Pinterest User Guide

What is Pinterest?

Pinterest is a social network in which you can share and bookmark (pin) beautiful images—whether it is clothing, college memories, recipes, inspirational crafts, travel scenery—you name it, you create it! You can create your own groupings of content—called boards—and grab relevant content from other users or from the web and put it on your board (pinning).

Set up an account

Go to www.pinterest.com. If you have a Facebook account, you can use that as a login. You have the option to have your pins show on your Facebook wall or not. You can also opt to sign up with an email account. This is also where you will login once you have created an account.

Your profile

If you sign up via Facebook, your profile image will automatically appear. You can change this image or add an image (if you signed up via email) simply by clicking ‘change picture.’ That will appear when you hover over the image with your mouse. The pencil in the bottom right will allow you to edit the basic information in your profile.
Getting started

When you login, you will see a wall of content (as below). When you begin, these will be suggested pins/pinnners. Check out which of your friends are on Pinterest by using the menu bars on the left.

Once you decide to follow a person or organization, you will then see their pins on your wall. You can also go to their profile and see what boards they have created and select pins you like and add them to your own boards.

You can also ‘find friends’ from the menu noted above (top right). Also, you can opt to follow boards. There will be suggestions pre-populated. Make sure you follow Beloit Alumni’s boards!
Pinning

Pinning is taking content that you like and bookmarking it. These bookmarks will available to you and to others for as long as you keep them pinned. And, you can categorize them on boards (see ‘creating a board’ below).

There are a couple ways that you can do this:

1) When you see content that you like on Pinterest, you can click the ‘Pin It’ button:

- If you would like to keep content, click ‘Pin it’ to save it to one of your boards
- If you do not want to pin content to a board, but want to keep it handy or want to let the pinner know you enjoyed it, click on the like button (the heart). This will then be available in your likes section. You can get to your likes by going to ‘Your profile & pins’ referenced above

Once you click ‘Pin it’—it will ask you what board you would like to pin it to. You can also create a new board. Select the board (or create a new), add a description, and click ‘Pin it’ again.

- Select or create your board.
- Then, add a description. The description should include the web address if appropriate. Use descriptions that make sense for your purposes, too. If you are using it for business purposes or would like to make it easy for other users to find your content, consider using keywords that fully describe what you are pinning

- Note that you can also post your pins to Facebook by checking this box
- Finally click “Pin It”
2) Pin from another website. See content that you like outside of Pinterest? Pin it! Some companies have included a ‘Pin it’ button on their site.

3) Upload your own content. Have an idea or image to share? Pin it! At the top of your page, you will see a plus sign. Click it, browse to your content, and upload it. Be sure to include a great description and/or instructions (if appropriate) to help others find your great pins.

Pinterest also has some great tips—advanced and basic—for pinning, including mobile app information (due to the frequency of changes in mobile and tablet apps, it’s best to get the most up-to-date info straight from the source!). [https://en.help.pinterest.com/forums/20599282-Pins](https://en.help.pinterest.com/forums/20599282-Pins)

**Creating a board**

As mentioned, when you decide to pin content, you will be asked what board you would like to pin it to, or to create a new board. To create a board, click on ‘Your Profile & Pins.’ You will then see a box that says ‘Create a board.’ Click on it, fill in the information, and click ‘Create a board.’ Then, pin away!

**For Beloit**

How can you use Pinterest for Beloit? Check out our Beloit Alumni page and ‘follow’ us. Then, repin or ‘like’ what is of interest to you. On occasion, we'll run promotions and encourage you to pin to our group boards, or to pin your own great content (example: favorite old Beloit photos) on your boards. Just follow our lead! And, when you see anything of interest on our website, pin it—be sure to include our website and Beloit College or Beloit College alumni in your description). Then, encourage your fellow Beloit alumni to do the same by inviting them to join Pinterest, sending them a pin, or pinning to your Facebook. Spread the word—let’s share Beloit!