An Introduction to Queens Library's Presence on Today's Most Popular Online Communities

Pinterest

For Beginners

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What Is Pinterest?

• One of the fastest-growing social networks in the country, Pinterest is a self-proclaimed online pinboard site. People and companies are using it to organize and show off their “favorite things” on digital bulletin boards by uploading photos and graphics directly from their computers and smartphones (there is a free app for iPhone users) and by “pinning” images and graphics from websites.

• Any user can have an unlimited number of boards, and each board can have an unlimited number of pins.

• It is currently in an invite-only phase—meaning Pinterest or someone who is a Pinterest member must invite you.

• To sign up, your account must be linked to an existing Twitter or Facebook account, but you will be able to change this once you’ve set up your account, by editing your profile.

Examples of boards from companies:
“Books Worth Reading” is the #4 most popular board name on Pinterest.

“Inspiration/Education” is one of the top 10 categories on Pinterest.

Source: Mashable.com
Must-Know Pinterest Vocabulary

Board (noun): This is where you organize your “favorites” into categories. Many people have boards for “travel,” “style,” “books,” “food,” and other broad categories, but the categories do not have to be broad.

To Pin (verb): If you come across something in your personal photos or find an image on the Internet that you like and want to share on Pinterest, you will “pin” that item to a board.

“Pin It” (noun): This is a free tool that you can use to add to your favorites on your Internet browser, so that when you’re on a site and see a photo you like, you can click the “Pin It” button and you can automatically share the image on Pinterest.

Pins (noun): These are all the images and graphics you have added to your Pinterest profile.

To Like (verb)/Likes (noun): This is a way of recommending someone else’s pins. The list of items you’ve recommended, “likes,” will be visible to your followers. The person whose pins you’ve liked will be notified when you like their items.

Repin (verb)/Repins (noun): A step beyond a “like,” a repin allows you to share someone else’s pin directly with your followers and you can add your own commentary.

Followers: Anyone who has chosen to follow your Pinterest account.

Following: Any accounts you have chosen to follow. Note: You can choose to follow all of someone’s boards or just individual ones.

Comments: You can add a comment to any pin that’s been uploaded to Pinterest.
The Pinterest homepage is a feed filled with activity from all the accounts you follow.

You can also click on “Everything” to browse all uploads—including ones from accounts you do not follow—by broad category.

You can also sort by “videos,” “popular,” and “gifts” (real items you can actually buy).

This shows all of your boards, pins, and likes and allows you to organize and edit your boards and pins.
How to Add Pins to Your Profile

**First,** click the “Add +” button on any Pinterest page.

“**Add a Pin**” will allow you to pin an image from a website. You must know the URL for the website. You will be able to add this image to one of your existing boards or create a new one as a part of this process.

“**Upload a Pin**” will allow you to pin an image from your computer. You will be able to add this image to one of your existing boards or create a new one as a part of this process.

“**Create a Board**” will allow you to create a board to fill now or fill later.

**Next,** select one of these options.
Adding Pins from a Website

**Step 1:** Click “Add a Pin.”

**Step 2:** Write in or copy and paste a website URL.

**Step 3:** Click “Find Images.”

**Step 4:** An image from the website should load.

**Step 5:** Click “Next ->” until you find an image you want to share.

**Step 6:** Select which board you would like to assign this pin to—the default will be your most recently added or edited board. Click the arrow next to the board name to change it to another board if you want it to be assigned elsewhere.

**Step 7:** Describe your pin. You have 500 characters (text, numbers, and spaces). Every pin must have a description.

**Step 8:** Decide whether you want to share this on Facebook and/or Twitter as well. If so, make sure the “Twitter” and “Facebook” boxes are checked.

**Step 9:** Click “Pin It.”
Adding Pins from Your Computer

**Step 1:** Click “Upload a Pin.”

**Step 2:** Click “Browse…”

**Step 3:** Find an image on your computer, select it, and click “Open.”

**Step 4:** If you’re using Internet Explorer, you may get an error message and the image may fail to load in the preview. Ignore this.

**Step 7:** Describe your pin. You have 500 characters (text, numbers, and spaces). Every pin must have a description.

**Step 8:** Decide whether you want to share this on Facebook and/or Twitter as well. If so, make sure the “Twitter” and “Facebook” boxes are checked.

**Step 9:** Click “Pin It.”

**Step 10:** Even though you may have been unable to preview your pin, you will be able to see it once it’s been uploaded.
Adding Pins Using the “Pin It” Tool

**Step 1:** Visit [http://pinterest.com/about/goodies/](http://pinterest.com/about/goodies/).

**Step 2:** Follow the instructions below provided by Pinterest.

**Step 3:** Visit a website you like.

**Step 4:** Click the “Pin It” button.

**Step 5:** Images from the website will load.

**Step 6:** Place your mouse over the image you would like to upload to Pinterest.

**Step 7:** A window will pop up.

**Step 8:** Select which board you would like to assign this pin to—the default will be your most recently added or edited board. Click the arrow next to the board name to change it to another board.

**Step 9:** Describe your pin. You have 500 characters (text, numbers, and spaces). Every pin must have a description.

**Step 10:** Decide whether you want to share this on Facebook and/or Twitter as well. If so, make sure the “Twitter” and “Facebook” boxes are checked.

**Step 11:** Click “Pin It.”
Editing Your Pins and Boards

Rearrange the order of your boards at any time, by clicking on your profile and clicking “Rearrange Boards.” Drag and drop the boards as you would like them to be ordered. Be sure to click “Save Arrangement.”

Edit the content of any of your boards by clicking on an image from the board, then clicking “Edit Board.” You will be able to edit the board’s title, write or edit the board’s description, assign or edit the board’s contributors, assign or edit the board’s categories, and/or delete the board. Be sure to click “Save Settings.”

Edit the content of a pin by clicking on the pin, then if you place your mouse over the pin, you will have the option to edit the pin. You can change the description, add a link to give the image a website source, assign the image to a different board, and/or delete the pin.
Editing Your Profile

Click on your profile, then click “Edit Profile,” on the far left side of the page, under your profile name and picture or click the drop-down menu next to your profile picture and name at the top of any Pinterest page and select “Settings.” Here you’ll be able to change your account’s email address, email-notification settings, password, name, display name, “about” (or profile description), location, website, image, connection to Twitter and/or Facebook, and visibility in search engines. This is also where you’ll have the option to delete your account.
How Are Companies Using It?

...to showcase:
- the people, products, books, movies, quotations, places, and more that inspire them!
- ideas they’re working on
- a behind-the-scenes look at their organization
- past and future projects

Note: You can’t sell items directly through Pinterest, but you can link out to e-commerce sites (store website links) where the items can be purchased.
Next Steps with Getting Started on Pinterest

• If you would like to create a personal account on Pinterest and would like an invite, email socialmedia@queenslibrary.org.
Connect with Queens Library on...

Facebook.com/queenslibrarynyc
Twitter.com/queenslibrary
Youtube.com/queenslibrary
LinkedIn.com/company/queens-library
Foursquare.com/queenslibrary
Queenslibrary.tumblr.com
Goodreads.com/group/show/58240.Queens
Flickr.com/photos/qbpllid
Gplus.to/queenslibrary
Web.stagram.com/n/queenslibrary
Pinterest.com/queenslibrary