



Checklist 19 - Pinterest Content Creation

Project Name: _____

Date: _____

Before you begin connecting with people on Pinterest you need to add some interesting and relevant pictures to your profile page as this is where someone will visit to see what kind of stuff you are posting. If they visit your profile and you have no profile image and very few posts that aren't related to anything they like then why would they be interested in following you? If your profile has a nice picture of you and you have a number of posts that interest them, then they are more likely to feel that it's worth following you.

- | | Yes | No |
|--|--------------------------|--------------------------|
| 1 Download the Pinterest App | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Add the Pinterest app on your phone so you can add posts or check activity on the go</i> | | |
| 2 Add the Pinterest Chrome Extension | <input type="checkbox"/> | <input type="checkbox"/> |
| <i>Click on the + button in the bottom right corner of your profile page. Once you've added this you will then be able to add images to your Pinterest profile quickly and easily whilst you are browsing the internet</i> | | |
| 3 Go to https://pixabay.com/ - This is a site full of images that are free to use | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Hover over an image and you will see the Pinterest save button appear | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Click on the button and a new window will open where you can choose which of your Pinterest boards you would like to add it to | | <input type="checkbox"/> |

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(If you haven't yet created a board then see below)

- 6 Add widgets to your blog or website

Below the + icon in the bottom right corner you will see a ? symbol

- 7 Click the symbol and click create widget

- 8 Create a Board on Pinterest

Boards are where you save and organise your pins. You can have lots of different boards related to different interests. For example you might have one board about Facebook Marketing and you might have another board related to Twitter Marketing and each board contains only pins related to that topic.

- 9 Click on the Boards tab and the + icon to create a new board

- 10 Enter the name of your board

- 11 Choose whether you want this board to be secret or

Only you (and anyone you invite) can see secret boards. When you save a Pin to a secret board, it won't show up anywhere else on Pinterest

- 12 Click on the pencil icon at the top to edit your board

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13 Write a brief description about your board

14 Choose a category

15 Choose whether it's a secret board or not

16 Invite other people as collaborators to this board

17 Invite people to join this board

You can also add collaborators by clicking on the + icon next to your profile picture and invite people that you are connected with on other social media platforms

18 Create Sections in your Boards

You can organise pins in your boards even further into sections. For example, if you had a board for all your favourite recipes, then you could organise these recipes into different sections within that board such as;

Breakfast recipes

Lunch

Dinner

Desserts

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19 Create Pins

Click the camera icon to upload an image from your computer or drag and drop an image into it. You can also use Canva to create Pinterest image posts using ready-made template here:

<https://www.canva.com/templates/social-graphics/pinterest-graphic/>

20 Add a website URL that this pin links to

21 Add a description

*You can also upload a pin and save it from another site by adding the URL
Once you've added your pin then click done
Then choose which board you would like to add this pin to and click save*

22 Add to tries

*When you have pins that may be of recipes, places, activates or experiences then you can let people know that you've tried them. Click the tries tab and then click add next to those you've done or tried
Whenever you create a post aim to create an attention grabbing, intriguing, controversial, emotional headline. Something that grabs someone's attention within the first few words*

23 Add emojis

Sometimes emojis can help your post stand out but be aware that some people love emoji's whilst some people can't stand them. If you're on a computer and want to easily add emojis then go to <https://www.emojicopy.com/>

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