



Pinterest Basics for Building Your Online Reach

Edie Melson

Pinterest has become a very valuable network to connect with readers and grow your online visibility. These are some basic tips to help you capitalize on this burgeoning network.

1. Optimize your name (description is key, but make it interesting). If you have a ministry and/or a business, but you also are an author, make sure your account is set up under your name. (Mine is Edie Melson).
2. Spend time composing your Pinterest bio. It should be interesting and contain keywords that will be picked up in a generic search. For instance, my bio mentions that I'm a "creative" "photographer" and "author". All popular searches on Pinterest.
3. As you build your Pinterest world, remember that you are sharing a visual story. This is an image driven network and your popularity will hinge on how well you present the visual aspect of your content.
4. Consider approach your Pinterest account like you are publishing a magazine. Every board is a "feature" in your magazine. Consider your colors you use and the visual story you want to tell.
5. Use the search box strategically to find trending topics and share appropriate pins.
6. Spend time weekly pinning things you love. The more you're on Pinterest, the more your visibility will grow.



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How to Convert your Personal Pinterest Account to a Professional Account

- Click on the down arrow next to your picture in the upper right corner of the screen.
- Click on Settings
- Click on Account Settings
- Scroll to the bottom of the page and choose: Convert to a Business Account.

BEST PRACTICES FOR PINTEREST

CONVERT TO A BUSINESS ACCOUNT

- Click on Settings
- Click on Account Settings
- Scroll to bottom of page and choose CONVERT to a business account

CREATE AN ENGAGING BIO

Your bio is valuable real estate. Compose an engaging description of yourself and use searchable keywords. Do NOT use hashtags in your bio.

USE HASHTAGS IN BOARDS & PINS

- Use 2-5 hashtags in your board description
- Use 2-3 hashtags in your pin description

AUTHENTICITY

Pinterest gives you the opportunity for unexpected connections. You have 2 options:

1. Create boards according to your interests.
2. Create a branded account.