

Pinning 101:

A Resource Worth a Thousand Words



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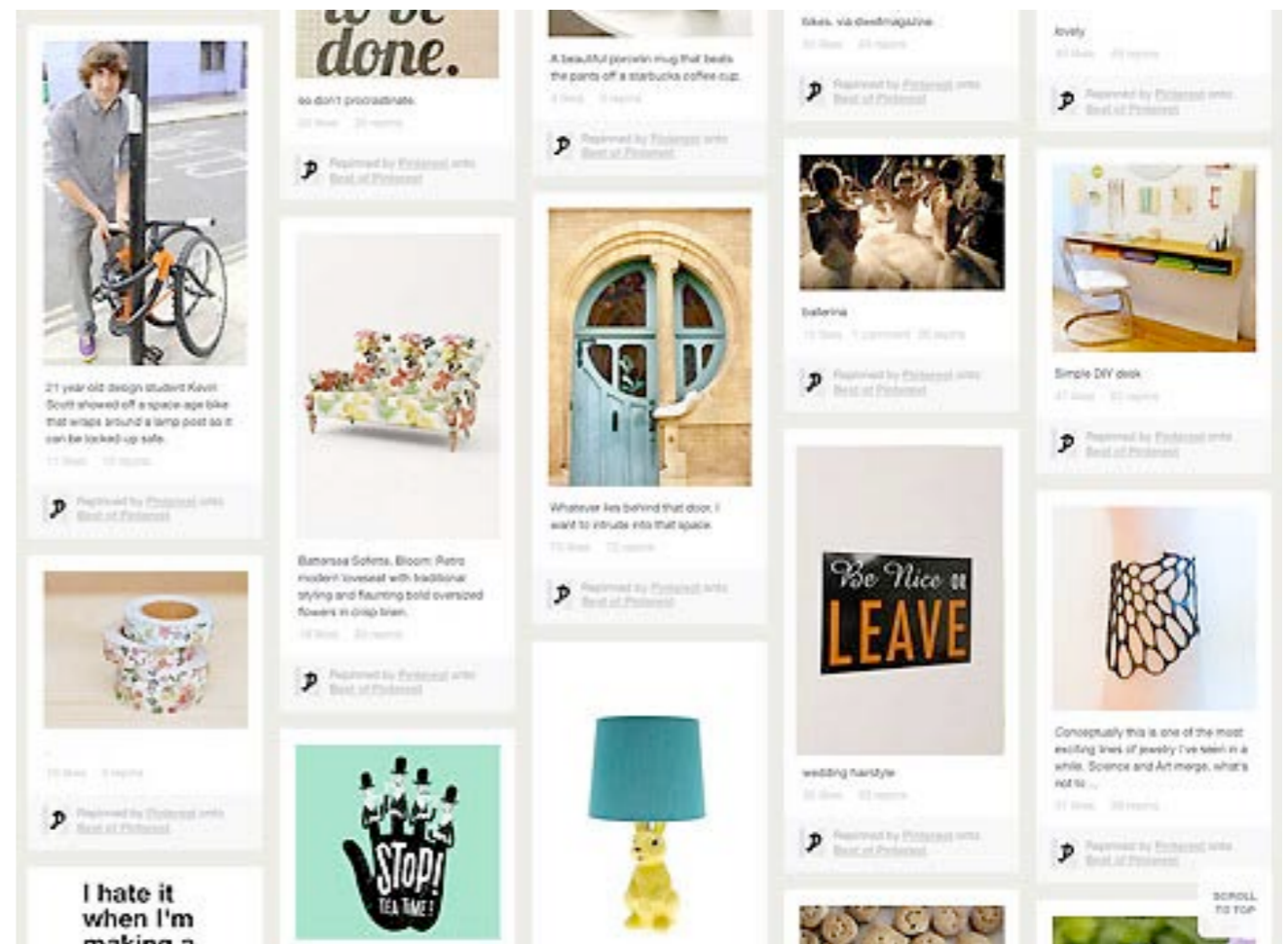
About Pinterest

- Pinterest allows you to organize and share all the eye catching images you find on the web
- Pinterest is connecting people all over the world based on common interests
- Pinterest helps people find new products, brands, and styles they would normally not come across by plugging key words into a search engine



About Pinterest

- Pinterest combines visual content and sharing who you are, two very important elements of social media
- Pinterest is used to find inspiration
- Pinterest helps to guide buying decisions such as:
 - Hosting a party
 - redoing the bathroom
 - getting married
 - looking for a food recipe



User Problems Pinterest Solves

- Pinterest's success lies in the fact that they have addressed a visual need
- Pinterest uses design as its full solution
- Pinterest turns arranging like things by using "tags", "word clouds" and "memes" used on other sites into a visual process that anyone can do easily

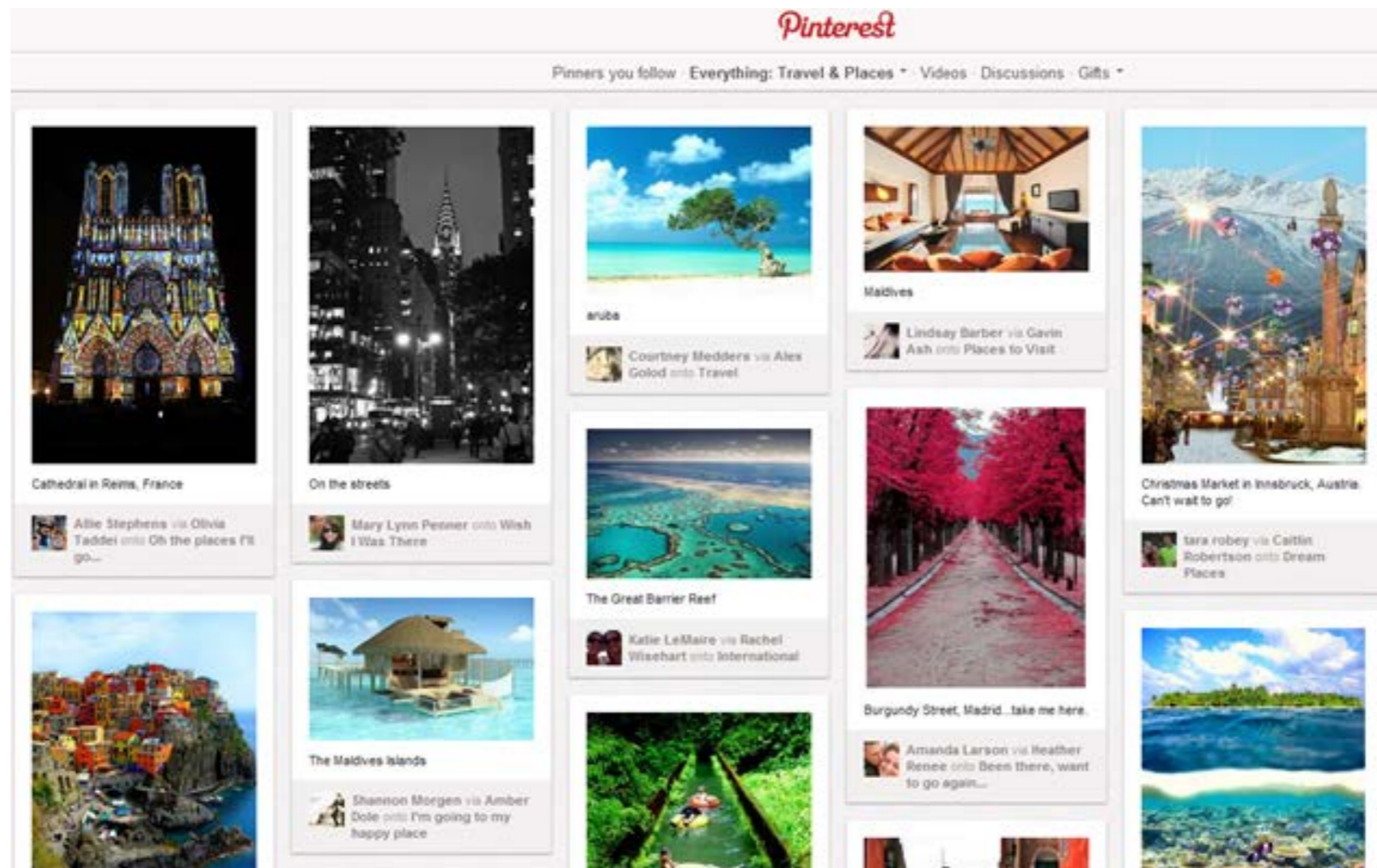
Applications Pinterest Supports

- Pinterest can be used through the web, on devices such as laptops or desktop computers
- Pinterest can also be downloaded as an app on devices such as smart phones, iPods, iPads, or tablets

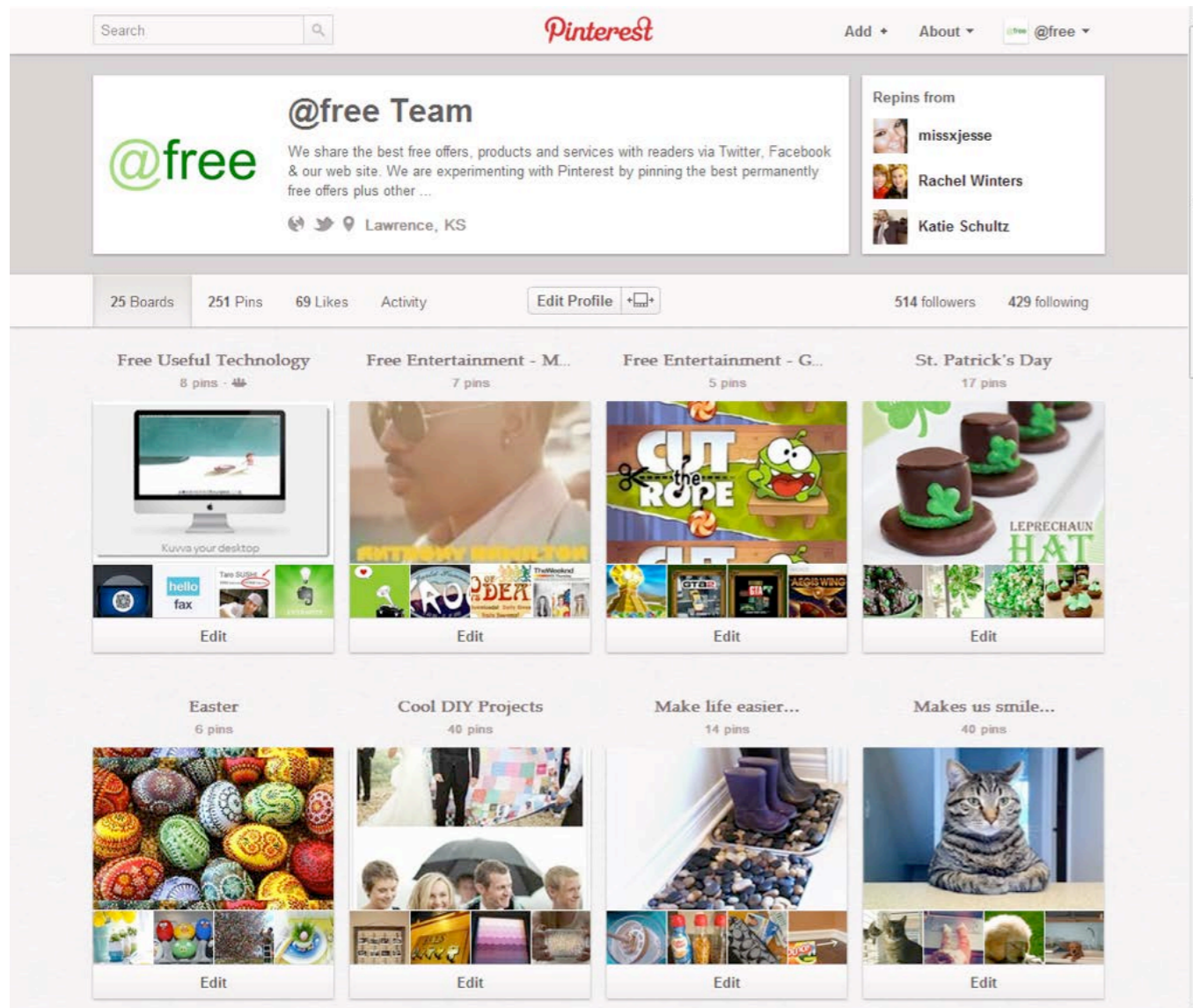


Features & Benefits

- You can log in using your Facebook or Twitter for instant access, signing up using Twitter or Facebook makes it easy to find all of your friends already using Pinterest



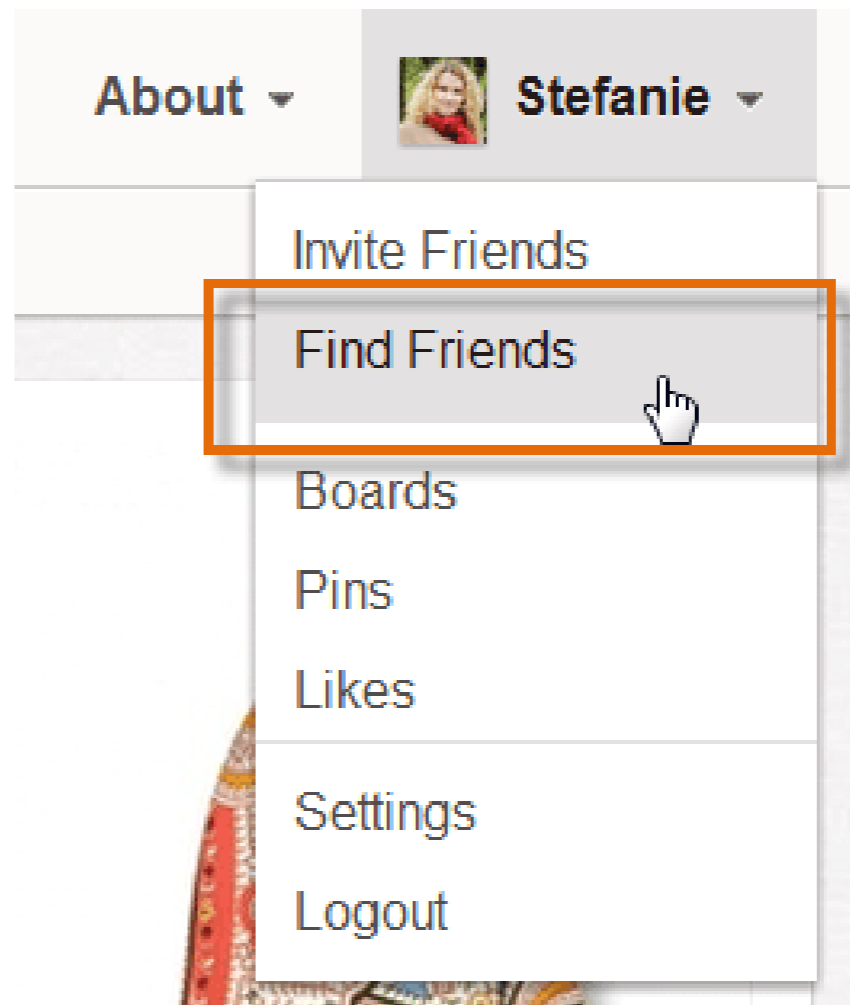
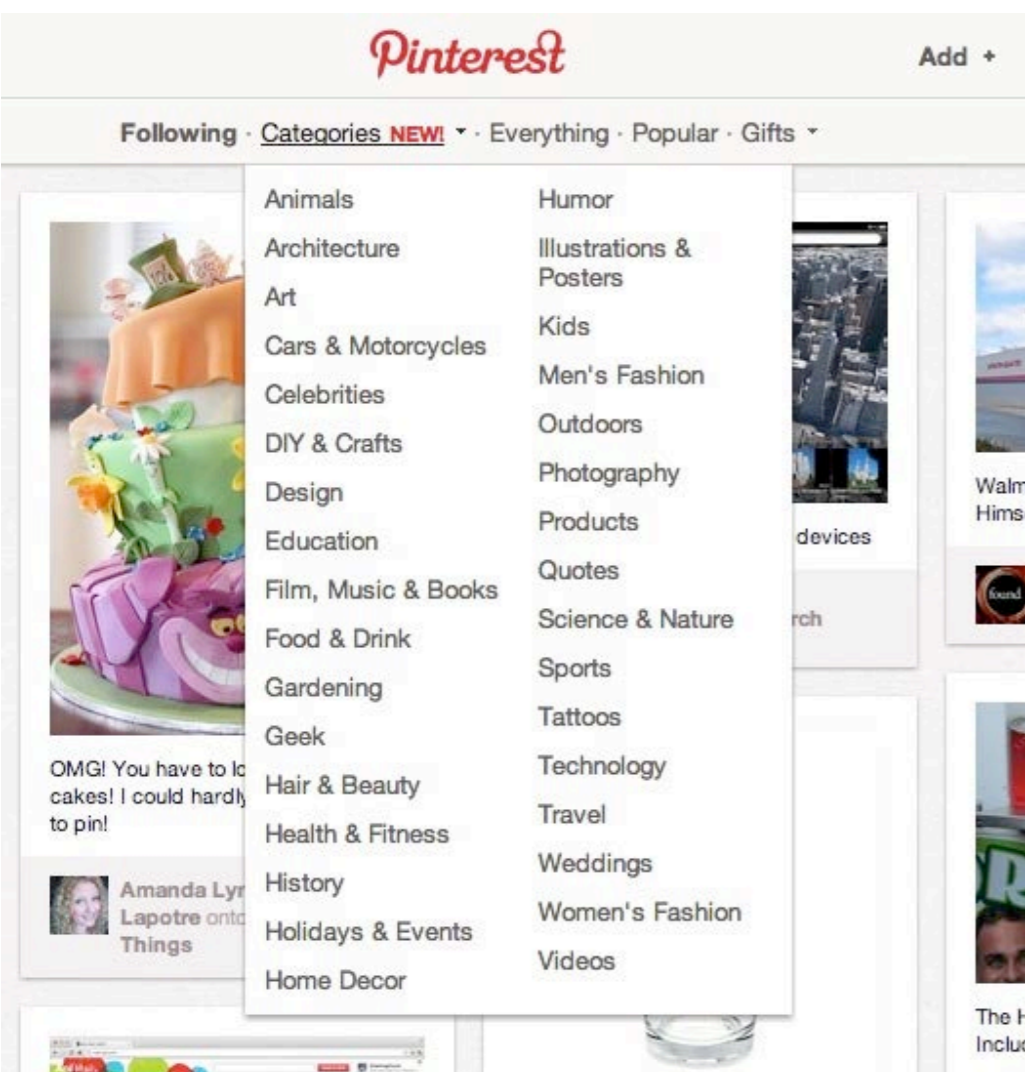
Features & Benefits



- Like other sites such as Facebook or Twitter, you have a profile on Pinterest that allows you to add a profile picture and view who you are following or who is following you, that is also where your boards can be seen

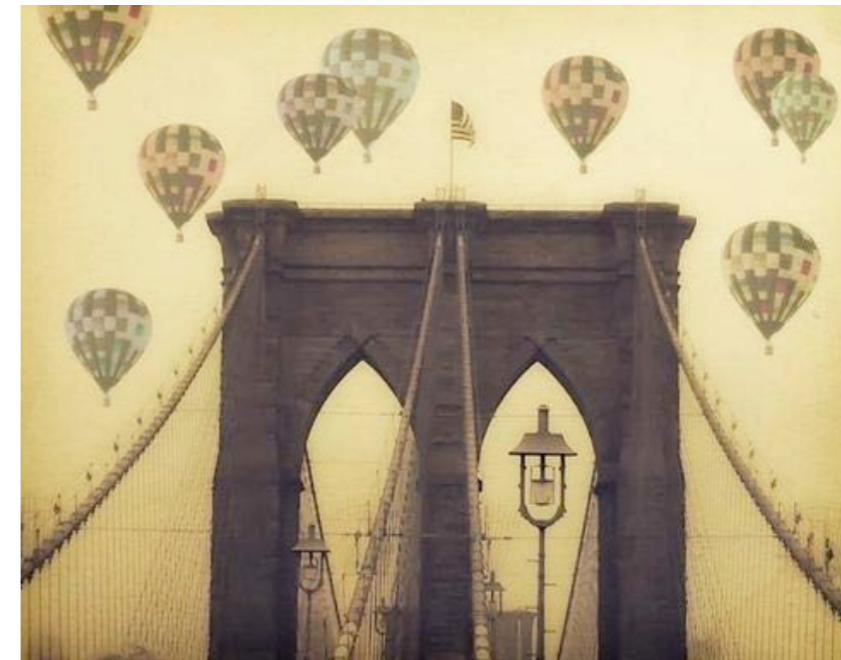
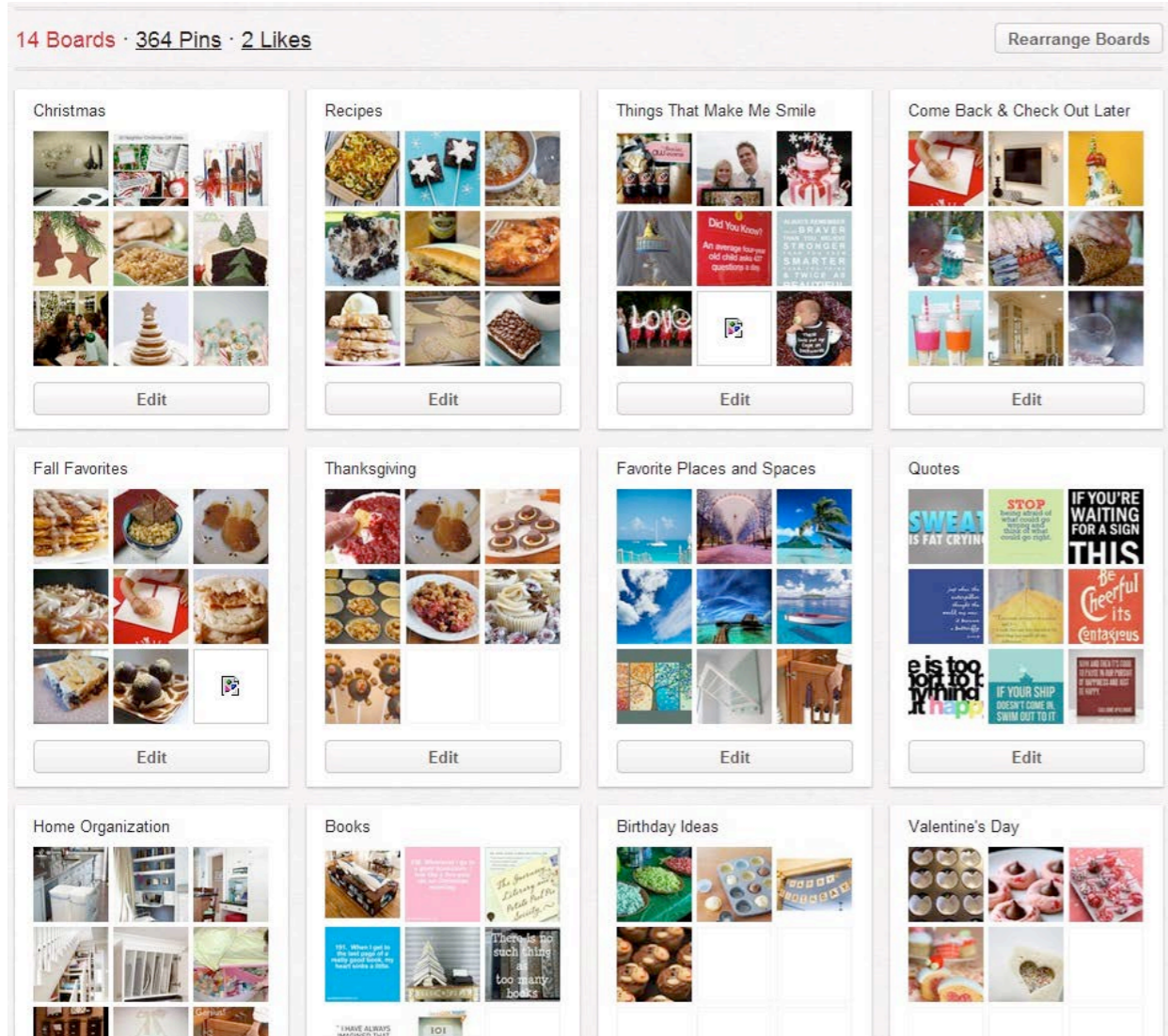
Features & Benefits

- Pinterest consists of multiple categories, such as art, travel, and technology, if you click on the categories you will be able to view images related to that category



- On Pinterest you are also able to find friends or invite friends that you would like to follow, invite friends is for people who don't already have a Pinterest

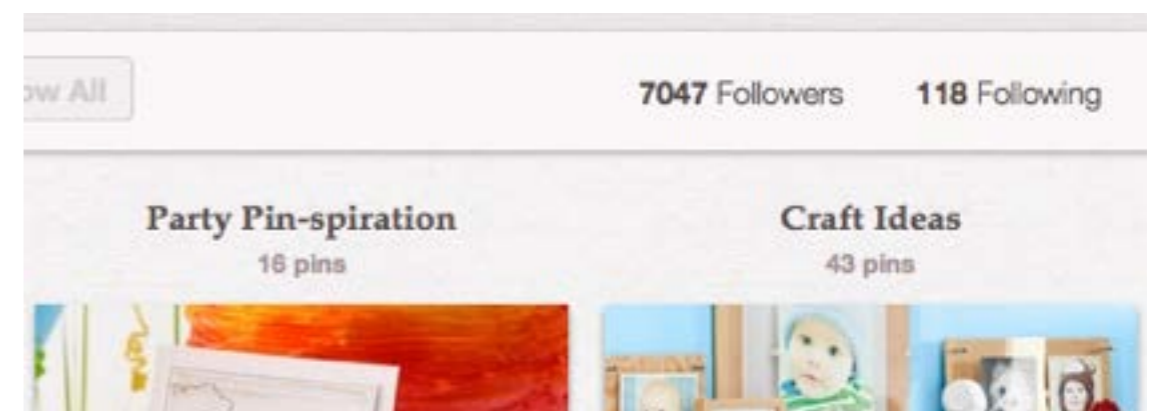
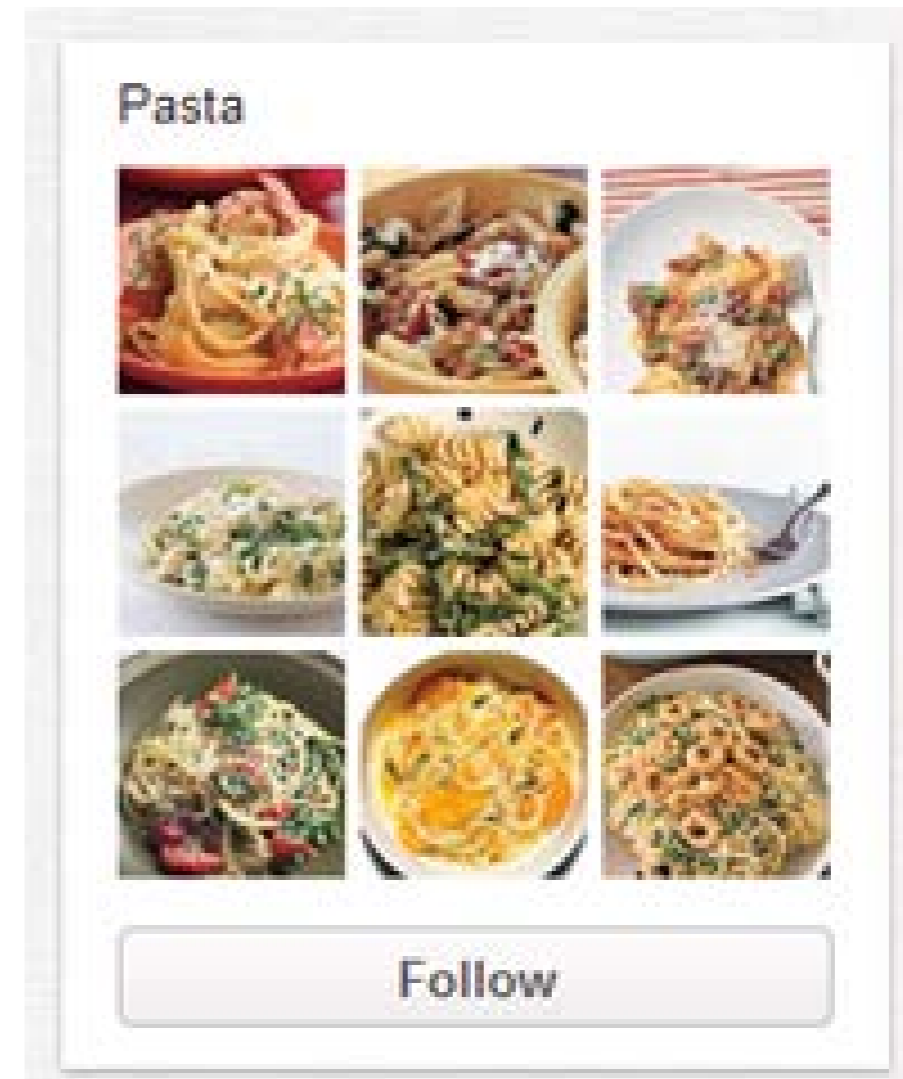
Features & Benefits



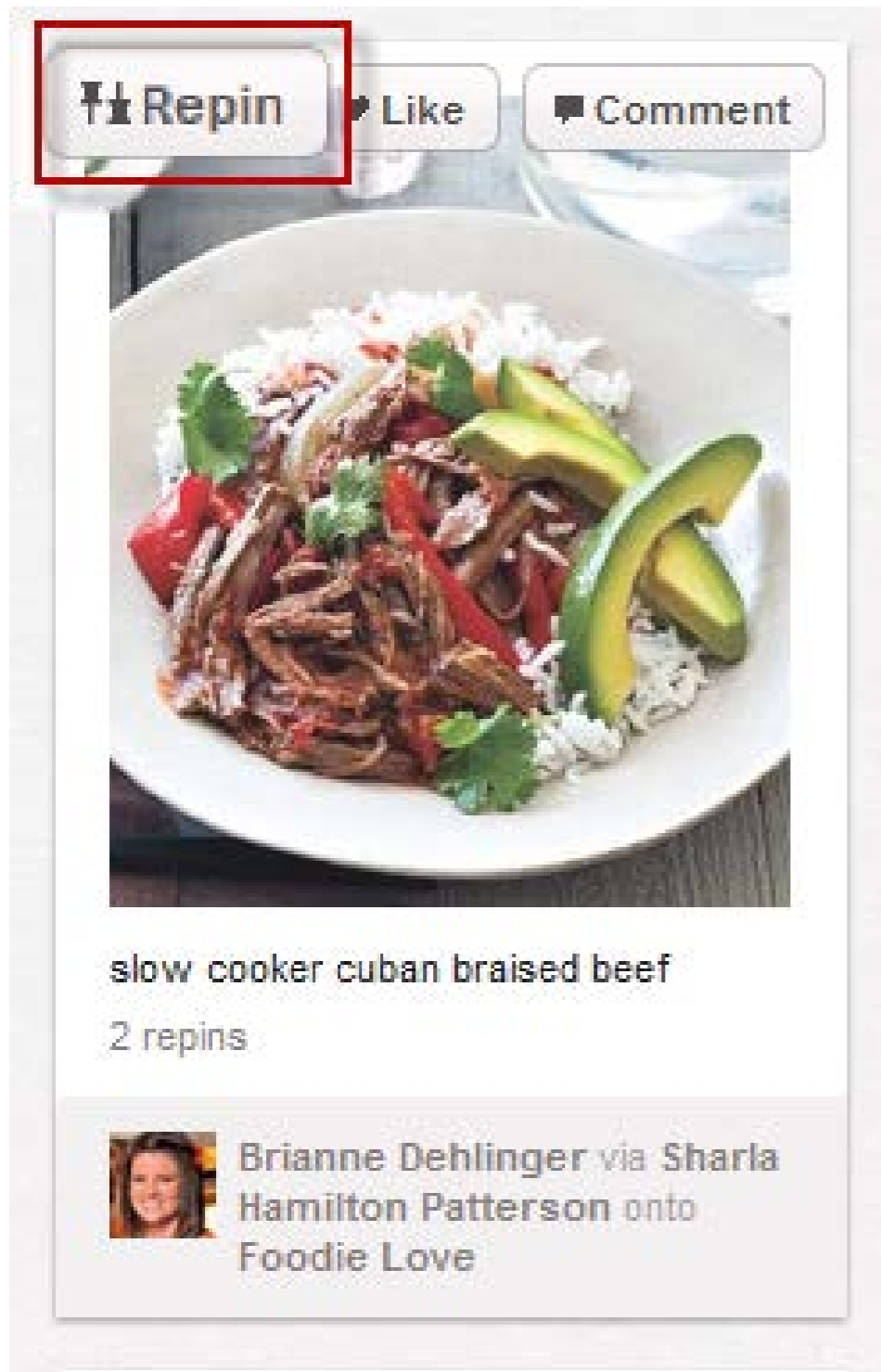
- A pin is an image or video uploaded from the user and a description can be added to the pin in order to share what it is
- Multiple pins can be organized by topics, these are called boards

Features & Benefits

- There is also an option to follow other's boards, you can follow all of their boards or you can select certain boards to follow
- You are also able to follow people like you would do on twitter and Instagram



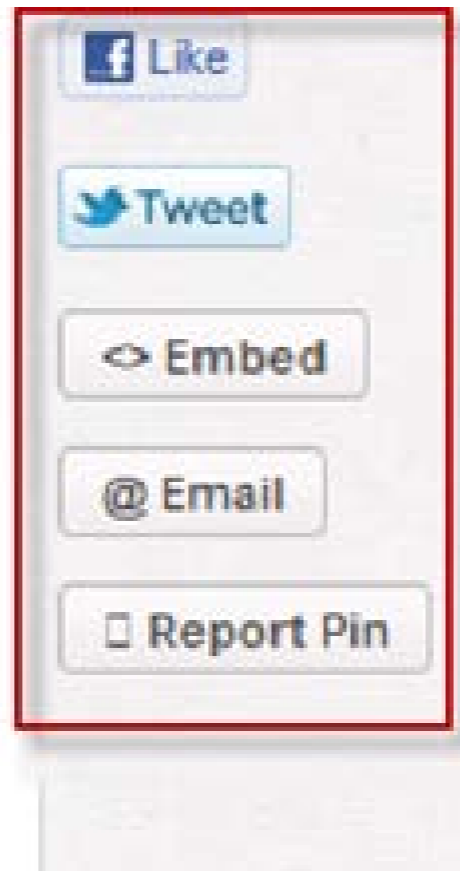
Features & Benefits



- Liking a pin just adds it to the “likes” on your profile, it doesn’t add it to one of your boards, and you don’t need to be following someone to like their pin
- There is also an option to comment on peoples pins, allowing you to write your opinion
- Re-pinning is sharing an image pinned by someone you follow or found while browsing Pinterest and then adding it to one of your boards, you don’t need to be following someone to Repin from them

Features & Benefits

- There are also share buttons along side any pin you click
- These buttons allow you to share your pin to Facebook, Twitter, or your email, and embed the image to your blog or website



YouTube Tutorials

- **Part 1:**
<http://www.youtube.com/watch?v=1Q2i0di8PH8&feature=relmfu>
- **Part 2:**
<http://www.youtube.com/watch?v=hPJnycdCdgA&feature=relmfu>
- **Part 3:**
http://www.youtube.com/watch?annotation_id=annotation_425413&feature=iv&src_vid=hPJnycdCdgA&v=GxTII9Wu5bQ

How to add bookmarks and more!

<http://about.pinterest.com/goodies/>

Apps and bookmarks and buttons, oh my!



Available on
Google Play



Available on the
App Store

Conclusion

- Pinterest's goal is to connect everyone in the world through the 'things' they find interesting.
- Our goal today was to introduce an innovative method to connect to your students, teachers, and more.

Questions

