

# How we Pinterest

Session notes to Britmumslive – June 2012

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No one wants **obscurity**- whether you're a brand, business or blog trying to make money or a blog doing it for fun. We all want to be read or seen. If you understand and can work with Pinterest you can harness the massive **traffic** it generates to be seen.

## Top 5 tips

1. Fill out the **description box** so we know who you are. It's just like the Twitter description it's how we know about you and your personality. Nothing there? Why would I want to know more about you.
2. No empty boards. Better no board than an empty one in the above the fold section. If you have over 10 boards we would have to scroll down to see the empty board, if you have it at the bottom. ( hint!) **Populate your board with a minimum of 5 pins .**
3. **Rearrange your boards so the popular, seasonal, who you are boards are upfront.** As you get to 20+ boards we will be scanning your boards. There's no time to search for which boards we like. If we can't see them quickly we click away. Entice us up front.
4. **Link to where you are** ( FB, Website, Twitter) If we like your boards we'll love to come visit you. Plus it offers social proof
5. Think **keywords** when naming your boards.

## Strategy

We love hanging out with our friends at the coffee shop- all day but we also know it's not productive. Fun but not good; like any social media decide on how long you'll use it, whether you should use it and switch it off. Timers are good.

Pinterest is new and changes. Change with it. Keep up to date.

Unlike, FB your Pinterest board can show your personality mixing personal, business and casual because people choose individual boards and don't have to follow the entire profile. That's good! You show your authentic self.

Be consistent. Try Pinterest for a good month or two before deciding either way about how you will use it. It's a long term activity. As with all new things there is a learning curve and what works for one many not work for another.

Test.....learn.....Test...discard...learn...test. Read articles relevant to your area on blogging, hobby blogging, photography, food, video, brands, business and get creative. Start with the [BritMums –How we Pinterest board](#).

Plan- When your pin goes massive and they come to your blog/brand are you ready for them? What have you got to offer so they come back again or stay?

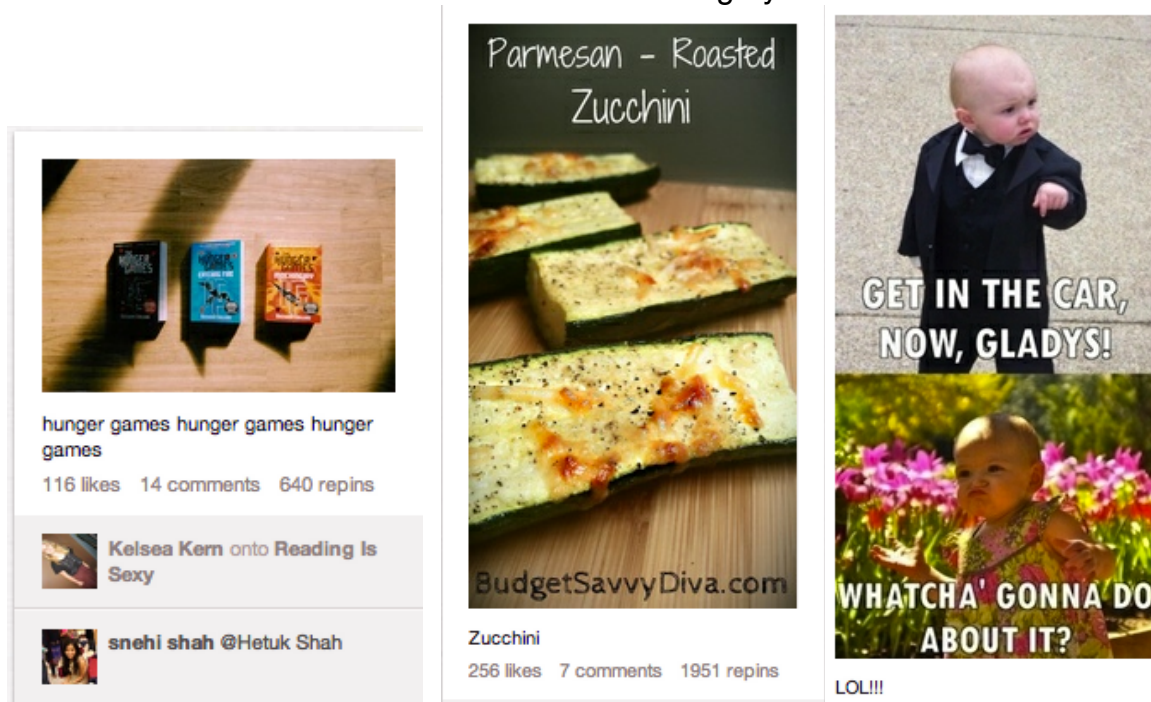
Getting to 100, 000s of followers generally doesn't happen overnight and often they have lots of strong networks and friends. Get networking. Large followings can happen at the beginning of the latest new thing....( hint!)

## Pins

- Space out your pins. Flooding the stream on the same board isn't fun to watch. Little here, little there.
- Pin your own stuff and others. More others than your own.
- Watermark your pins use- pic money or your favourite photo site/software

## Content

- Pinterest takes images, audio, video and text. Use them all. Be creative.
- Quotes, inspirational, humour, trending topics, Before and after shots, seasonal items are really popular.
- Video is underused but has its own category on Pinterest



## Collaborative boards

- Collaborative boards extend your reach as you're visible in other timelines.
- Build up networks of people you trust in your area
- Develop a board or group of board types together
- Develop rules of what to pin? How often to pin? Etc.
- The one with the largest followers should start the board then invite the others.
- You must trust your collaborators, as you can't delete their mispins only they can take them down.
- You have a group promoting a board now impacting many more people.
- If you come across collaborative boards some say in the description they accept new contributors. Others you have to know the people. It never hurts to ask but make sure you're looking good first and have done basic housekeeping (see below)- you have to have something to offer ☺

- When setting up a collaborative board invite people you know. They have to accept the invitation to be on the board. Random invites don't often go down well.



## Followers

Increase your followers by doing some basic housekeeping.

- Make your home a nice place to visit. Adorn your walls with lovely pins so when your guests arrive they have rooms (boards) to visit. Let them get to know you by seeing you (profile picture); being able to know a little about you (description) and look at your family pictures (social media/website icons) Your guest are more likely to stay and visit.
- Use the Find Friends tab to see friends who are already on via Twitter and Facebook.
- When visiting your favourite blogs see if they are on Pinterest
- Display a follow me on Pinterest button
- Search for keywords related to your topics on Pinterest. Click on the board or User to see if you like their content. Therefore expanding your network.

## Boards

**Follow all boards then unfollow individual boards.** Then new boards the user adds you'll see. This is especially important with new users and general boards which will likely divide.

Pinterest may bring you traffic but you have to keep them on the site. Optimize a popular blog post with a photo/quote something and pin to Pinterest.

## Panelists:

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