

Pinterest Info Sheet

What is Pinterest?

Pinterest is a virtual pin board. It allows you to organize (“pin”) and share images you find on the web (as well as upload your own images.)

It is social because you may browse the pins and boards of other Pinterest users and copy (“repin”) those images. You can also follow other users.

What’s the big deal?

- o Currently responsible for driving more traffic than Google+, LinkedIn, and YouTube combined.
- o Retaining and engaging users as much as 2-3 times as efficiently as Twitter was at a similar time in history.
- o Approximately 11 million registered users

Pinterest Vocabulary

Pin: A pin is an image (that represents a web link) saved to Pinterest. You can pin any image you see online, repin one another user has pinned, or upload your own images.

Board: A board is a collection of pins. These are usually themed and users can have as many different boards as they like. Think of them like individual corkboards.

Pinning: The act of saving an image to one of your boards on Pinterest.

Repin: Pinning an image to one of your boards that was previously pinned by another user to one of their boards.

Pin it button: The tool Pinterest has created to make it easy to pin any image in your browser just by clicking a button.

Your Login Information:

Accessing your Pinterest Account: pinterest.com

Username/Email: _____

Password: _____