Navigating Pinterest

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OBJECTIVES

After completing this lesson, participants will be able to;

- **JOIN** Pinterest
- **SETUP** a profile
- **NAVIGATE** the Pinterest Home Feed
- **CREATE** boards
- **SAVE** pins
-

POWERPOINT

A PowerPoint has been created with notes to help the facilitator in leading the program. You will need a laptop, copy of the PowerPoint, extension cord, and screen or blank wall. If you choose not to use the PowerPoint the slides can be printed on white paper and used as posters to show, also it can be printed as a handout. Notes and script for the presenter are included in the notes section of the Power Point.

HANDOUTS

Handouts used in this presentation are located at the end of the packet. In preparation for the lesson, please make copies of the handouts for participants. The instructions, recipes etc. handouts from the presentation given at state conference are included.

SUGGESTIONS

Go to Pinterest and select from your own pins or search for a lesson in your own interests. Examples might be; quilting, wedding, floral, home décor or recipes of any kind. The possibilities are endless.

IDEAS

There are many ideas for programming on Pinterest. I have personally used resources on Organizing, Guidelines for Manners to teach kids (grandkids), and ideas to recruit new members to our organization!! I even used it for ideas to write a bio for running for office and for resumes. Again, the possibilities are endless.

Permission has been provided by Pinterest to use the Pinterest badge and resources for educational purposes only. Its' use does not imply sponsorship or affiliation.

References:

Pinterest Brand Guidelines; **https;//business.pinterest.com/en/brand-guidelines**

Pinterest 101: How to Get Started on Pinterest;
http://www.clothedinscarlet.orf/pinterest-101-how-to-get-started-on-pinterest/

Helpful Links on Pinterest

Pins
https://help.pinterest.com/en/guide/pins

Boards
https://help.pinterest.com/en/guide/boards

Home feed
https://help.pinterest.com/en/guide/following-and-your-home-feed

Discovering things
https://help.pinterest.com/en/guide/discovering-things

Your profile
https://help.pinterest.com/en/guide/your-profile

More resources
https://help.pinterest.com/en/guide/more-resources

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What is Pinterest?

- **Social Network**
- **Allows sharing of online images, videos, and interests**
- **Pins are the images/items you are collecting**
- **Boards are collections of Pins with a common theme**

Pinterest is a social network that allows users to visually share, and discover new interests by posting (known as 'pinning' on Pinterest) images or videos to their own or others' boards (i.e. a collection of 'pins,' usually with a common theme) and browsing what other users have pinned.

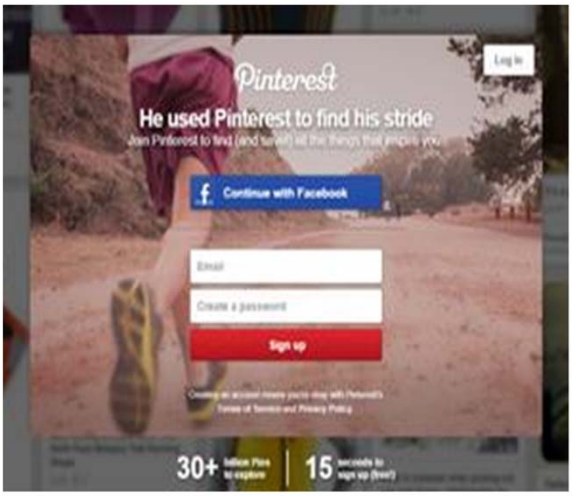
Pinterest is a place to organize and share online images you find interesting or inspiring. Once uploaded or shared on Pinterest these images become known as Pins, which can be placed on customized theme Boards. You can create Boards for any topic imaginable from sewing to vintage sewing machines to sewing dog suits with vintage sewing machines.

Now let’s look at how to get registered on Pinterest.

Set up Pinterest Account

Step 1: Sign Up for a Pinterest Account

- Go to Pinterest.com
- Email ID, Username and Password; Complete Profile details
- Confirm email ID



The first step is to sign up for a Pinterest account.

Go to Pinterest.com enter your email ID. Select a password and click the 'Sign up' button.

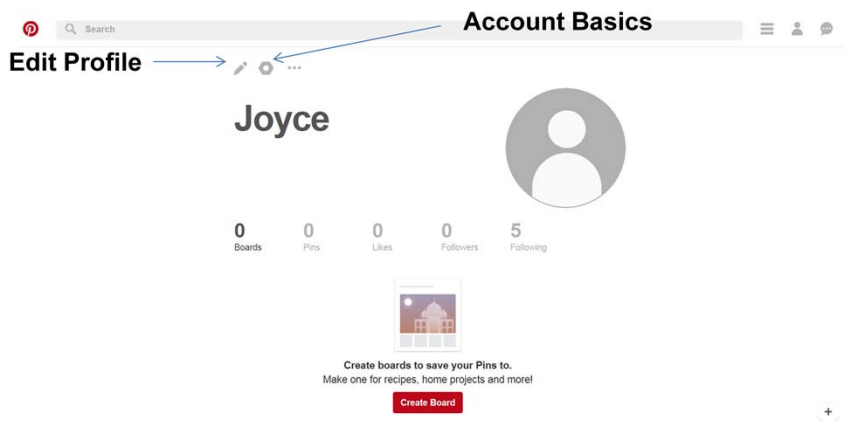
You will be asked to create a Username and then to fill in your profile details and select a few interests. These selections will help Pinterest to select recommended 'Pins' for you to populate your Pinterest 'Home Feed.' Save your changes.

You will receive an email asking you to confirm your email ID. Click on the link in the email, and your Pinterest registration is complete.

Note to Presenter: If you will have time, it is recommended that you have a computer with internet access at the program and demonstrate how to set up an account and complete the steps that will be discussed in this lesson. You could get a participant to volunteer to have their account setup as the demonstration.

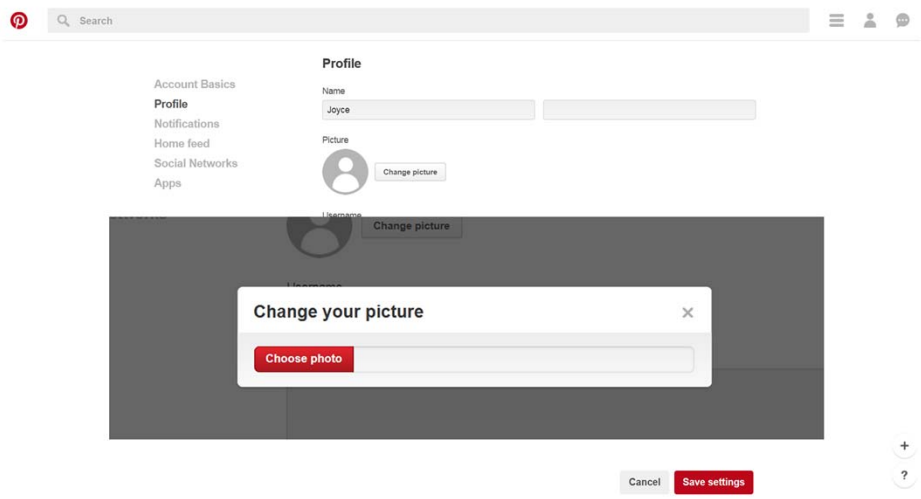
Set up Pinterest Account

Step 2: Update Your Pinterest Profile



Now that your Pinterest account is ready, it's time to fill in all the missing details. Click on the 'Account Basics' button. To change details in the future, you would click the 'Edit Profile' button.

Set up Pinterest Account



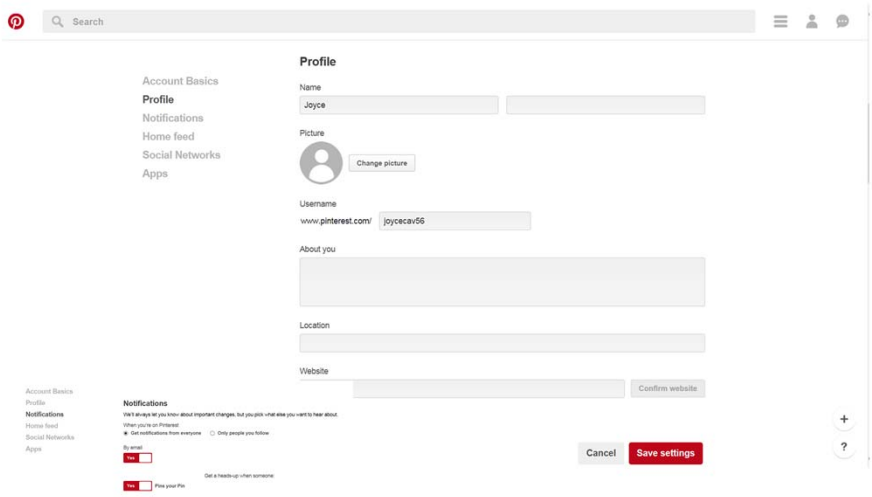
This is where you can personalize your Pinterest account. You can set up your profile, set notifications, connect to other social media and learn about apps.

To add a picture, click ‘Change Picture’.

Click on ‘Choose Photo’ in the pop up and upload a square profile picture from your computer. This can be a flattering image of you.

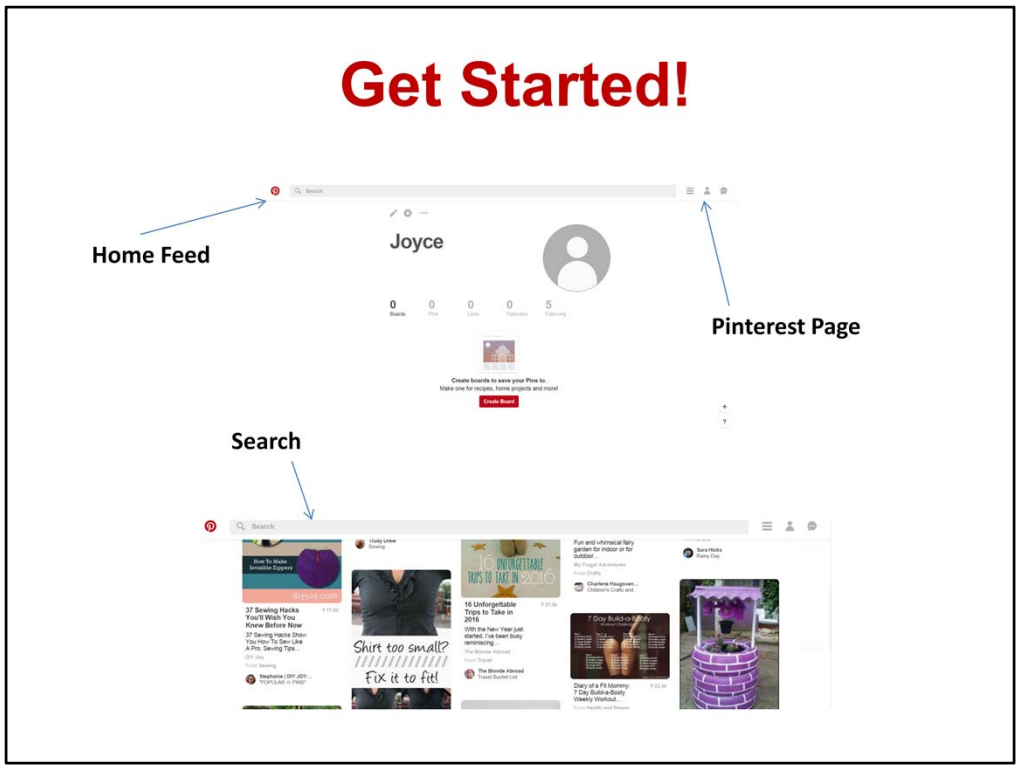
Click the Save Settings button when finished.

Set up Pinterest Account



After you have added a photo, you can then update the ‘About You’ section, and fill in what you feel comfortable filling in. Make sure to Save Settings. You can always come back later and update by clicking the ‘Edit Profile’ button on your Home page.

If you scroll down the page further, you will be able to set Notifications for how you want Pinterest to inform you of important changes, comments about your pins from others, pin recommendations, etc.



Your Pinterest account is now completely set up. But before you start pinning, let's cover a few basics of getting around in Pinterest.

The top screen is called your Pinterest Page and is where all of the items you Pin and Boards you create will be displayed. It tells you how many Boards you have, Pins you have pinned, Likes, Followers and how many people or Boards you are Following. Here it tells us we have zero except for the 5 Interests we selected when setting up our account.

To get to the Home Feed, you just click on the Pinterest Icon at the upper left of the screen. The bottom screen is the Home Feed and shows recommended pins based on the interests you identify, pins you have pinned, people and sites you Follow and pins you have 'Liked.'

If you are looking for something specific, just type in what you're looking for in the Search box and hit Enter and Pinterest will provide recommended Pins.

Play Video

Now We are ready to learn what is a pin and how to create a board

What are Pins?
Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

Save things you want to come back to later
You can save anything you find around the web by adding the Pinterest browser button to the browser you use most.

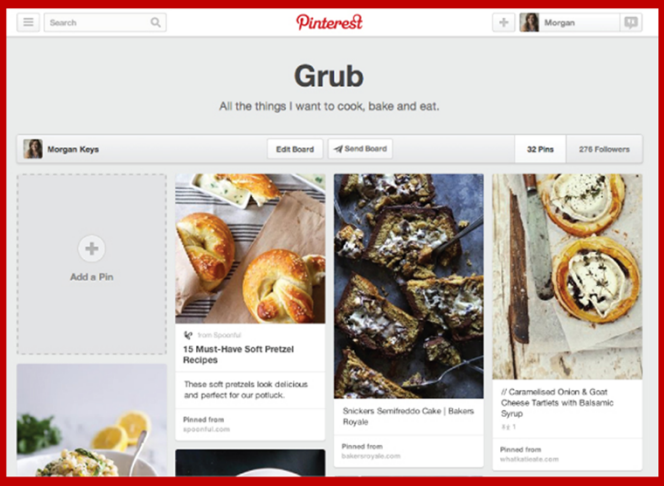
Or try looking through Pinterest to see what other people have found. If you discover a Pin that looks interesting, just save it for yourself.

For example, you're on Pinterest and find a holiday recipe that looks perfect for fall celebrations in upcoming months. Save it to your **Autumn** board (boards are where you collect your Pins—more on that in the next section!) so you can find it when you're ready to bake. When weekend rolls around, just go back to your Pin and it'll take you to the website with the recipe.

You can pin cool stuff all day and there is nothing wrong with that. Pinterest can be a really valuable tool for people with a specific purpose in mind. For example brides-to-be have replaced the 3 ring binder wedding planners with the simplicity and portability of a Pinterest account. Some may create a board for each room in the house for home décor. Artists use it to organize inspiring images for their work. Cooks pin recipes, grandparents pin ideas for grandkids activities and entertainment. Any DIY projects can be found on Pinterest!!

Boards

- Pins are saved on ‘Boards’
- Create Boards with a common theme

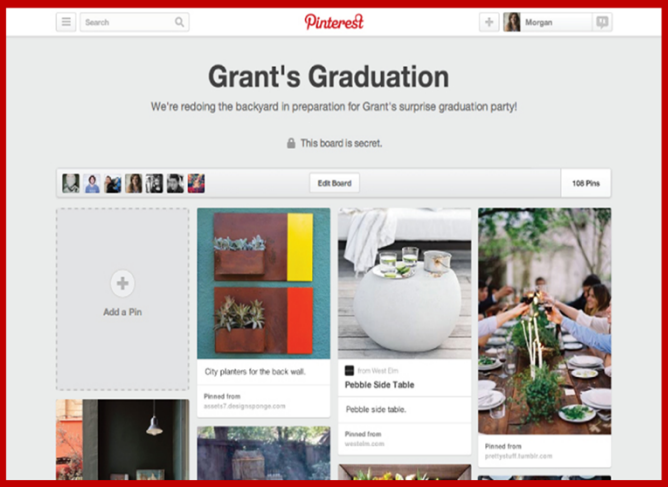


Save your Pins on boards
Boards are where you save your Pins and are usually created with a common theme – like home decorations, main dish recipes or hair styles. You can make boards for anything and everything—add pretzel recipes to your **Grub** board (done!), travel plans to your **Going Places** board, or watches and Aston Martins to your **James Bond** board.

Start on the Pinterest site itself. Each Pin in your feed features its own “Pin it” button; select it to Re-pin that image to one of your own Boards. (Or Like that Pin as a keepsake, without it appearing among any Boards.) If you want to save a Pin but don’t have a Board created where it fits, you can create a Board while you save the Pin.

Pinning new images is easy with the official Pin It Button, a simple drag-and-drop browser extension. When you come across an image you like, just click the button and select the corresponding picture. Assign the Pin to one of your Boards – or create a new Board for it, add accompanying text and you’re done.

Boards



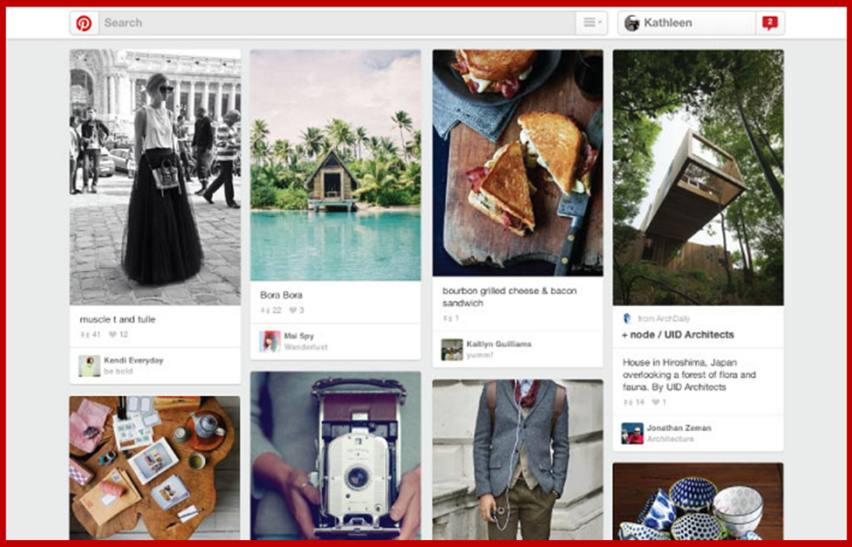
Create a secret or group board

You can also make secret boards, or invite other people to Pin with you on a board. If you're re-landscaping your backyard, invite family members or even your contractor to your **Garden Remake** board. When you create your Boards, you will be able to designate whether or not you want the Board to be secret.

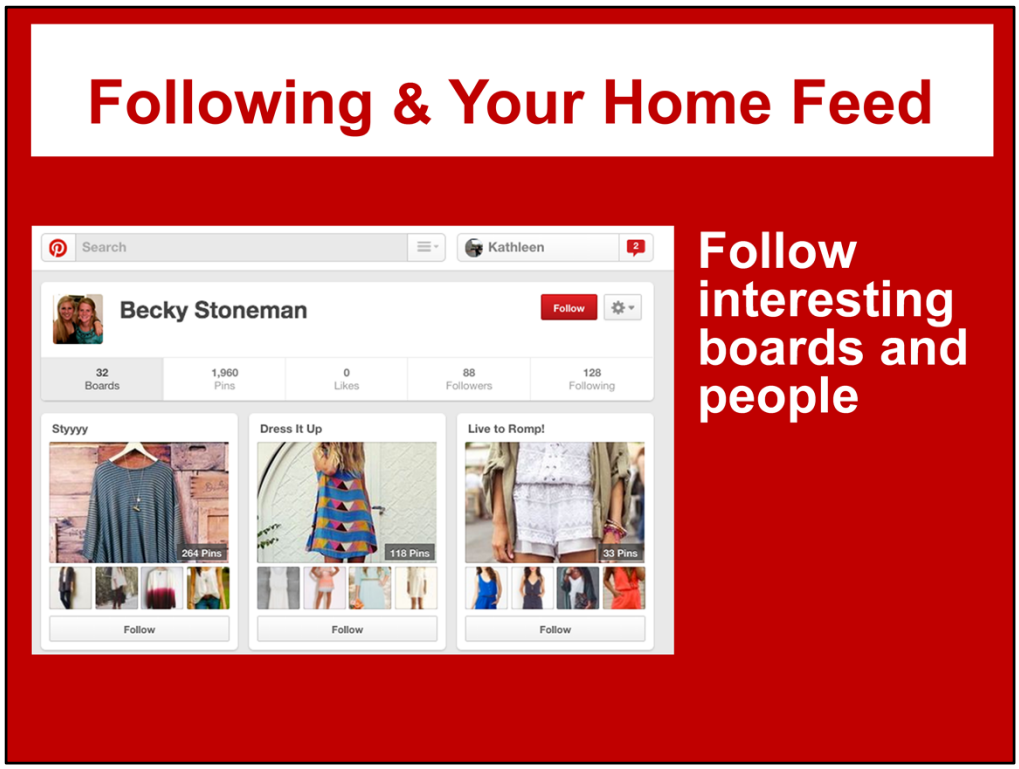
If the project's for a special event and you don't want people to know about it yet, make a secret board and reveal it to the world whenever you're ready. To make any changes to your Board, you just select your Board and click on the Edit button on the Board.

Following & Your Home Feed

Home Feed



When you first log in to Pinterest, you'll see your Home Feed—it's a collection of Pins from the people, boards and topics you follow, as well as a few Promoted Pins and Pins Pinterest has picked for you based on what you have pinned and the interests you selected when setting up your account. You will notice that the more you pin, the more pins of that type will show up in your feed.



Following people and boards is how you fill up your home feed with good stuff. If you come across someone who Pins things you love, you can follow all their boards or just the ones you like best.

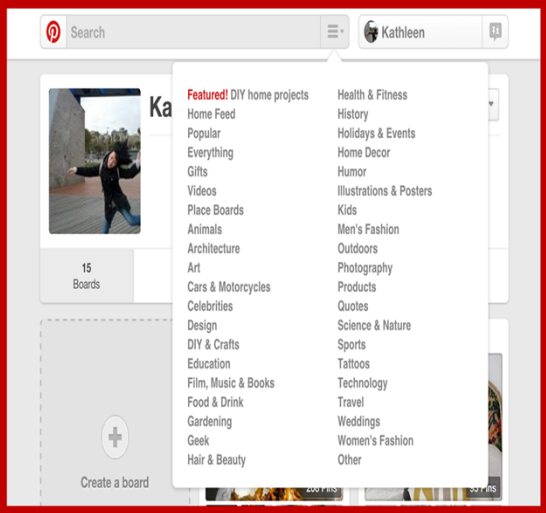
Sometimes you may follow someone's boards and then notice that you're not into the things they're saving after all. That's okay! Just go to the board to unfollow it, or Unfollow all of their boards.

To Follow someone, when you select and open a Pin, there will be a Follow button. By clicking on that button you will begin to follow that source and their Pins will begin to show up in your Home Feed. When you want to Unfollow , just select that source and click the Unfollow button.

Discovering Things

Find whatever you're looking for by using:

- **Pins**
- **'Search'**
- **Get ideas from categories**



If you're looking for something specific, there are several ways to find things.

If you select a Pin that fits your topic, you will find that there are a number of Pins included under that pin that are similar.

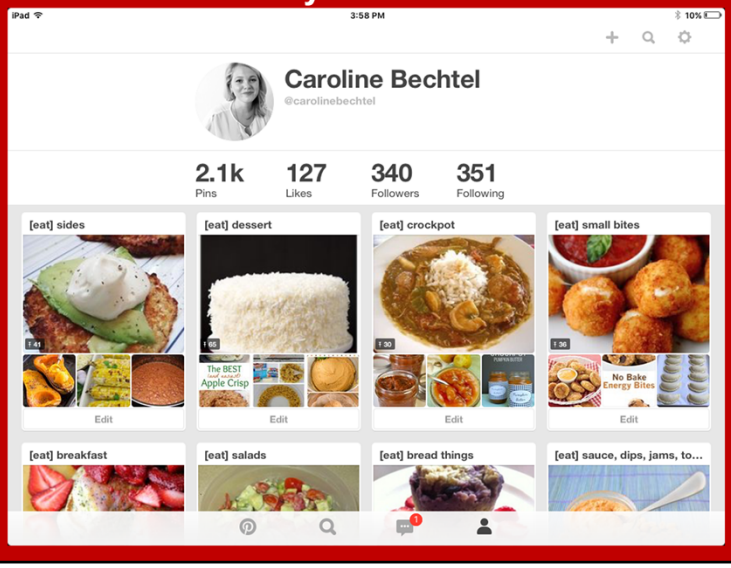
You can use the 'Search' bar at the top of your screen to see what other people have Pinned. If you don't know exactly what you want, but see an item in a Pin that interests you, you can search within that Pin. Just select the **magnifying glass** and drag to select the part of the Pin you're interested in. You can even filter your visual search results by topic so you can find exactly what you're looking for.

Or, you can search within Pinterest's Categories. For example, if you are looking for ideas for your next family getaway but don't have a destination in mind yet? Get inspiration from Pinterest's Travel or Outdoors category feeds. They regularly update each feed with new Pins from that category. You can find the Category Feeds by clicking on the dropdown arrow on the right side of the Search box.

Your Pinterest Page

Check out all your boards and Pins

Your Boards



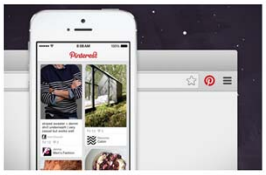
Your Pins and boards live on your Pinterest Page. After you've been saving for a while, you'll notice your profile turning into a snapshot of who you are and what you're interested in!

Your Pinterest Page is where you will go when you want to 'retrieve' a Pin you have saved. When you are ready to make that chocolate cake recipe you pinned, just go to your Pinterest page, go to the 'Desserts' Board (or whatever Board you would have saved it to) and look for the cake pin. Much easier than flipping through folders of recipes torn from a magazine – isn't it?

Remember, you can always get to your Pinterest Page by clicking on your person icon at the top right of your screen. And you can return to the Home Feed by clicking on the Pinterest icon on the top left of your screen.

More Resources

Get the Pinterest app for your mobile device (iOS/ Android)



Add the Pinterest browser button.

Now that you're a Pinterest pro, you might want to:

Add the Mobile app to your mobile devices – smartphones, tablets, etc.

Add the Pinterest browser button so you can save things you find on the web.

Summary

Let's go over that one more time

Pinterest is a place for you to discover and save creative ideas. You Pin all those ideas on your boards.

You can fill up your home feed with fresh Pins by following people whose taste you admire. You'll find lots of new ideas from your home feed, or by browsing through categories or doing searches.

That's it!

Jan's & Kay's lives since the birth of Pinterest.

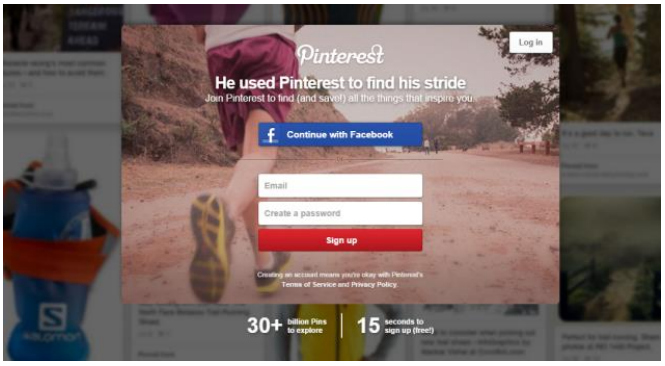
Basic steps for setting up a Pinterest account.

Step 1: Sign Up for a Pinterest Account

The first step is to sign up for a Pinterest account. {If you already have a registered Pinterest account, you can skim through this step and move on to the next one.}

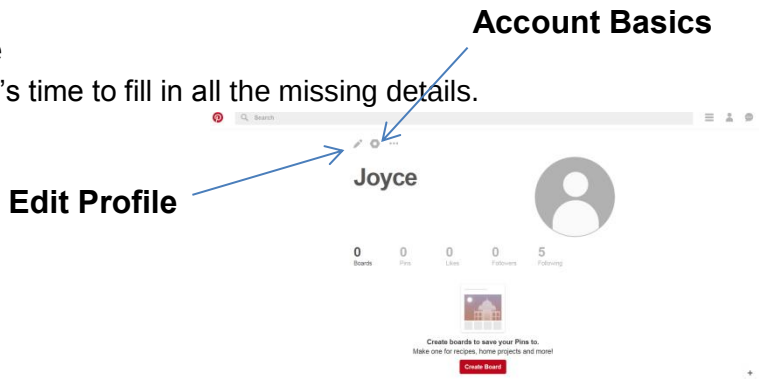
Go to Pinterest.com, enter your email ID, pick a password and click the ‘Sign up’ button

Fill in your profile details and select a few interests. You will receive an email asking you to confirm your email ID. Click on the link in the email, and your Pinterest registration is complete.

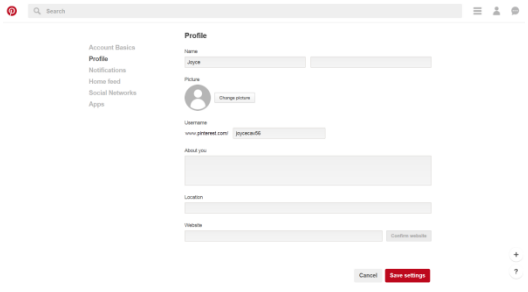


Step 2: Update Your Pinterest Profile

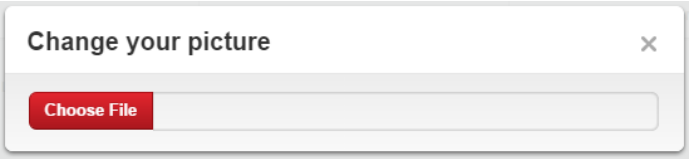
Now that your Pinterest account is ready, it’s time to fill in all the missing details.



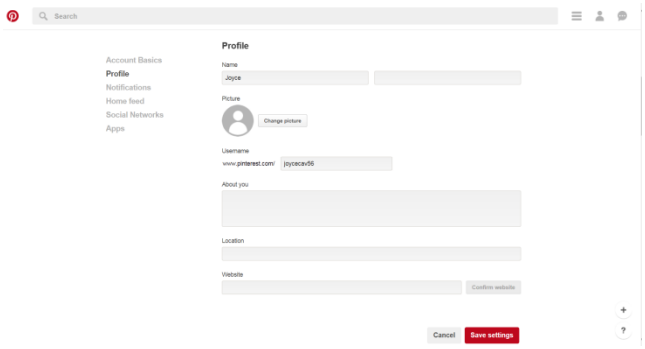
Click on Account Basics and scroll to Profile, click on ‘Change Picture.’



Click on ‘Choose File’ in the pop up and upload a square profile picture from your computer. This can be a flattering image of you.

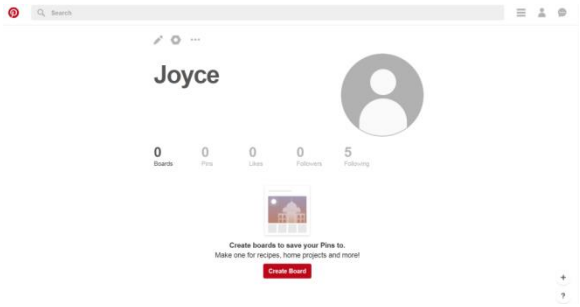


Click on ‘Edit Profile’ then update the ‘About You’ section, and fill in what you feel comfortable filling in. You can always come back later and update.



Step 3: Create Boards and Start Pinning

Your Pinterest account is now completely set up. All you need to do is start pinning! Create boards for specific topics relevant to your interests and start pinning.



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Texas Extension Education Association, Inc.
Navigating Pinterest Evaluation

Please take a moment to provide feedback on this program.

1. Regarding the **overall program/teaching** (rate your response by circling a number):

Statement	Scale (1= Worst, 5 = Best)
The value of the lesson was	**1** not valuable **2** **3** **4** **5** very valuable
The overall teaching was	**1** poor **2** **3** **4** **5** excellent
The teacher's knowledge of the lesson was	**1** poor **2** **3** **4** **5** excellent

2. Regarding **what you know and actions you plan to take** (circle your response):

I learned new information today. YES NO

I plan to use the information I learned today. YES NO

I feel this information will help me setup a Pinterest account. YES NO

I think I will be able to create Boards and save Pins. YES NO

I have a better understanding of Pinterest (Social Media) YES NO

3. This lesson was delivered by a(n) (check only one):

_____ TEEA Member. _____ Extension Agent/Specialist _____ Other Speaker.

4. Please tell us about yourself.

I am a _____ Woman. _____ Man.

I am in District: **1 2 3 4 5 6 7 8 9 10 11 12**

I have been a member of TEEA for _____ years.

My age is _____ years-old.

5. Additional Comments.

Thank You For Completing This Form!