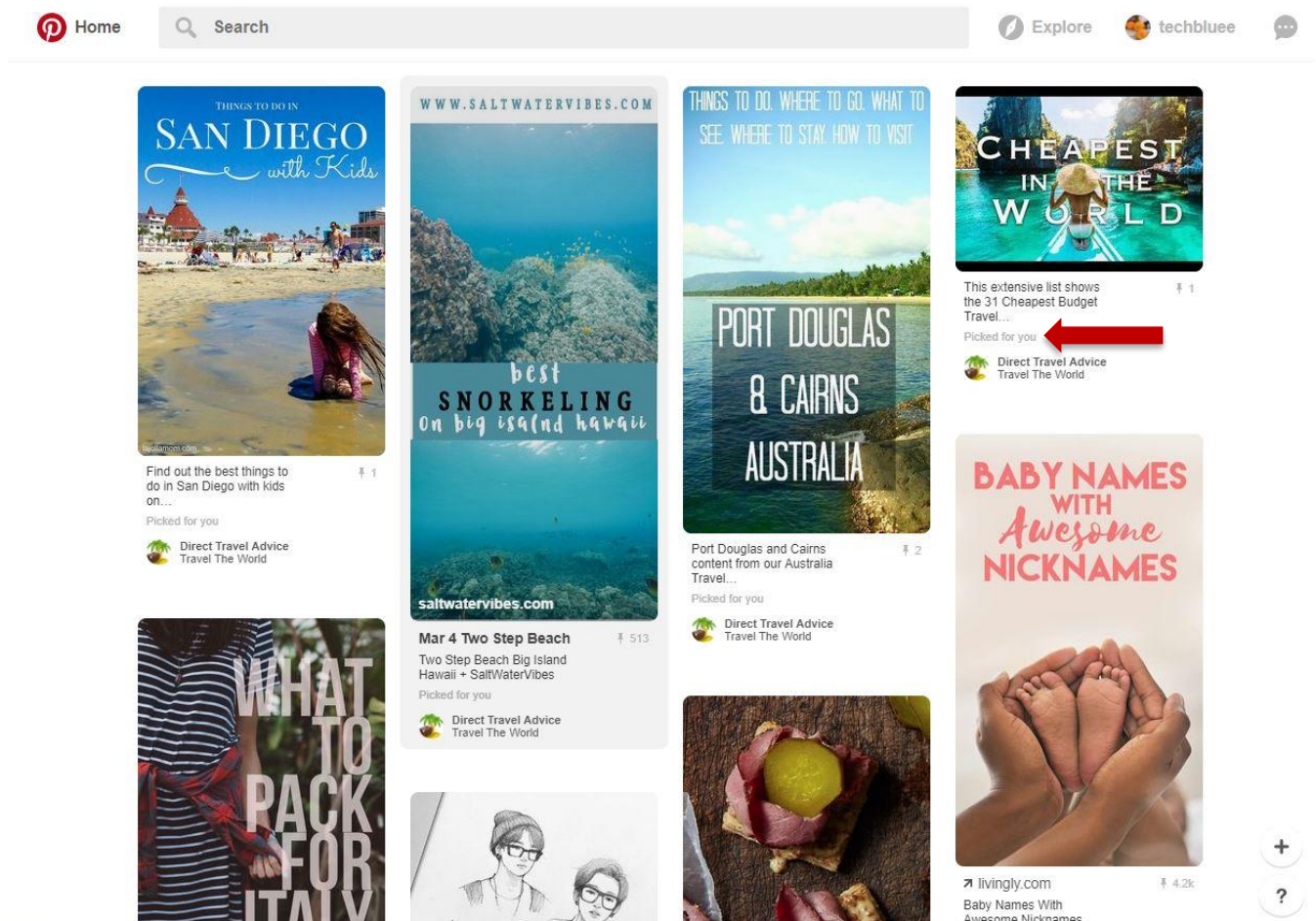
You don't like a particular recommendation on your feed? Unsubscribe.

<https://help.pinterest.com/en/articles/opt-out-picked-you-pins>

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


### 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?).

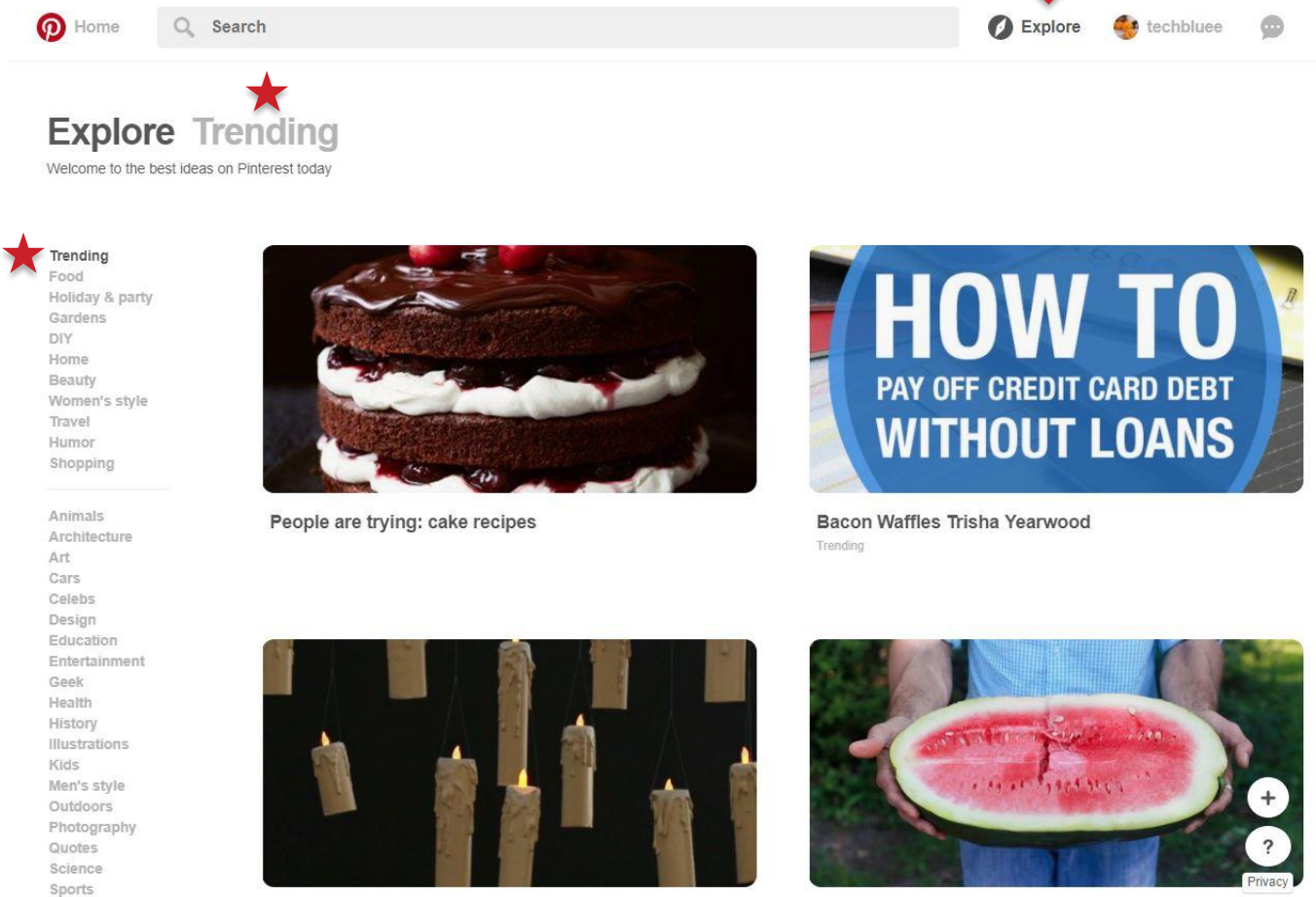


## Explore

But wait, how do I discover cool new things? Ok. Do you see a compass icon and "Explore" on the right side of the page?

It should look like this: 

Click it!



On the right side 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). ★

If we were to click on a different category, for example "Science" then there are at least four different sub-categories, which we could explore (from my example there is Jupiter, Environmental Science, etc.).

# Explore Science

Welcome to the best ideas on Pinterest today

- Trending
- Food
- Holiday & party
- Gardens
- DIY
- Home
- Beauty
- Women's style
- Travel
- Humor
- Shopping

- Animals
- Architecture
- Art
- Cars
- Celebs
- Design
- Education
- Entertainment
- Geek
- Health
- History
- Illustrations
- Kids
- Men's style
- Outdoors
- Photography
- Quotes
- Science**
- Sports



**Jupiter**  
Popular



**Environmental Science**  
Picked for you



+  
?  
Privacy

If we scroll down the screen a little bit, we can see "Even more ideas Explore all the latest Pins in Science".

- Architecture
- Art
- Cars
- Celebs
- Design
- Education
- Entertainment
- Geek
- Health
- History
- Illustrations
- Kids
- Men's style
- Outdoors
- Photography
- Quotes
- Science**
- Sports
- Tattoos
- Tech
- Weddings


## Even more ideas

Explore all the latest Pins in Science



Hydnellum caeruleum 1.2k  
Laurie Walton mushrooms

Grey Moonstone  
Confidence + Security



Uncovers parts of the self that we know least about. Personal growth. Encourages moving into the unknown with perception.

Extremely protective stone especially for travelers. Balances women's hormones in line with lunar cycle.

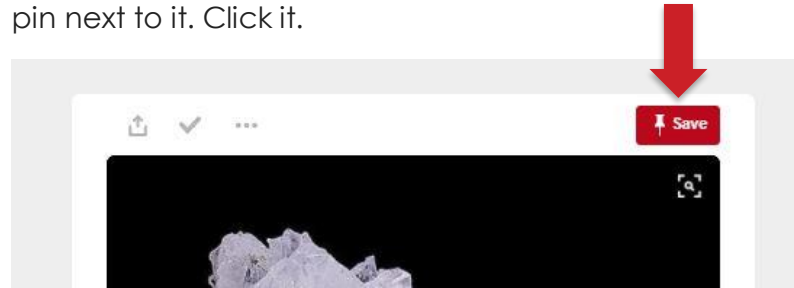
+  
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Privacy

## Pinning

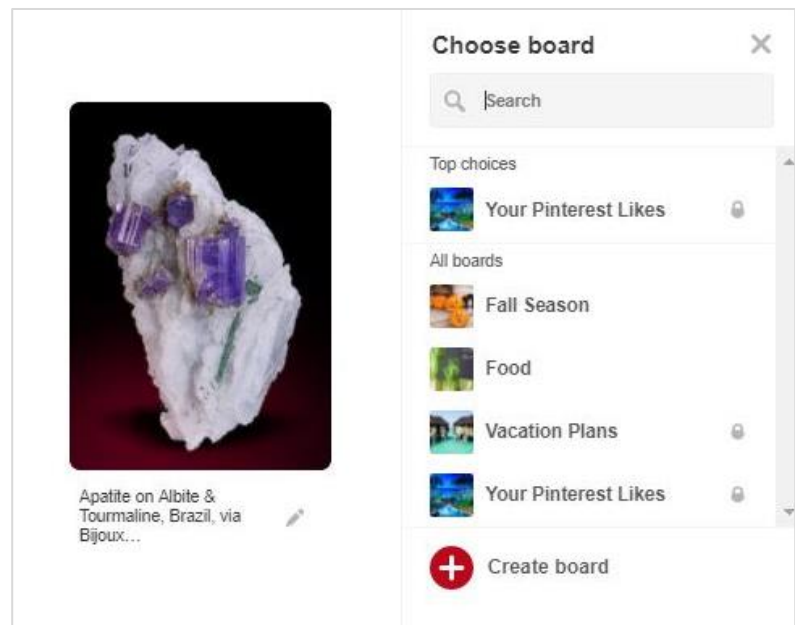
I found a pin I like (see an example of a rock below). How do I add it to my board?



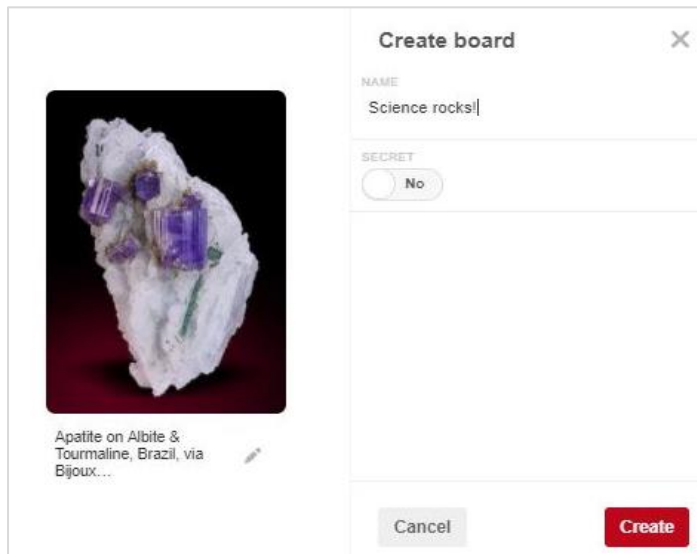
You will see on the top right side it will say "Save" and a pin next to it. Click it.



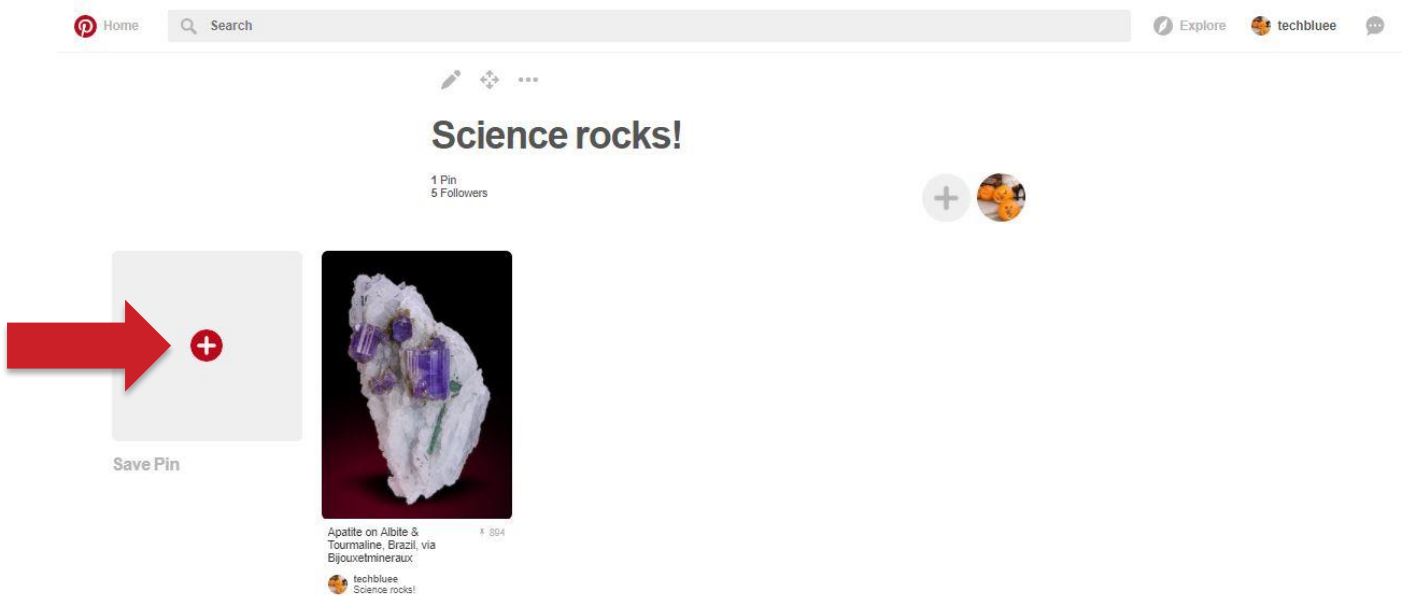
Another menu screen will pop asking you where you want to save your pin. Because I already have a few boards created, I will see a list of my boards. I can choose to add it to an existing board or create another one.



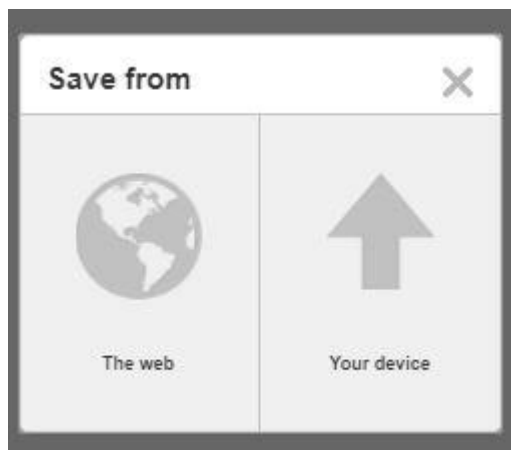
Also, if you just started out (created a brand new Pinterest account) then you will need to create a board by clicking the "+ Create board" button. What that will do is give you a different screen asking you to name the board and save it as a secret or public board. Selecting "No" will make the board public. Selecting "Yes" will ensure that you are the only person who can view the board (when logged into your account). You can also edit the information about the new pin by clicking the tiny pencil icon. Name the board and click "Create". (The "Create" button turns from gray to red once you name your new board). The new pin will automatically be added to the board.



If I chose to go to the newly created board this is what I would see:

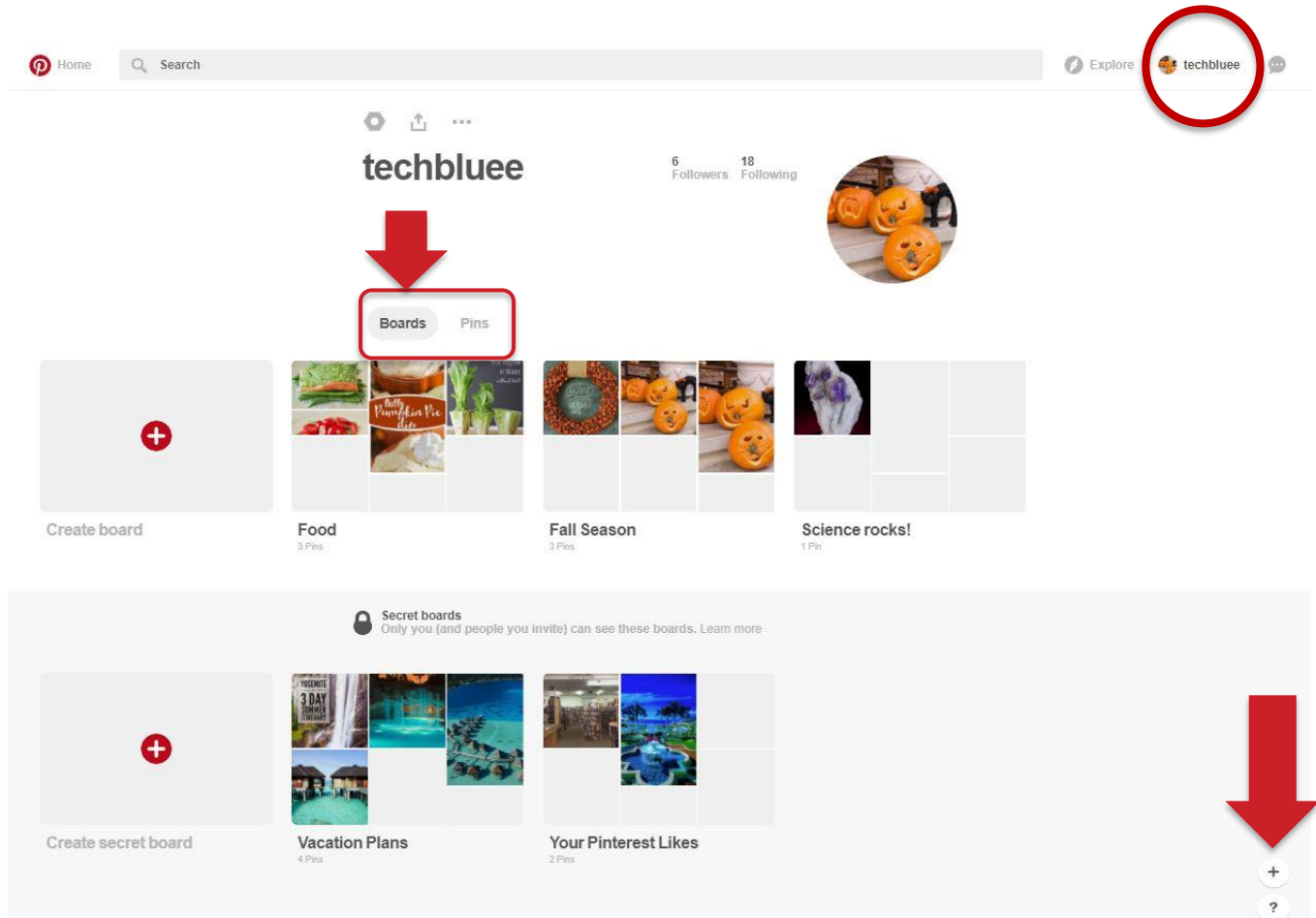


If I click to add more pins from this screen, I will be prompted to:

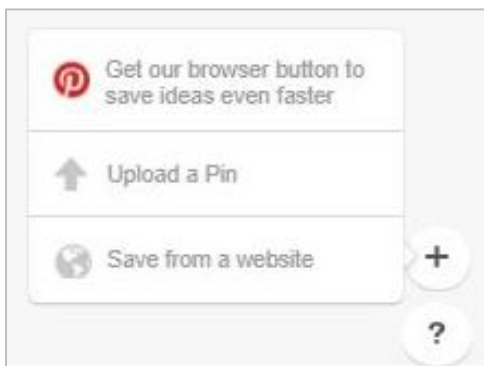


## All my boards

How did we go to see the boards? Well, 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.

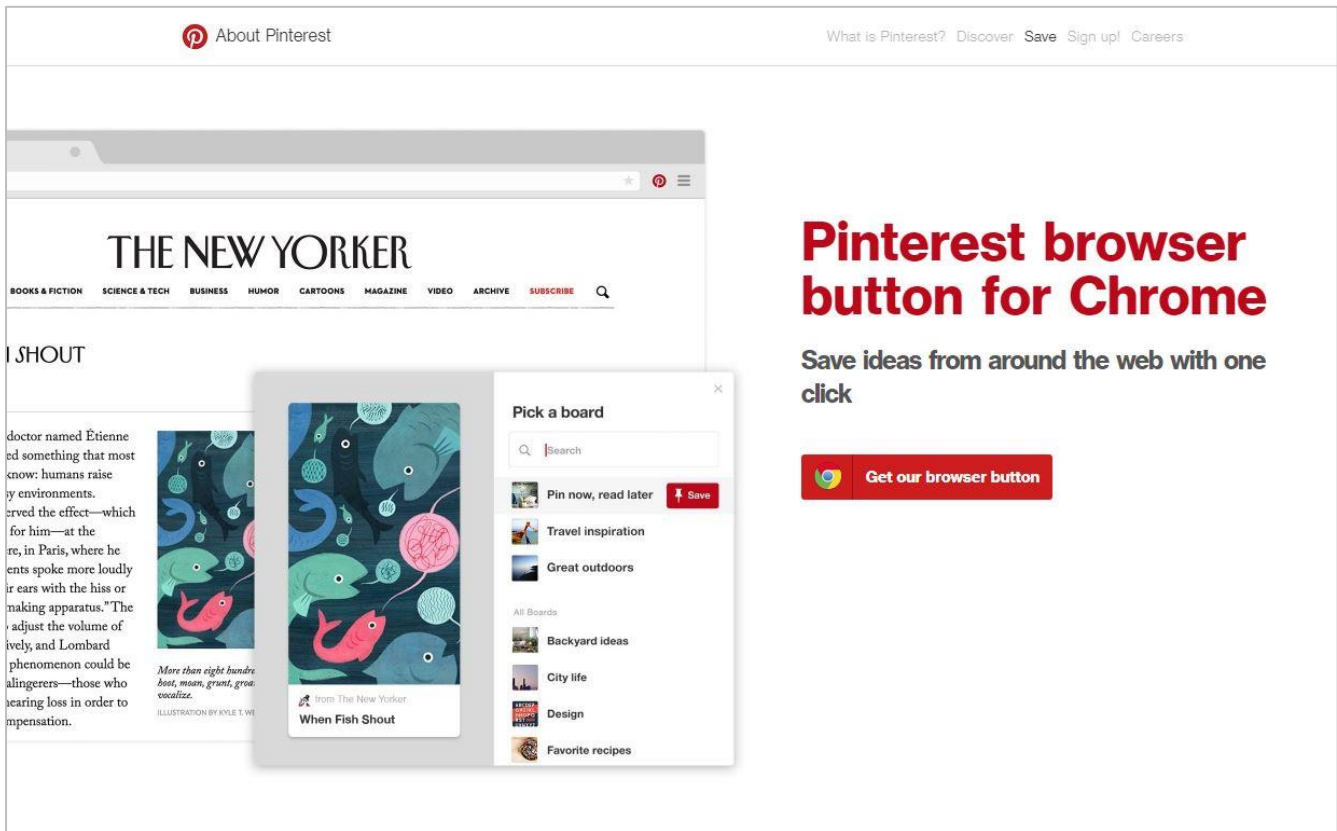


We can add more pins by pressing on the + sign at the bottom right corner. This menu appears:



## Pinterest button

The best way to save the pins we find by browsing the web is to install an extension button:  
<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 dial 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.

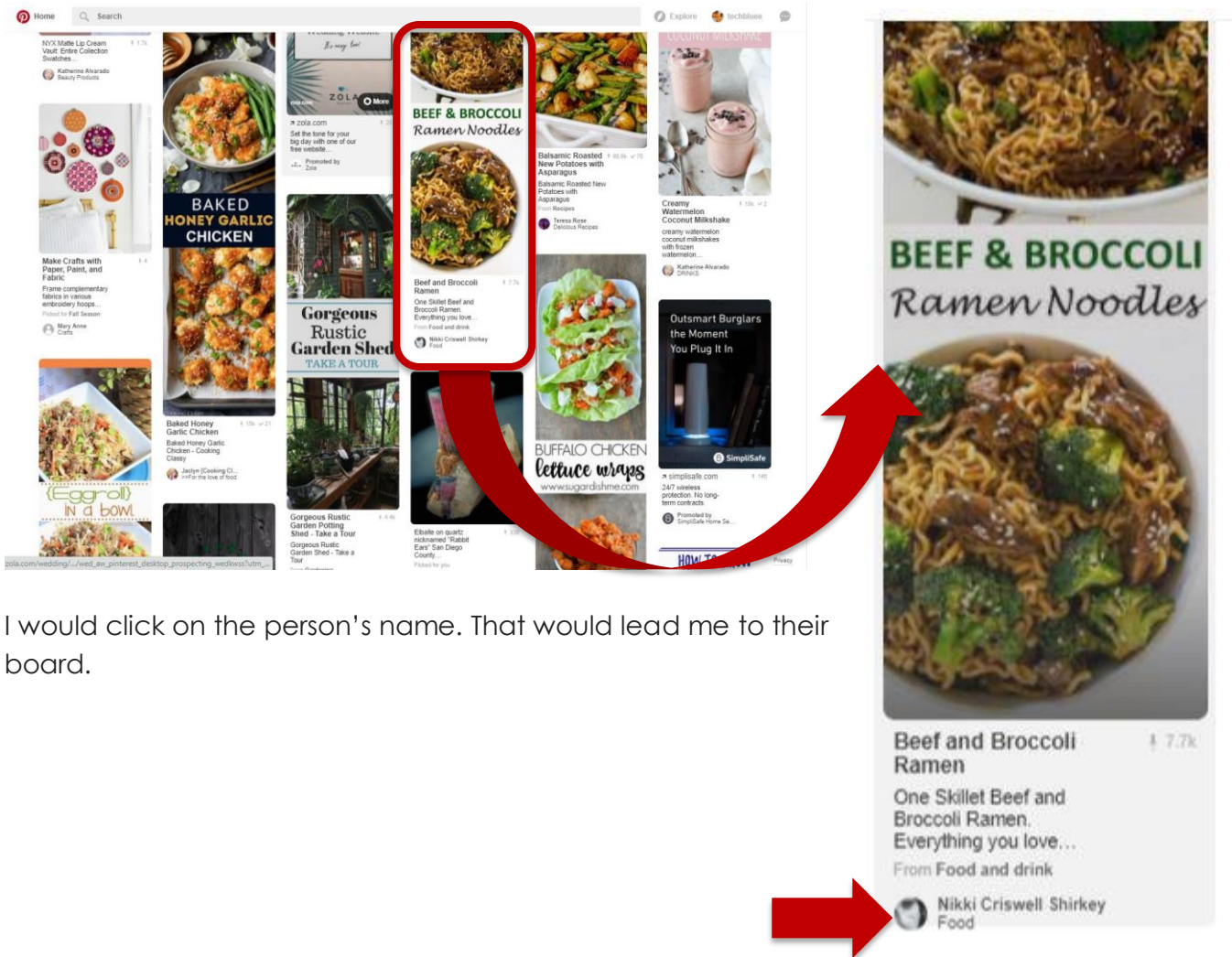


Personally, I have set up my Google Chrome Browser to synchronize all of my bookmarks and extensions so anywhere I go, my extensions go with me. I could show you how to do this, but that is another lesson all together. 😊 If you are interested in learning about synchronizing your Google account, try exploring on your own. It is fun! Visit:  
<https://support.google.com/chromebook/answer/2914794?hl=en>



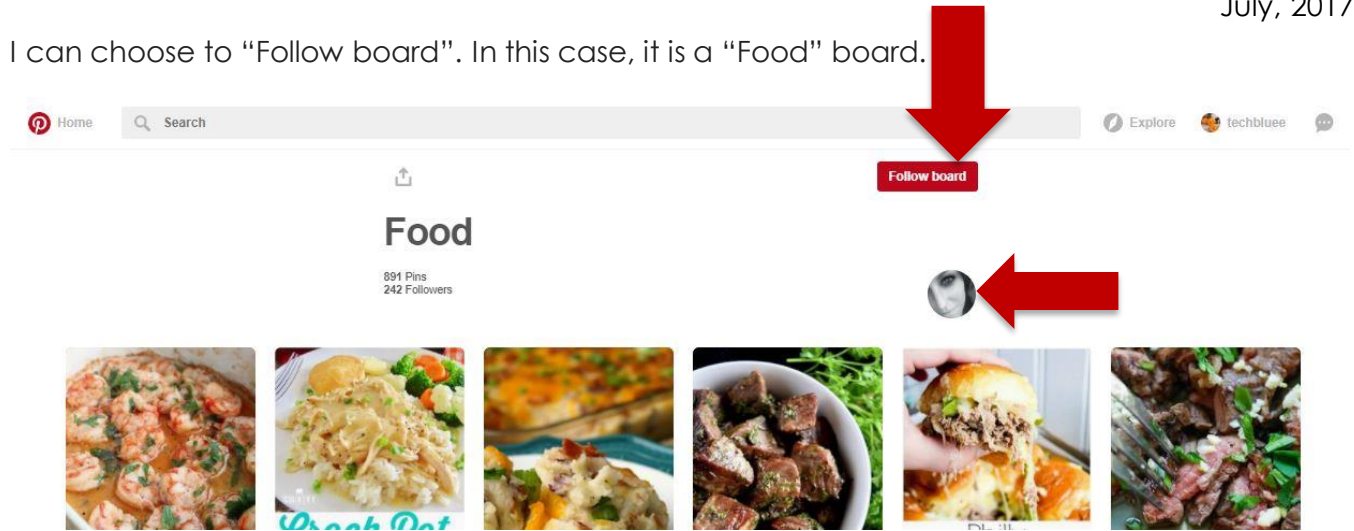
### Follow other boards (or people)

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



I would click on the person's name. That would lead me to their board.

I can choose to "Follow board". In this case, it is a "Food" board.



Alternatively, if I click on the person's picture I would be redirected to their account and can follow all of their boards.

