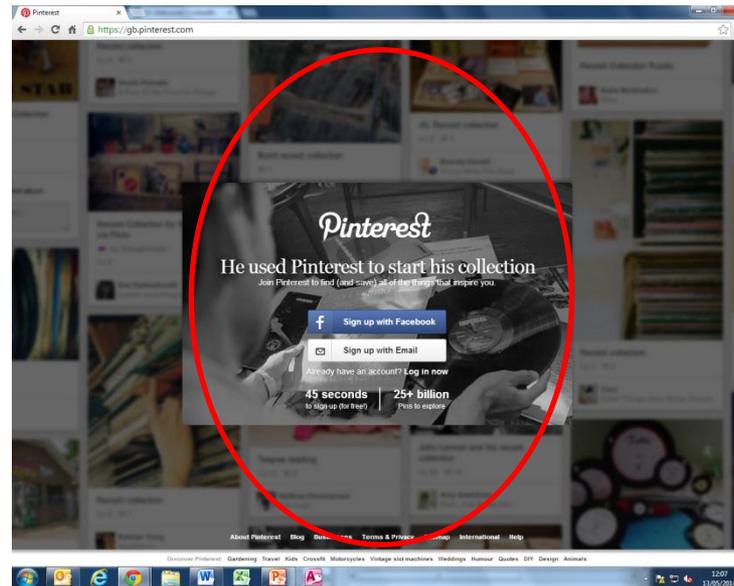




# How to guide for *Pinterest*

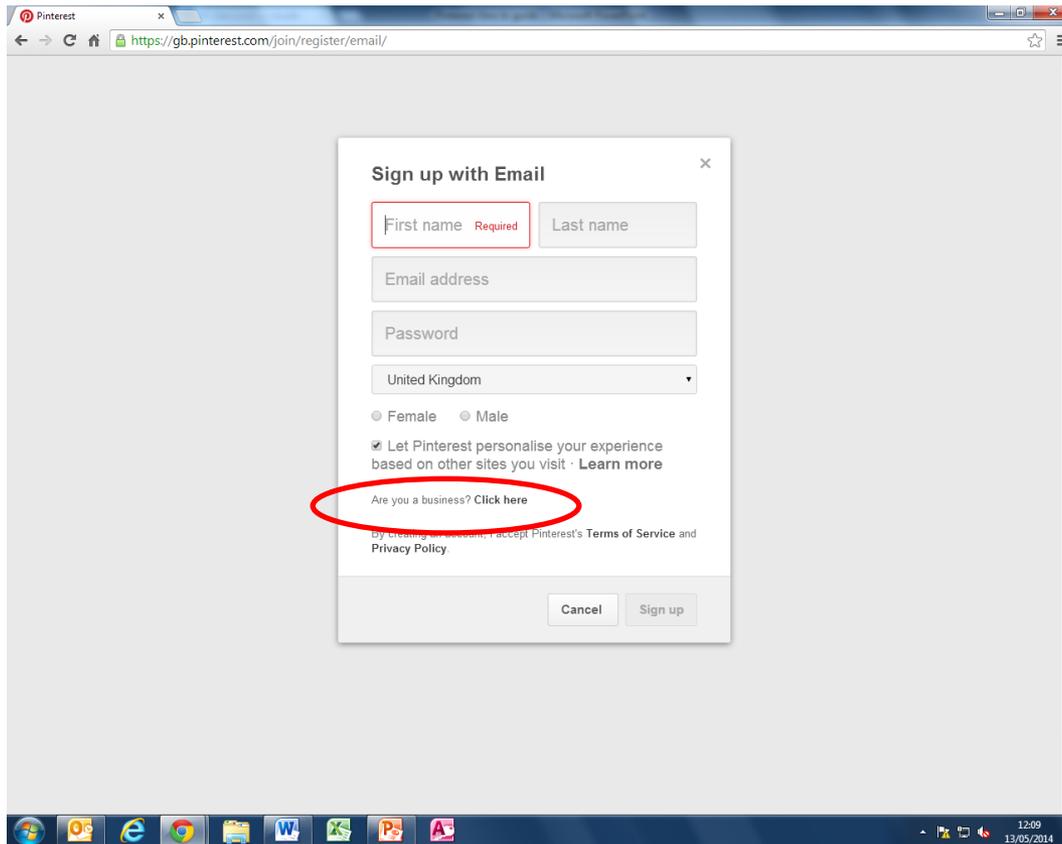
# Create a business account

- Go to [www.pinterest.com](http://www.pinterest.com)
- Log-in with your Facebook account (Please note that this will link to your private profile not your business page) or your email address



# Create a business account

- Click on “Click here” for creating a business account and fill in the information asked



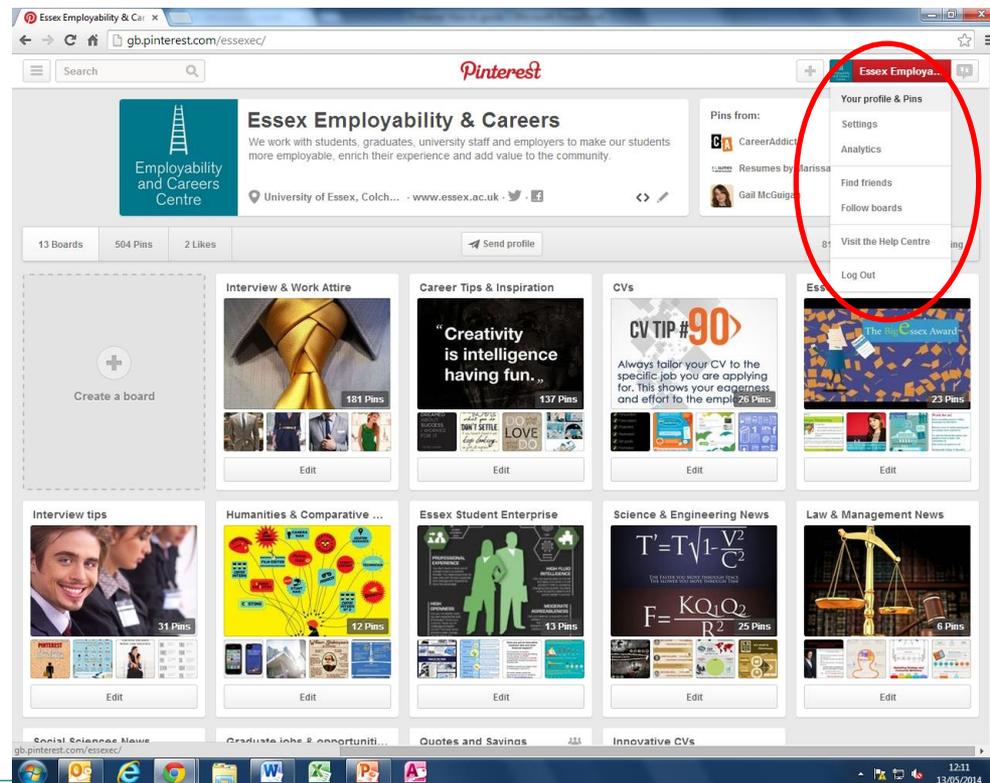
The screenshot shows a web browser window with the URL <https://gb.pinterest.com/join/register/email/>. A modal form titled "Sign up with Email" is displayed. The form contains the following fields and options:

- First name **Required** (text input)
- Last name (text input)
- Email address (text input)
- Password (text input)
- United Kingdom (dropdown menu)
- Female  Male
- Let Pinterest personalise your experience based on other sites you visit · [Learn more](#)
- Are you a business? [Click here](#) (text with a red circle around the link)
- By creating an account, I accept Pinterest's [Terms of Service](#) and [Privacy Policy](#).
- Cancel (button)
- Sign up (button)

The Windows taskbar at the bottom shows the time as 12:09 on 13/05/2014.

# Create a business account

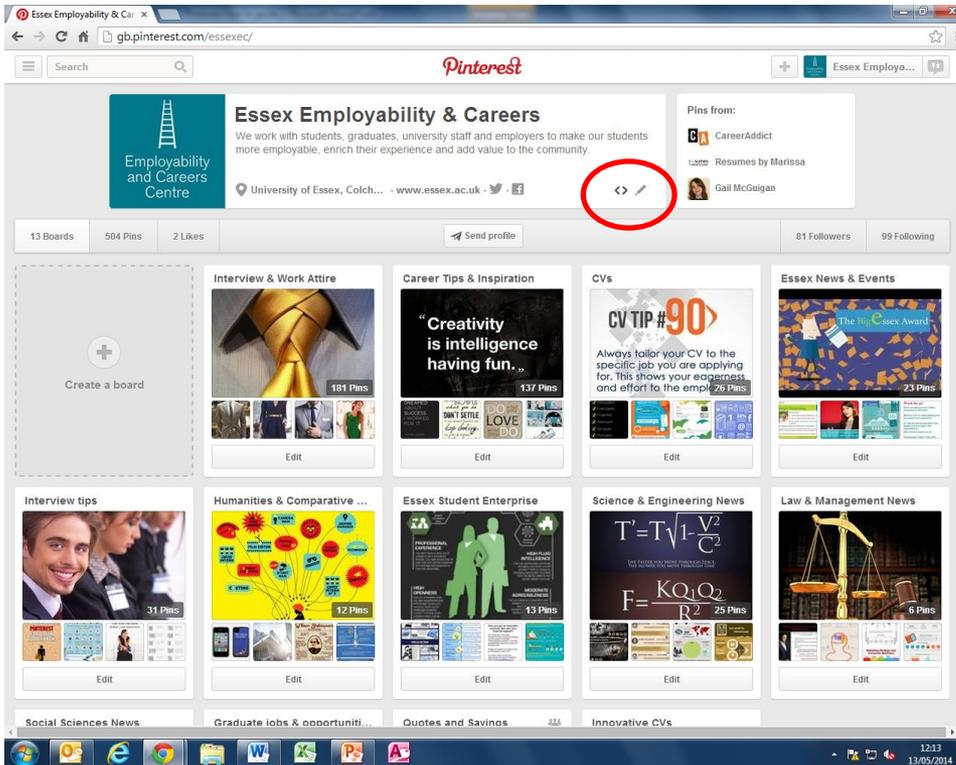
- Once signed up you need to check all your settings and profile information



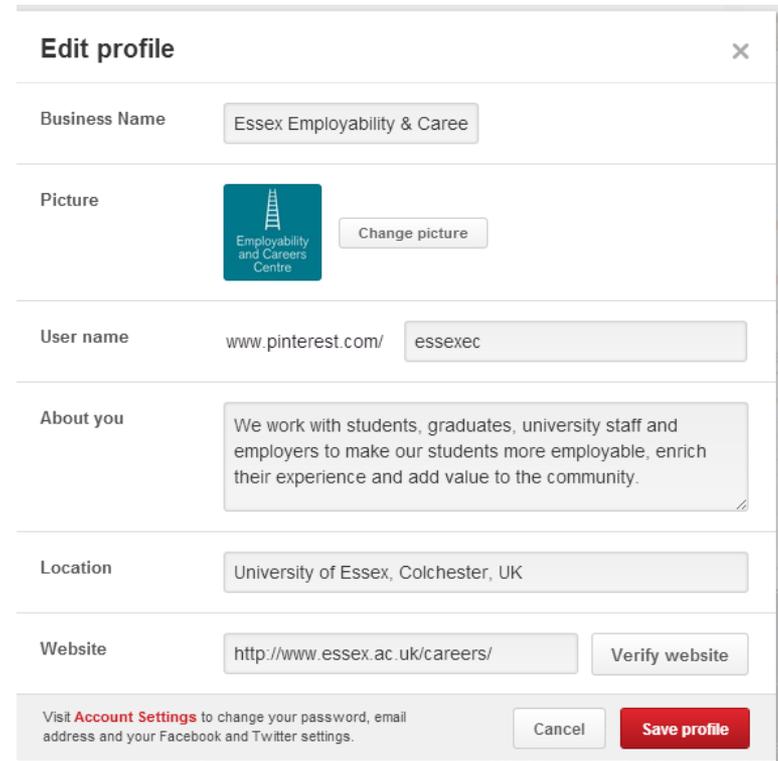
The screenshot shows a web browser window displaying the Pinterest profile page for 'Essex Employability & Careers'. The browser's address bar shows 'gb.pinterest.com/essexec/'. The profile header includes the name 'Essex Employability & Careers', a bio, and social media links. A dropdown menu is open from the profile name, listing options: 'Your profile & Pins', 'Settings', 'Analytics', 'Find friends', 'Follow boards', 'Visit the Help Centre', and 'Log Out'. The main content area features a grid of boards, including 'Interview & Work Attire', 'Career Tips & Inspiration', 'CVs', 'Interview tips', 'Humanities & Comparative ...', 'Essex Student Enterprise', 'Science & Engineering News', and 'Law & Management News'. The Windows taskbar at the bottom shows the system clock as 12:11 on 13/05/2014.

# Profile and Pins

- Click on the edit icon to add/edit information and upload a photo



The screenshot shows a web browser window displaying a Pinterest profile for 'Essex Employability & Careers'. The profile bio reads: 'We work with students, graduates, university staff and employers to make our students more employable, enrich their experience and add value to the community.' The profile has 13 boards, 504 pins, and 2 likes. A red circle highlights the edit icon (a pencil and double arrows) located next to the profile name. Below the profile information, there is a grid of boards including 'Interview & Work Attire', 'Career Tips & Inspiration', 'CVs', 'Essex News & Events', 'Interview tips', 'Humanities & Comparative ...', 'Essex Student Enterprise', 'Science & Engineering News', and 'Law & Management News'. The Windows taskbar at the bottom shows the date as 12:13 on 13/05/2014.



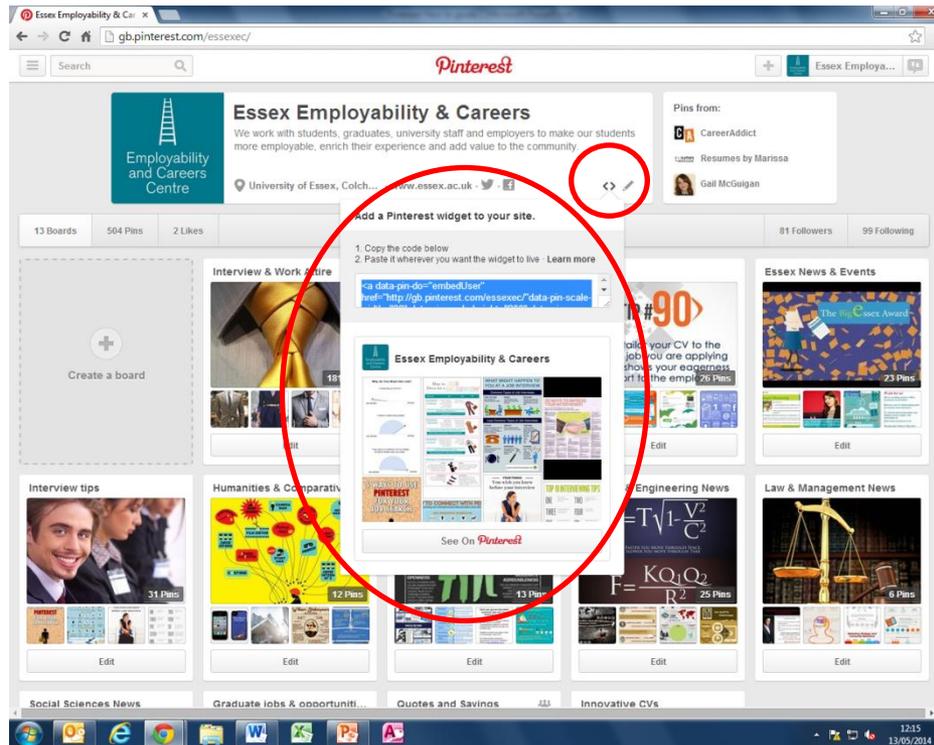
The 'Edit profile' dialog box contains the following fields and options:

- Business Name:** Essex Employability & Caree
- Picture:** A preview of the profile picture with a 'Change picture' button.
- User name:** www.pinterest.com/ essexec
- About you:** We work with students, graduates, university staff and employers to make our students more employable, enrich their experience and add value to the community.
- Location:** University of Essex, Colchester, UK
- Website:** http://www.essex.ac.uk/careers/ with a 'Verify website' button.

At the bottom of the dialog, there is a note: 'Visit **Account Settings** to change your password, email address and your Facebook and Twitter settings.' There are 'Cancel' and 'Save profile' buttons.

# Profile and Pins

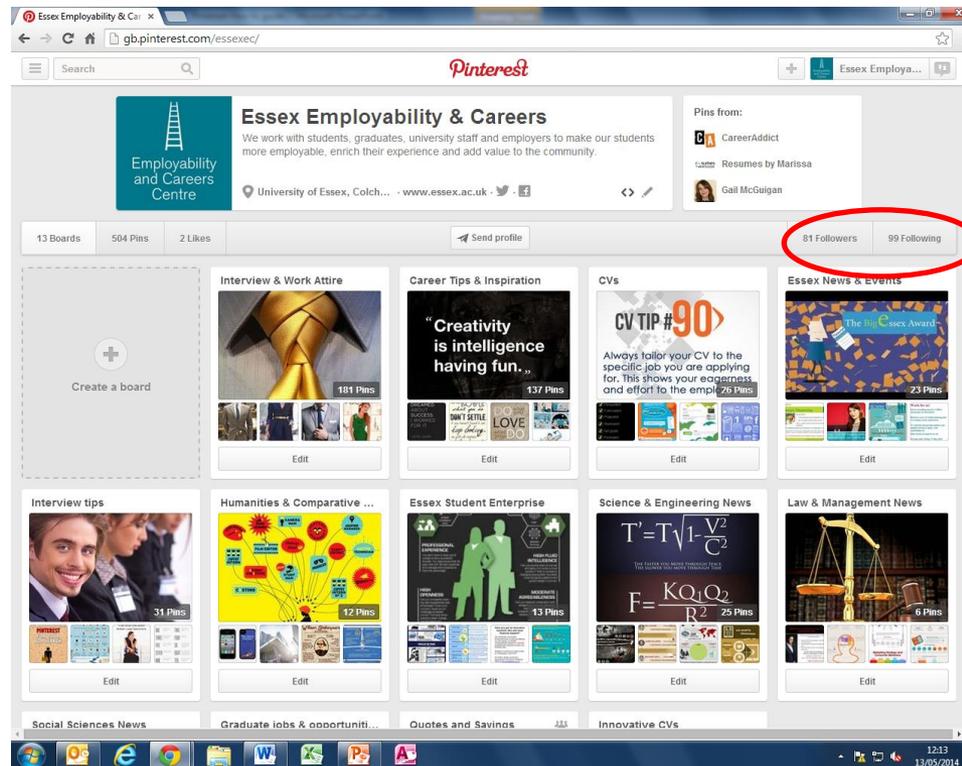
- You can add a Pinterest widget to your site by copying the code given (click on the button next to the edit icon)



The screenshot shows a web browser window displaying the Pinterest profile for 'Essex Employability & Careers'. The profile header includes the name, a bio, and social media links. Below the header, there is a section titled 'Add a Pinterest widget to your site.' with instructions: '1. Copy the code below' and '2. Paste it wherever you want the widget to live'. A red circle highlights a code icon (two arrows pointing left and right) located next to the 'Learn more' link. The main content area displays a grid of pins, including 'Interview & Work Centre', 'Interview tips', 'Humanities & Comparative', 'Engineering News', and 'Law & Management News'. The browser's address bar shows 'gb.pinterest.com/essexec/' and the system tray at the bottom indicates the date '13/05/2014' and time '12:15'.

# Profile and Pins

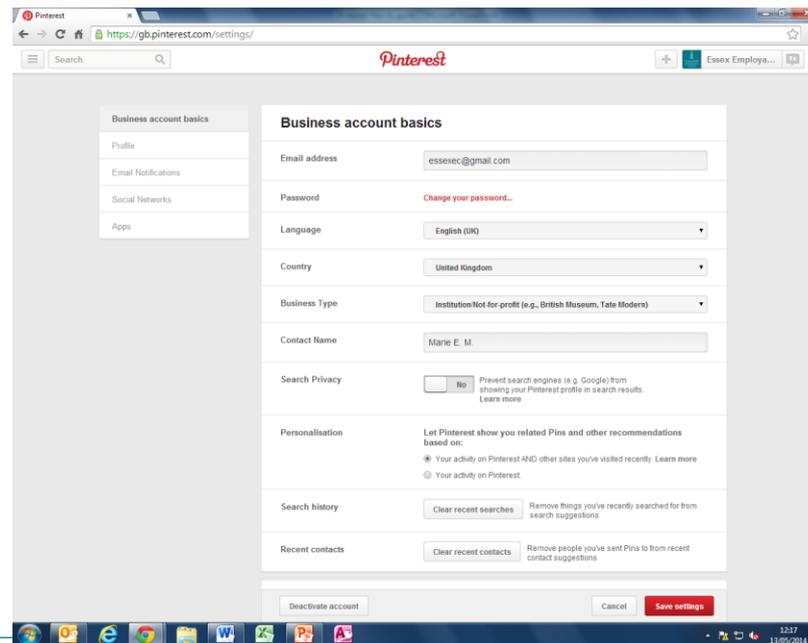
- On this page you also see all your pins, followers and whom you are following



The screenshot shows a web browser window displaying the Pinterest profile of 'Essex Employability & Careers'. The profile header includes the name, a bio, and the location 'University of Essex, Colch...'. Below the header, there are statistics for '13 Boards', '504 Pins', and '2 Likes'. A red circle highlights the '81 Followers' and '99 Following' counts. The main content area is a grid of boards, including 'Interview & Work Attire', 'Career Tips & Inspiration', 'CVs', 'Essex News & Events', 'Interview tips', 'Humanities & Comparative ...', 'Essex Student Enterprise', 'Science & Engineering News', 'Law & Management News', 'Social Sciences News', 'Graduate jobs & opportuniti...', 'Quotes and Savings', and 'Innovative CVs'. The Windows taskbar at the bottom shows the date as 13/05/2014 and the time as 12:13.

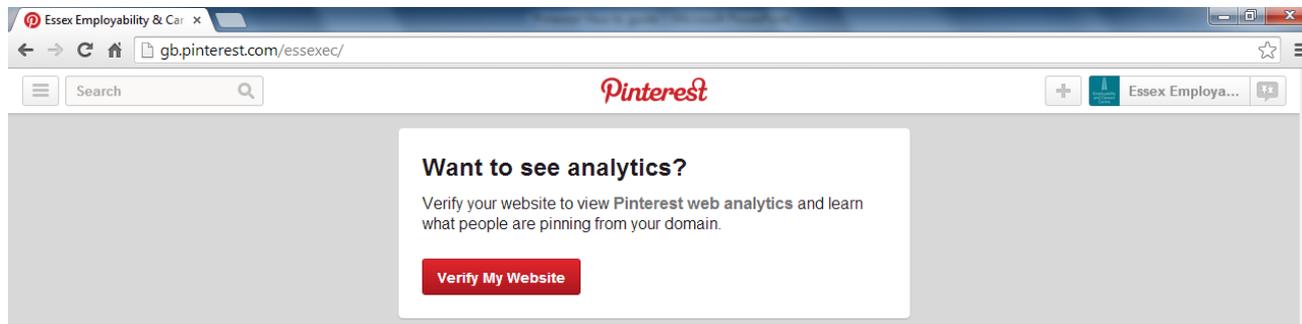
# Settings

- Read through the setting area carefully and make adjustments accordingly. If you connect to other social media accounts, be aware that the pins only go to your private accounts not your business pages.



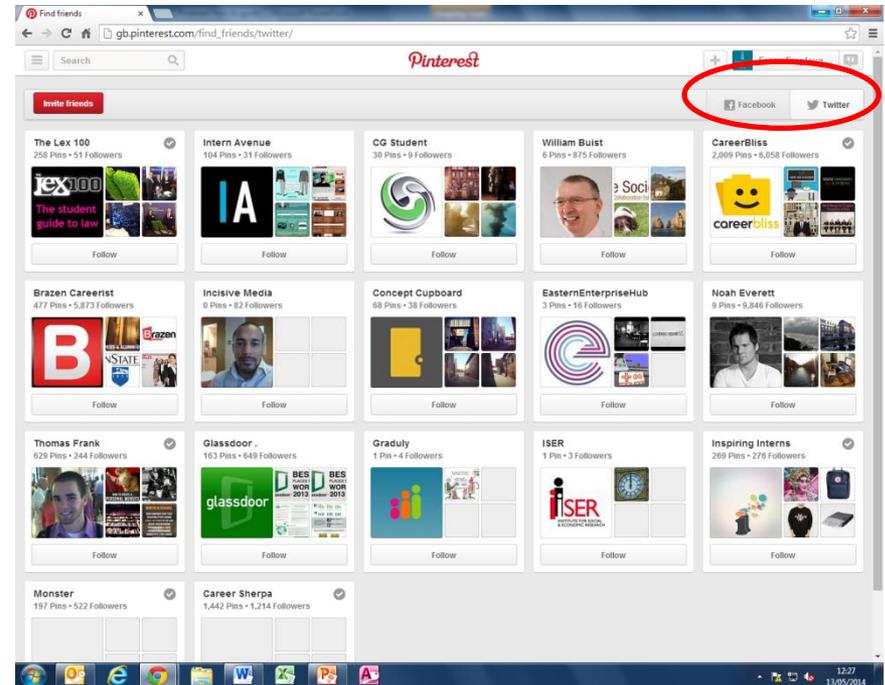
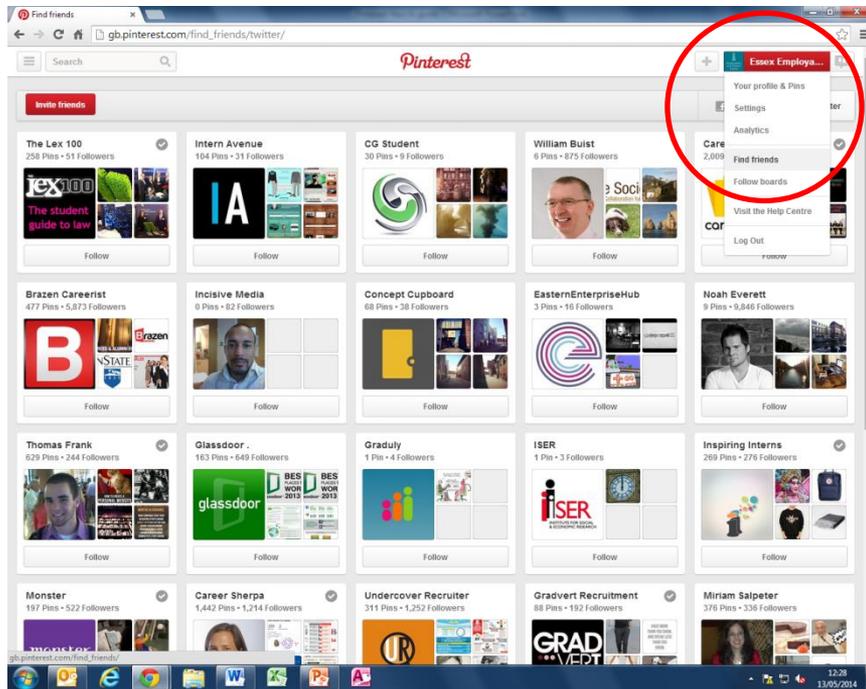
# Analytics

- If you want to see your analytics, you will need to verify your website.



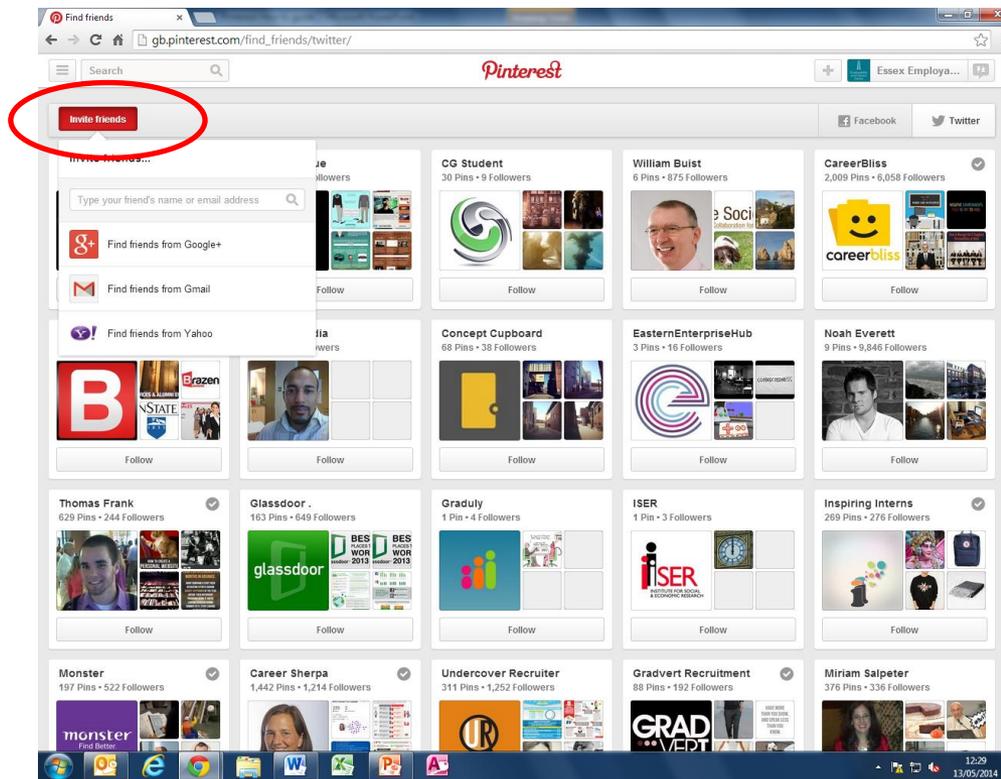
# Find friends

- You can find friends via Facebook or Twitter



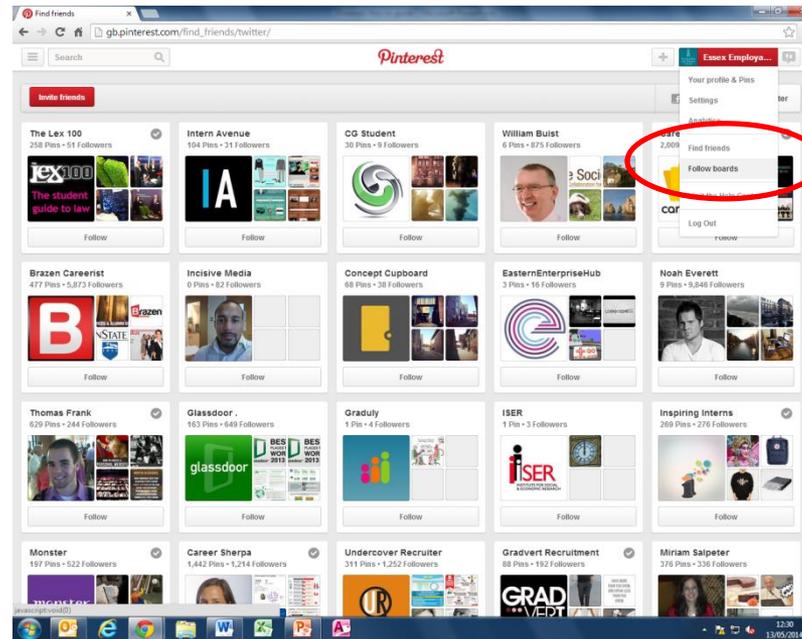
# Invite friends

- You can invite friends by typing in an email address or searching on Google+, Yahoo or Gmail



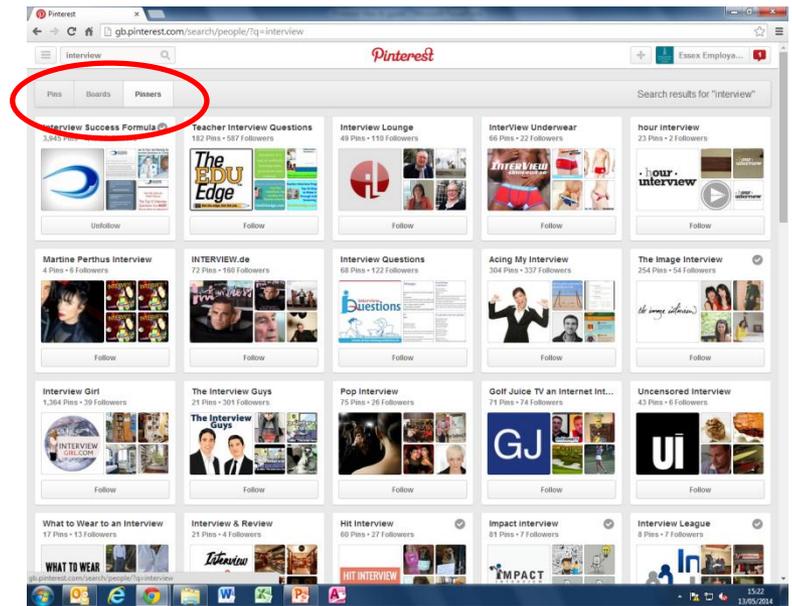
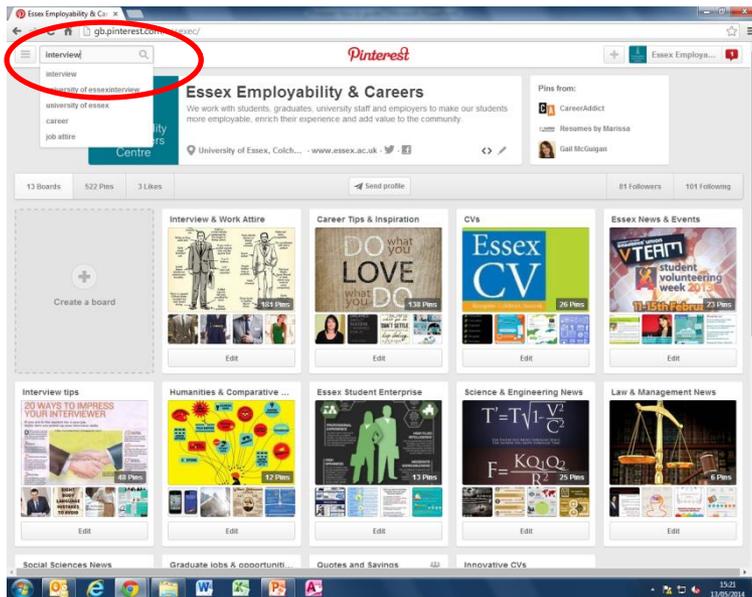
# Whom to follow

- Follow people/companies that will provide either value to you, your business or your target audience
- The Follow board suggests whom you can follow using categories



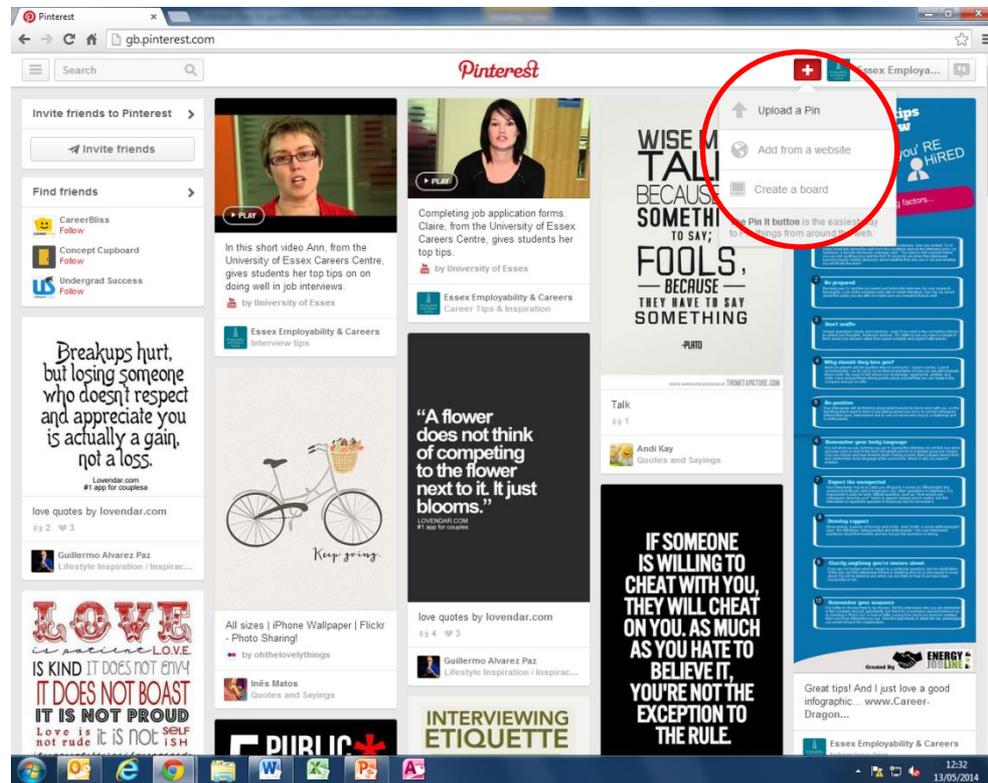
# Whom to follow

- Another way to find interesting users, is to use the search function. Just type in relevant key words
- Once found you can choose between “Pins, Boards and Pinner’s”



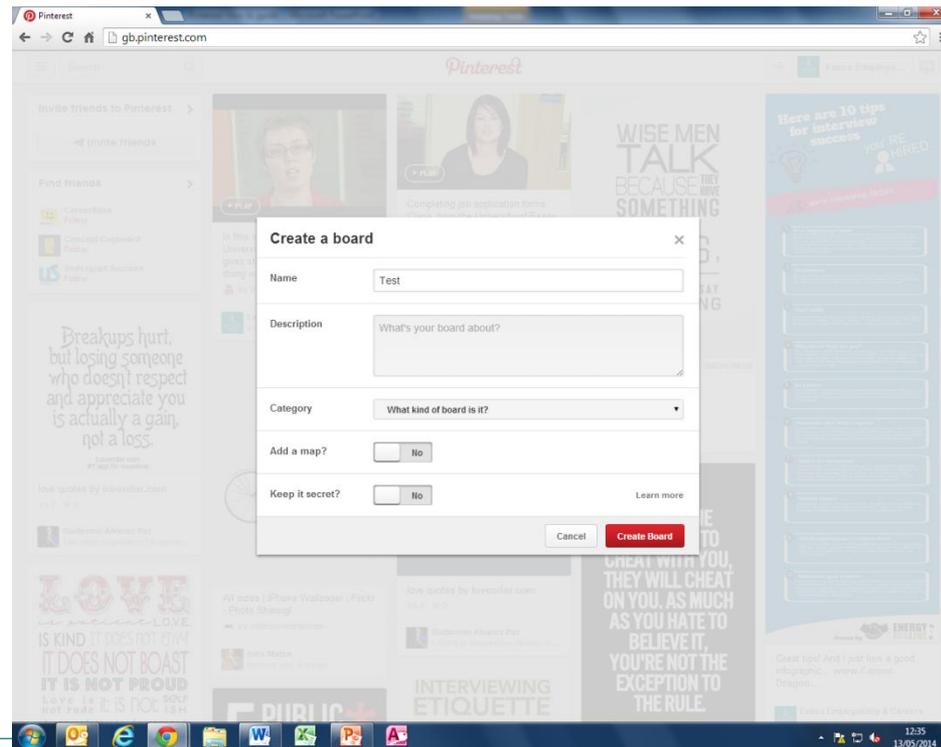
# Pin

- You can pin in different ways (uploading, adding from website)



# Pin

- You can either pin a separate pin or create a board (subject) in which you pin about a certain topic and add pins at a later point as well



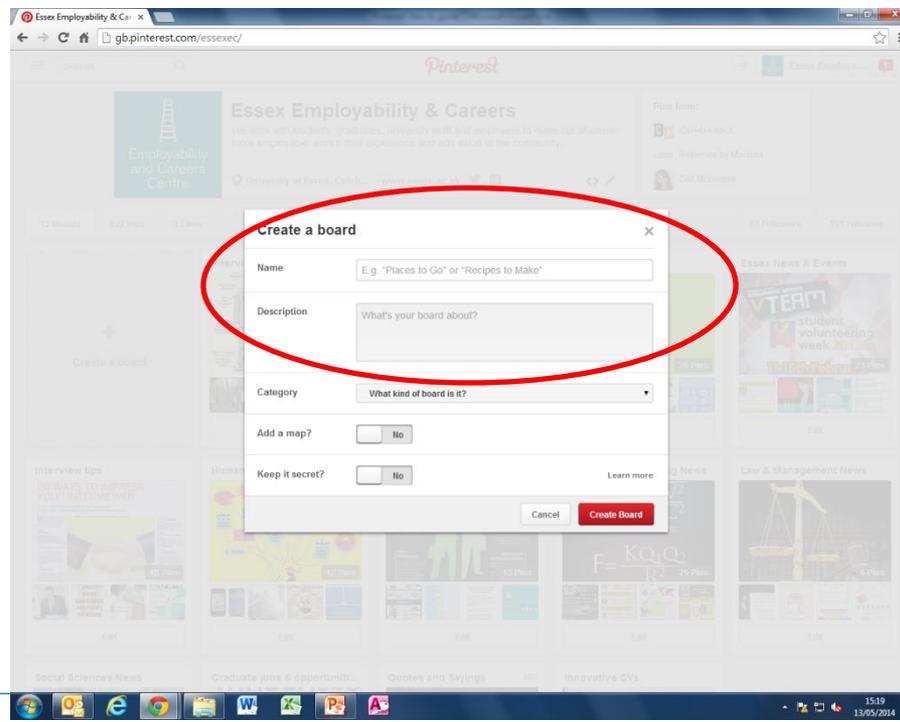


# Pin

- You should pin what will align with what your business is doing and is of interest for your target audience
- This way it is more likely that someone will share your pins
- Create your own pins and share other people's pins
- Pin a lot and regularly

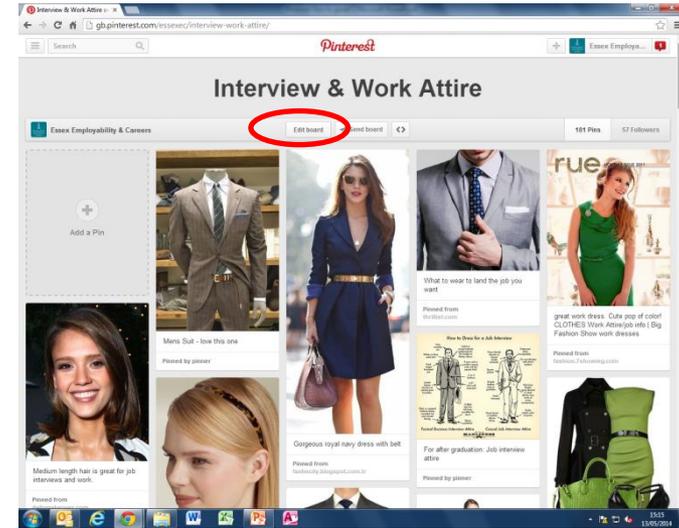
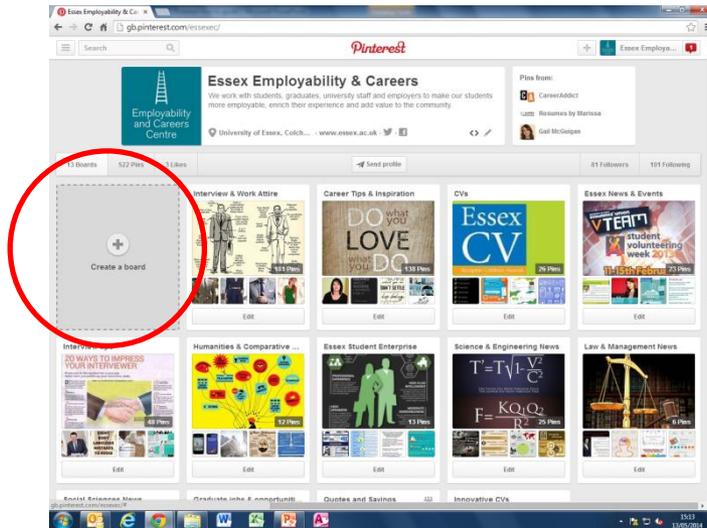
# Pin Boards

- When creating a board, ensure you are including key words in your Name and description so that your board comes up in other people's search results



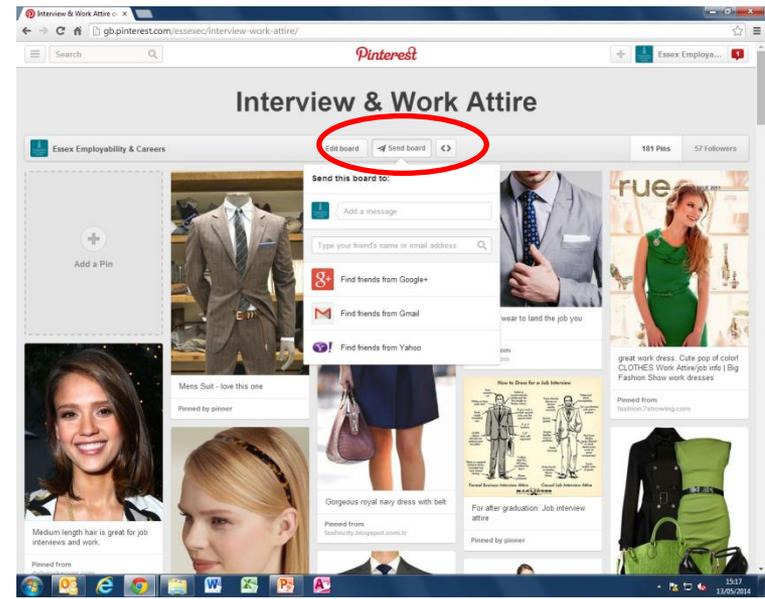
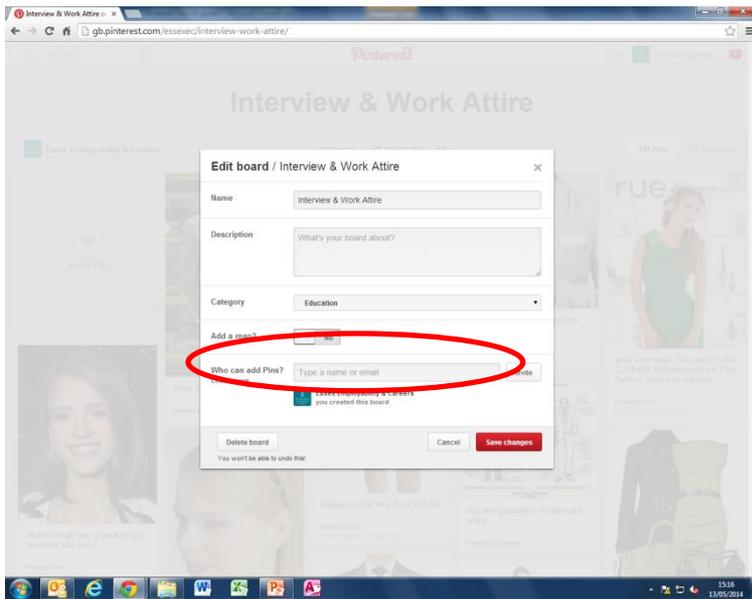
# Pin Boards

- You can create boards for certain topics
- Once created you can edit it and add pins any time



# Pin Boards

- You can invite people to pin on your board
- Or send the board to people
- In addition to that you can embed a widget on your website with the link that it will give you



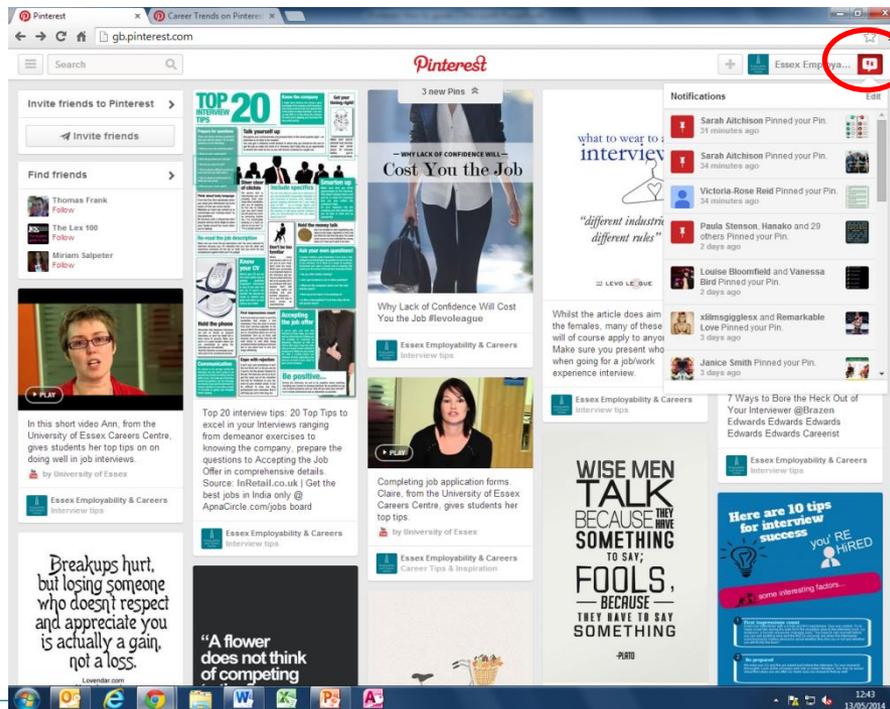
# Pin

- If you want to share an pin, simply click on it and choose your way of sharing
- You can also like a pin or visit the website



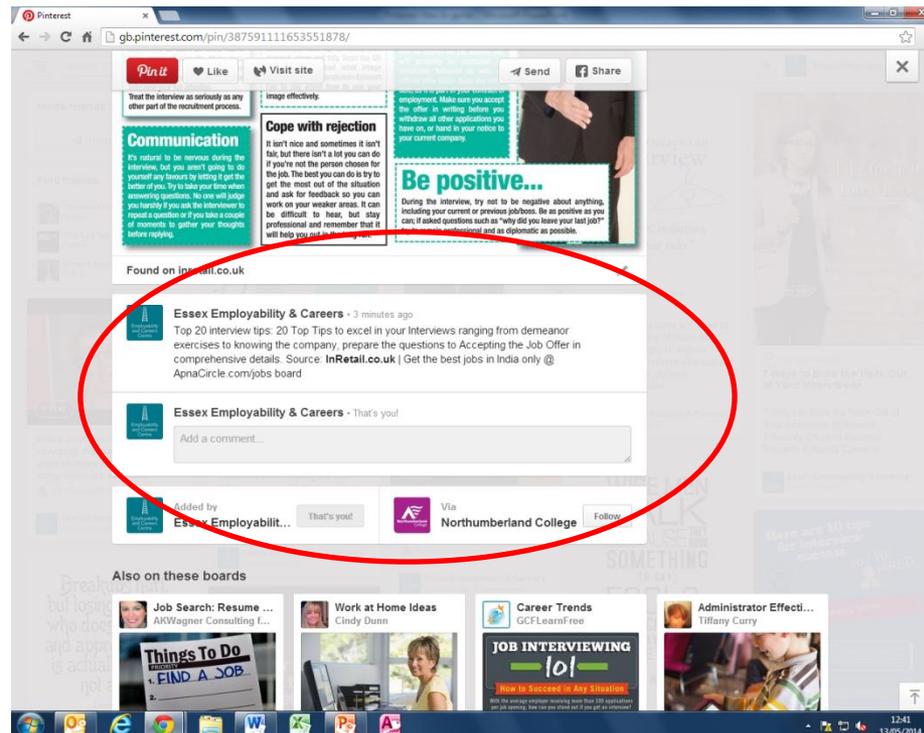
# Notifications

- Your notifications can be seen in the left hand corner of the screen



# Comments

- You can leave comments on pins to interact with other users



# Home

- On the Home page, you will see the pins of the Pinnerers you are following

