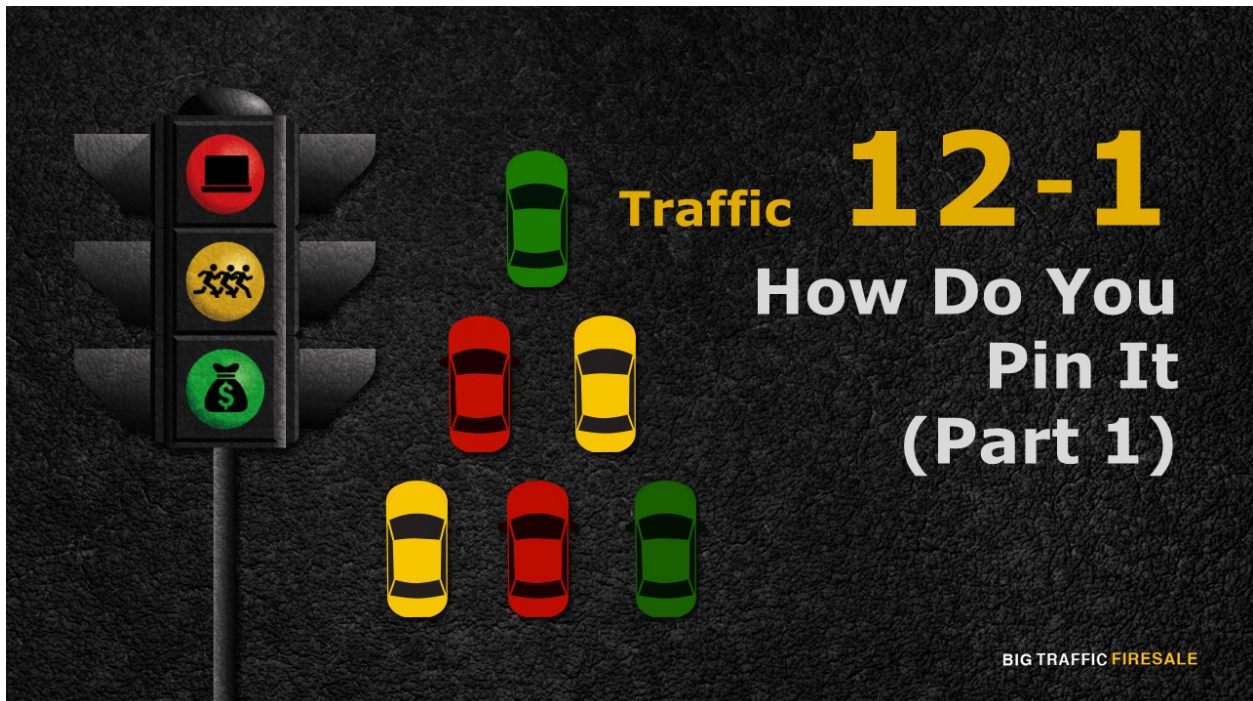
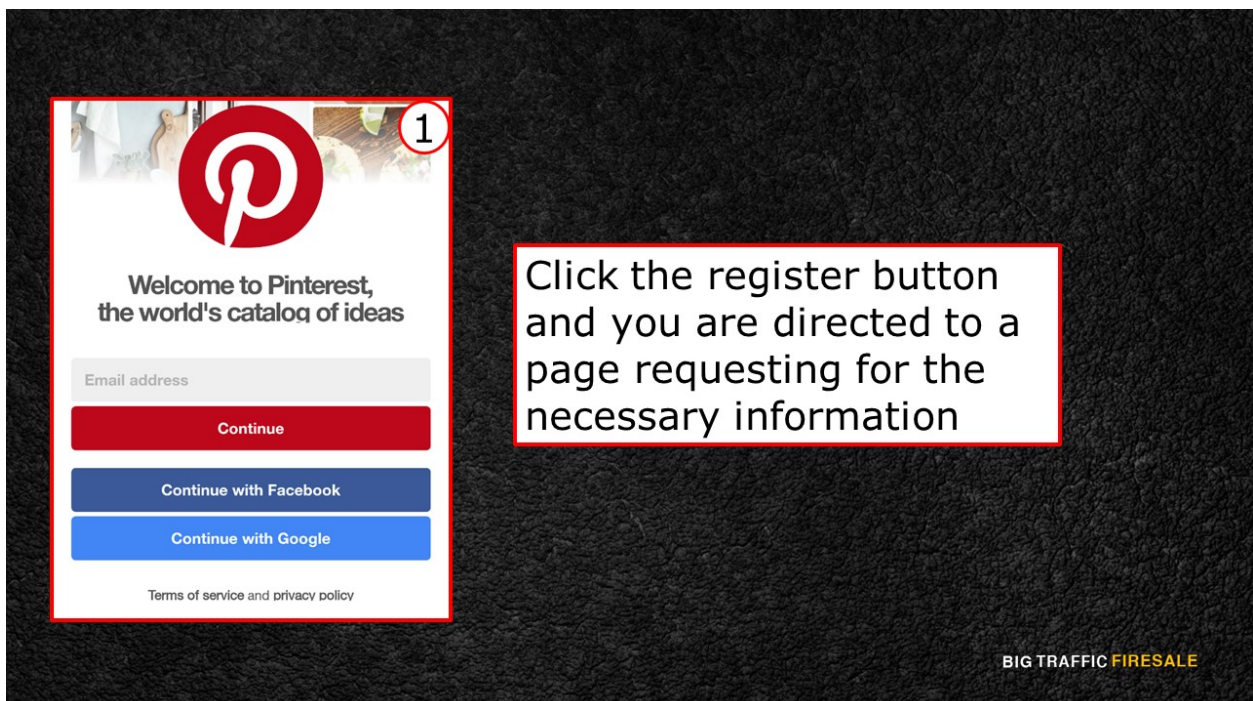


12-1 - How Do You Pin It (Part 1)



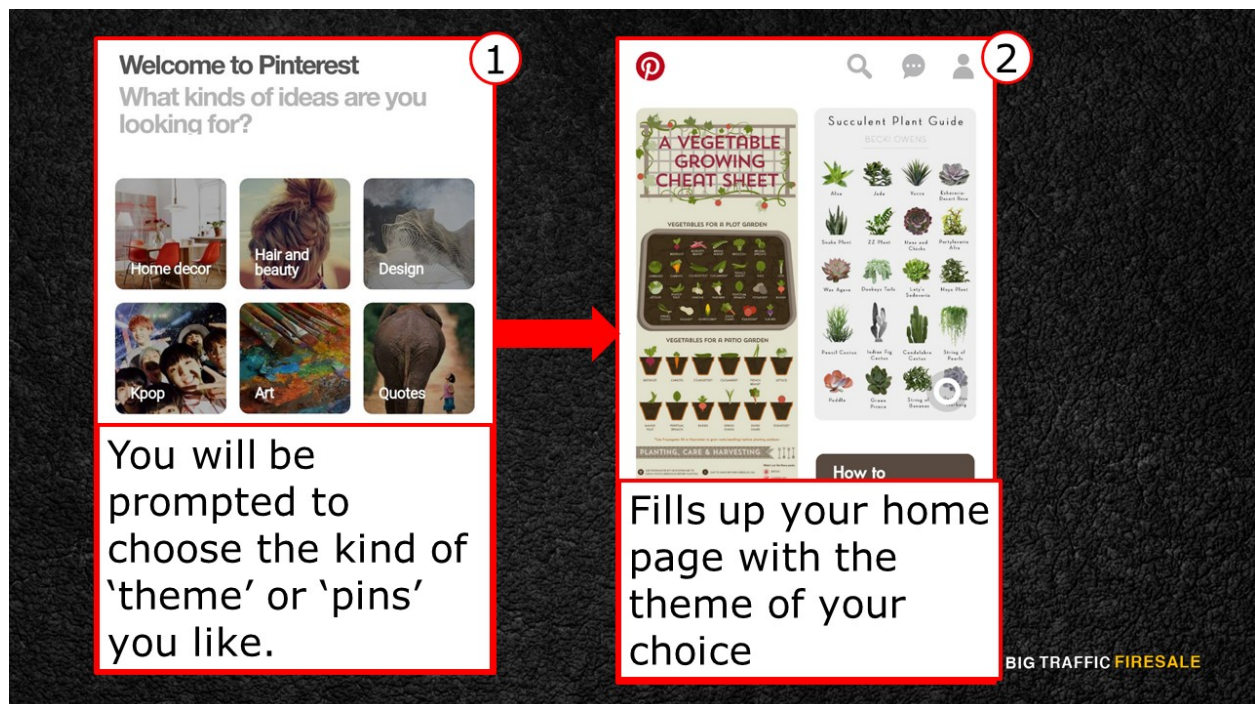
S1: Hello and welcome back, in this module you learn how to set up your Pinterest account and start pinning!



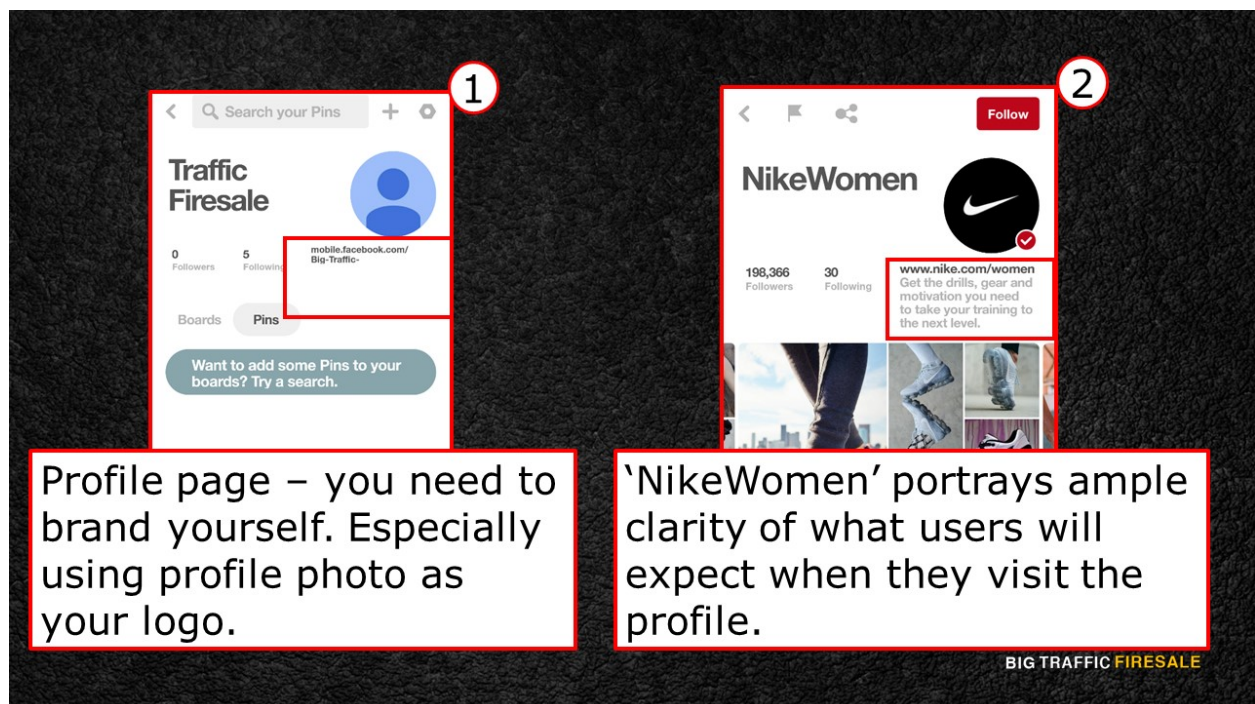
S2: Like any social network application, you need an email to register.

Click the register button and you are directed to a page requesting for the

necessary information.



S3: Once you've filled in the required fields, you will be prompted to choose the kind of 'theme' or 'pins' you like. Pinterest automatically fills up your home page with the theme of your choice.



S4: Then you are directed to your profile page.

It's a simple page as you can see from this image. The most important thing you need to do is brand yourself. If you are an online business, make sure you put your business's logo and relevant branding photos your business has, as the profile picture.

Then, fill in the 'About' section of your profile. For example, we have 'Nike Women'. As you can see, they shared links of their main website to direct traffic to it. Below it is the description of their Pinterest account. Supposedly, you will find the equipment and motivations you need to push your training to the next level. It portrays ample clarity of what users will expect when they visit the profile.

That is an example on how you want to describe your Pinterest profile.

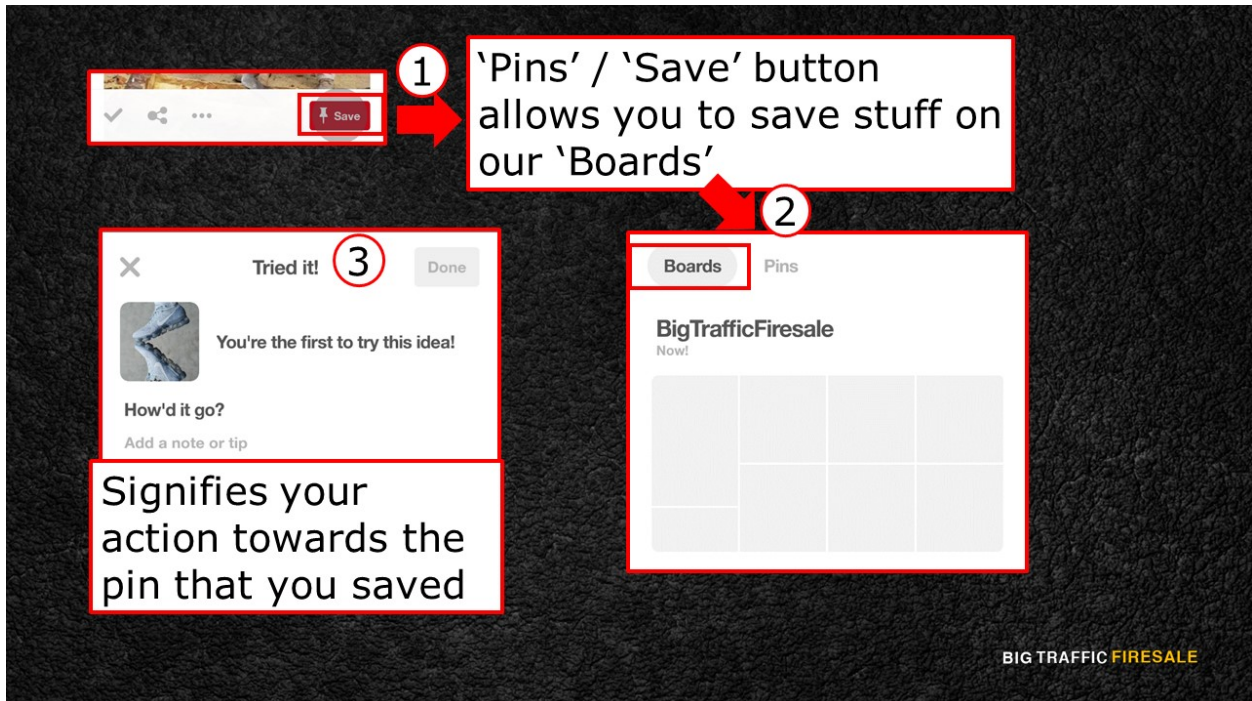
Slang Of Pinterest

- ▶ Your boards can be anything so long as you labeled them according to your objective
- ▶ It is crucial for you to understand that Pinterest's search is based on keywords and tags.
- ▶ For example naming boards either, 'Recycling 101' or 'Recycling Act Around The World". Both titles contain the subject matter of your profile, which is recycling.

BIG TRAFFIC FIRESALE

S5: To take it up a notch, all you need now is to create your own boards. Your boards can be anything so long as you labeled them according to your objective. There are no black and white rules on how you want to name your boards but it is crucial for you to understand that Pinterest's search is based on keywords and tags.

Say for example your business provides recycling services and one of your board is labeled, 'Recycling 101' or 'Recycling Act Around The World". Both titles contain the subject matter of your profile, which is recycling. When users look up recycling ideas, your boards are shown in the search list.



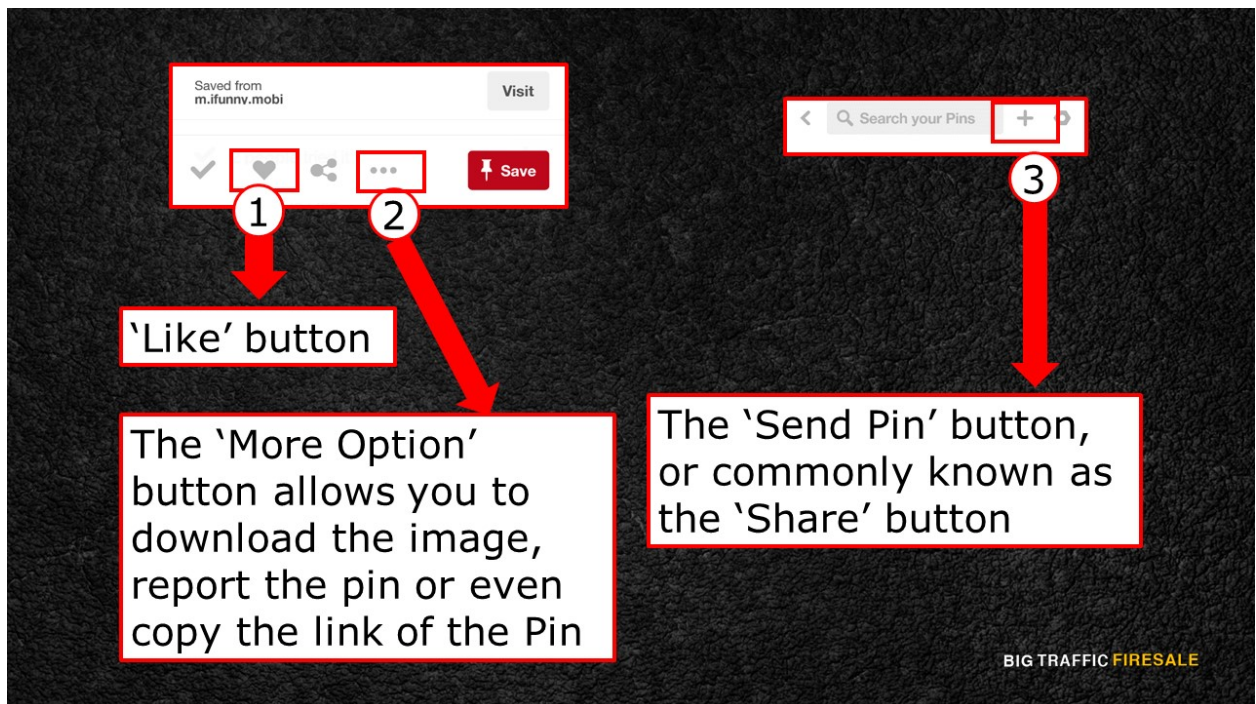
S6: Notice how most social network hub has its own unique interface and user options? Some of them coincide with others, but some are exclusive only to them.

So, before setting up your own Pinterest account, here are some of the unique 'slangs' you need to be familiar with. This helps you to utilize and optimize Pinterest.

The key factor of Pinterest is its 'Pin' and its 'Board'. The idea is to provide you with a virtual board which you can pin anything endlessly. The 'Pin' or 'Save' button will allow you to save interesting stuff you can find in Pinterest onto your 'Boards'.

You can create multiple boards in Pinterest and name them accordingly.

Another unique option for Pinterest is the 'Tried it' button. It signifies your action towards the pin that you saved, whether you've tried it or not.



S7: The common options in Pinterest is the 'Like' button, and the 'More Option' button allows you to download the image, report the pin or even copy the link of the Pin

Finally, the 'Add Pin' button, or commonly known as the 'Add' button.