



## Find and Organize with Pinterest

Pinterest is a visual social networking tool for finding and organizing all kinds of content. Pinterest users can search the site for content, and then save content pieces for future reference. They can also create their own Board with Pins from images you upload. You can also follow others on Pinterest, and see the content that your friends or others have saved.

At the end of this workshop, you should be able to:

- Search Pinterest for content
- Create a board
- Pin (save) content to boards
- Follow friends, boards, or other great content sources.

Before we get started: Pinterest includes two separate sections, your **Home** page includes the content that you might subscribe to from friends and others, and your **Profile** page, which serves as your notebook and area where you can collect and organize content that's useful to you. On your **Profile** page, you can create Pins and "Boards" to organize your content. Click the Pinterest P on the top left to return to the **Home** page, or the profile icon in the top right to return to your **Profile** page.

**Searching:** Pinterest is a very visual tool, so it can be a great tool to browse for ideas, projects, or any other kind of visual content. The search bar lives at the top of every Pinterest page. To search, type in your words. Pinterest will offer suggested terms or phrases to help you narrow your search. Clicking on any of these suggested words will add terms to your search and help you limit results.

**TASK:** Search for "Breakfast Idea." Use the limiters offered under your search words to narrow your results.

When you are searching, please be aware that you can limit your searches. At the side of each search bar you'll see: **All Pins | Your Pins | Product Pins | People | Boards**. You can limit your searches at any point to any of these categories.

Once you've located content, Pinterest provides you with great tools for organizing information so you can easily find it again. You'll need to do two things to organize your content: **Create Boards** to create content areas, and **Pin** to add content to your boards.

**Creating Boards:** Organized Pinterest users organize their content by creating Boards, or categories for various areas. Big Pinterest users often have many boards for big subjects (dinner, gardening), concrete plans (a birthday party), and large projects (redecorating the attic). You can create as many boards as you need, but it might be good to start broad, rather than narrow. To create a board, click on your

Profile and then on the + sign at the top of the page or bottom right of the page. You may also create a board when you find and add a Pin

**TASK:** Use the plus button to **Create a Board** in your Account. Choose a name for your board. To keep it private, click the toggle switch next to Secret and press Create.

**Pin Content to Boards:** Now that you have a board, you'll need to fill it with content. There are a number of different ways to add content to boards using the + sign on the bottom right of your home or profile page.

- Re-pin: if you find a Pin you like anywhere on Pinterest, you can Re-pin it to add the Pin to your own Boards. Simply hover on any pin and you'll see the option to "Save." Click here and you'll be asked to choose a destination board for your new Pin.
- Pinning from the web: one of the great things about Pinterest is the way that you can search the whole web, and save web content to your Pinterest. (See Browser Extension Button below)
- Upload a photo or image to one of your boards on your Personal page.

**TASK:** Search for a topic, find a Pin, and Pin it to your own Board.

**Using the Save Browser extension button**  :You can download the Pin It! Button to your web browser at <https://about.pinterest.com/en/browser-button> or by googling Pinterest Browser Extension Button. Once you've downloaded the web extension, just click on the button whenever you find yourself on a web page from which you'd like to save content. You'll be asked to select an image off of the web to represent the Pin and then to select a destination board for the Pin.

**TASK:** Download the Pin It! button to your home browser. Using this button makes saving web content much easier.

If you don't have the Pin it! Button on your browser, you can still Pin from the web. Simply copy the URL, click on the Plus sign in the lower right hand corner, and click on Add from Website. Here you'll be able to paste your URL. Once again, you'll be asked to choose an image to represent the Pin, as well as the landing page for the Pin.

**TASK:** search a topic and save the Pin to your board without the Browser Extension Button.

**Follow Friends, Boards or other Great Content Sources:** Pinterest gives you the option of "following," or receiving content directly into your content feed. Subscribing to content is a great way to see what your friends or style makers have pinned. Follows will appear on your home page. Just click the Pinterest P in the top left corner to return to Home and see your follows. Searching for people, companies, or topics will always reveal great follows. You can follow individuals, organizations, or specific boards.

**TASK:** Search for a topics person, or organization. Look for the "follow" options, and add a follow to your list. Click back to home to see how adding follows gives you a better content stream.