



Succeed with Social Media

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Social Media: Pinterest

Unlike social networking sites such as Facebook and Twitter—though similar to Instagram—Pinterest is used almost exclusively for sharing photos. However, the online social tool is used by a variety of people in different ways. For example, some businesses use it to provide educational information whereas others use it to promote their products in fun and interesting ways.

While it may seem overwhelming at first, building and maintaining a Pinterest profile can take your business to the next level and play an important role in its success. This article offers tips and strategies for doing just that.

Definitions and Examples

The first step to understanding Pinterest is learning the language. Here are some of the basics:

- **Follow:** On Pinterest, you follow someone to see the things he or she is pinning, or a specific board of his or hers. This is not a reciprocal relationship like some other social media sites—each party can choose whether to follow the other.
- **Pin:** A pin is a post of your own or a repost of someone else's original pin. You pick a board to post it to, and you can add a description to the image you are posting, such as the link to where the image is from, or a description and a link to the article that the image is from.
- **Board:** You can create different boards for grouping your pins together more easily. For example, if your company is a winery, you might have a board for pinning pictures and links to different places in the area that offer your wines. Then you could use another board for pinning different images and recipes that your wines could be used in.
- **@Username:** This is how Pinterest displays your username. For example, your company Pinterest name could be **XYZcompany**. If a customer wanted to reach out to you, he or she might comment on one of your pins or on another pin with '**@XYZcompany, please tell me more about your services.**' You will then be notified that you were mentioned.

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The content of this document is of general interest and is not intended to apply to specific circumstances. It does not purport to be a comprehensive analysis of all matters relevant to its subject matter. The content should not, therefore, be regarded as constituting legal advice and not be relied upon as such. In relation to any particular problem which they may have, readers are advised to seek specific advice. Further, laws may have changed since first publication and the reader is cautioned accordingly.

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Creating and Maintaining Your Pinterest Presence

Before you do anything else, you must create a Pinterest account. When building and maintaining your profile, consider the following best practices:

- Consider a verified business account at <http://uk.business.pinterest.com>. This allows you to link your Pinterest account with your official website and use additional types of pins.
- Feature a profile photo. Profile photos are the first thing people see when searching for your company or viewing your profile. Even if it's just your logo, you'll get more traffic on your page with a photo than without.
- Follow others to build your network. Don't assume others will just find and follow you. When you create your page, follow everyone you can think of (not only clients and employees, but also friends, family and other colleagues). As you meet new people or do business with new companies, follow them to continue to build your network.
- Post/pin images with links to articles and job postings, and share updates to increase your visibility. Carefully choose the content you pin. Once you've posted or pinned multiple times, you can use the activity of those posts (comments, repins, likes, etc.) to determine what types of content are received well and which types draw little activity.
- Make it easy for users to interact with you. If you are mentioned somewhere, answer back.
- Interact with others. Use Pinterest to explore other people's pins and boards. Be aware that interacting involves more than just updating your own page and sharing your own pins. Pay attention to what others are pinning and get involved.
- Pay attention to your follower statistics. Pinterest offers a free Web analytics tool to show you which pins have been clicked the most. There is also a pin calculator available at www.pinterestplugin.com/pincount that can check your pin count on pages or blog posts. These tools can help you track the changes in your followers over time, and show you how well your pins are being received. This information can help you keep an eye on your page and track what you are doing well and what could stand for improvement.

Put Your Business out There

Even if business is booming and you think you don't need social media, don't rule it out. Any business can benefit from using Pinterest. It doesn't just increase your company's visibility and help attract new clients—it can also help you find new talent and connect with other companies within your industry.

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