

# PINTEREST

[www.pinterest.com](http://www.pinterest.com)



## FACT SHEET



### WHAT IS PINTEREST?

**Pinterest** is a social media platform to organize and share online images you find interesting or inspiring. Once uploaded or shared on Pinterest, these images become known as Pins, which the user can place on customized, themed Boards. You can create Boards for any topic imaginable.

### HOW DO YOU USE PINTEREST?

**Pinterest** is a virtual corkboard. Make an account by choosing a username and password. The idea is to organize and share. Pins feature ideas ranging from crafts, recipes, style, home design, tech gadgets and so much more. Once you pin something to a board, it's there for you to remember when you need it.

### WHAT ARE PINS?

**Pins** are visual bookmarks. A pin is an image, the pin is usually linked to a website featuring more information about the pin. Pins can point users on how to perform a task or where to buy a product or service. You can pin images from other accounts to your own board.

### WHAT IS REPINNING?

Pinterest, you **repin**. You repin a someone else's pin to one of your boards for your followers to see, comment on and repin for themselves. You can also add your own text to the pin.

### LIKING A PIN ❤

To **like a pin**, click on the little heart on someone's post.

### FOLLOW/UNFOLLOW

Search the account you want to follow, once you find the right person or company, click **FOLLOW** to follow all their boards. To **UNFOLLOW**, click on the unfollow button.

### WHAT IS A HASHTAG?

The **hashtag** sign (#) placed before a relevant keyword or phrase to organize their images to show pins by specific topics or subject matters.

### WHAT IS A BOARD?

A **board** is a collection of all the pins that you've saved. Boards help you organize all your pins by style, recipes, travel, interior design, inspirational quotes,...etc....

### WHAT IS TRIED IT?

You can let your followers know that you have tried a certain project on Pinterest, by clicking the **'tried it'** button, and leave your comment or opinion.

### PRIVATE MESSAGE

Pinterest **private messages** can only be sent to someone who is following you. And, likewise, someone can only send you a message if you are following them.

