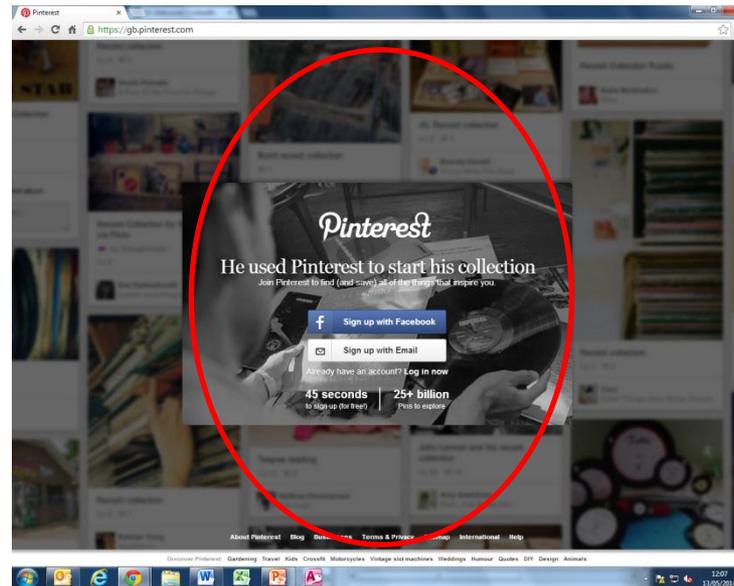# How to guide for

Pinterest
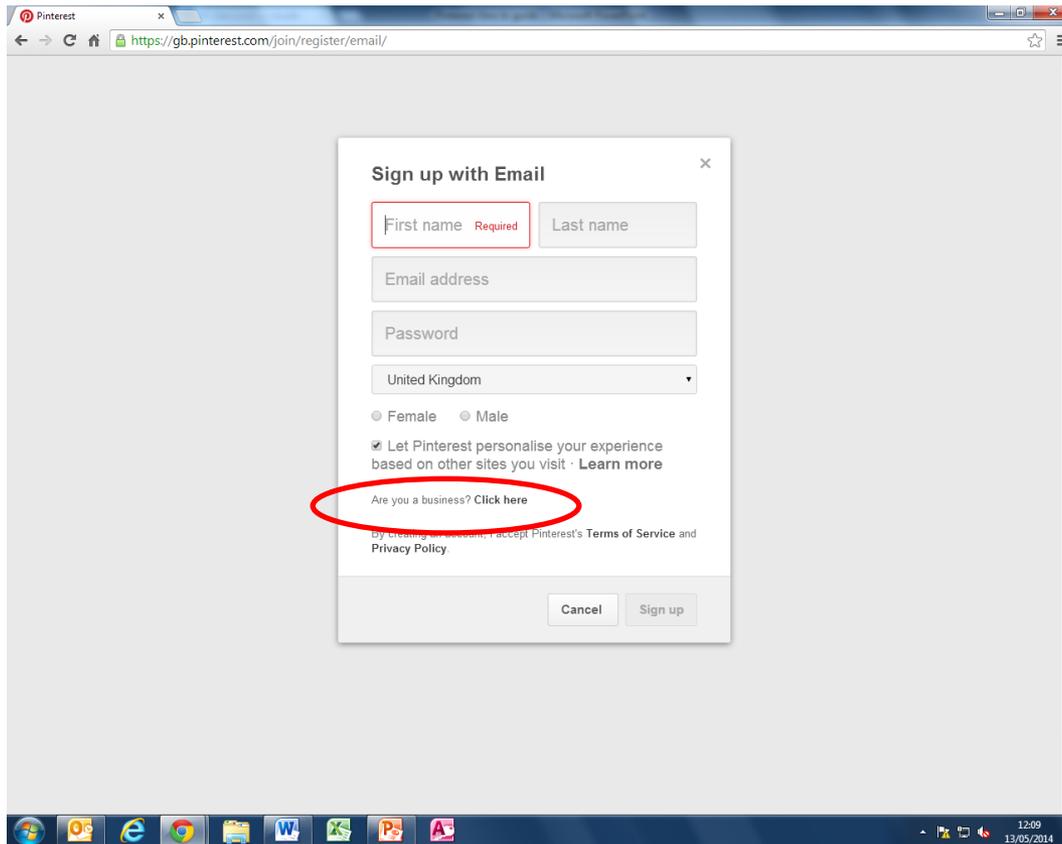
Create a business account

- Go to 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

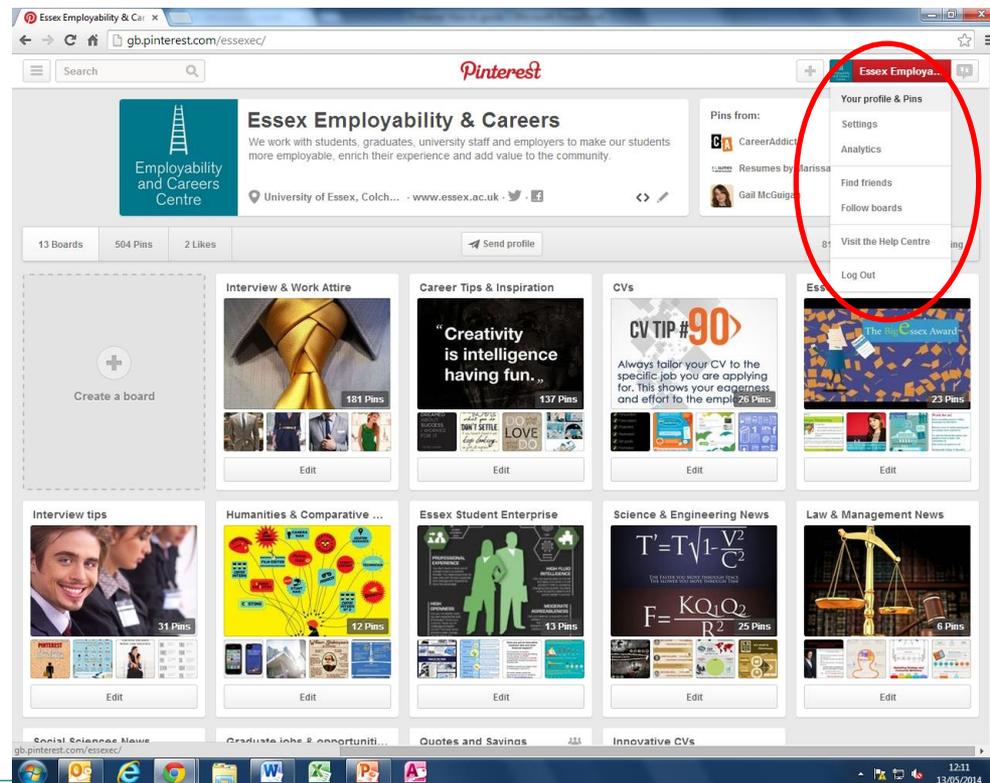- Click on "Click here" for creating a business account and fill in the information asked

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Create a business account

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

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Profile and Pins

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

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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)

Profile and Pins

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

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.
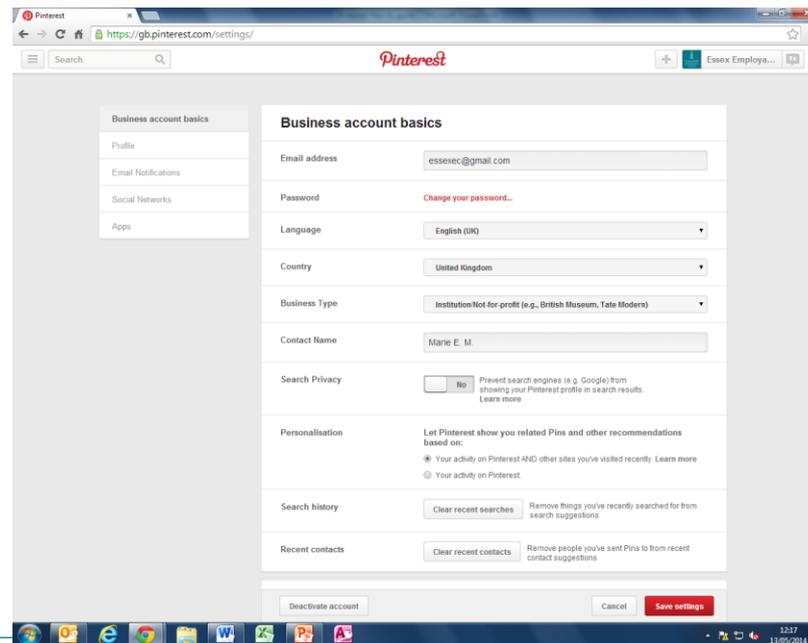
Analytics

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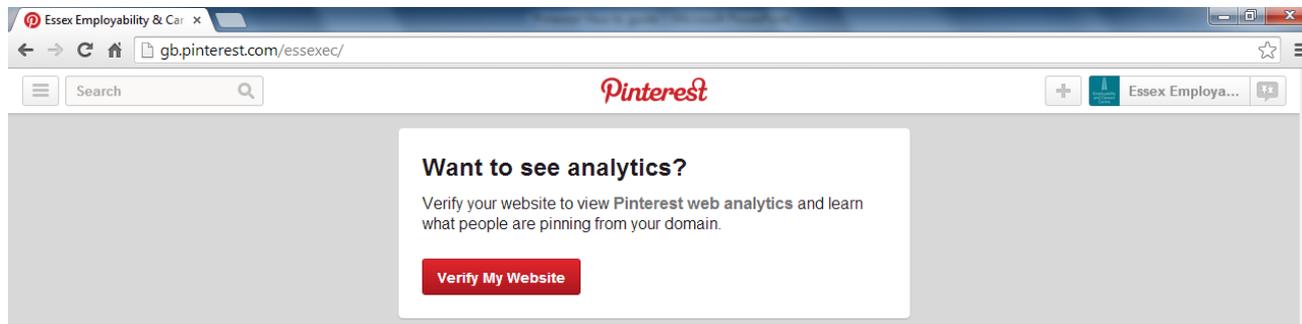
Find friends

- You can find friends via Facebook or Twitter
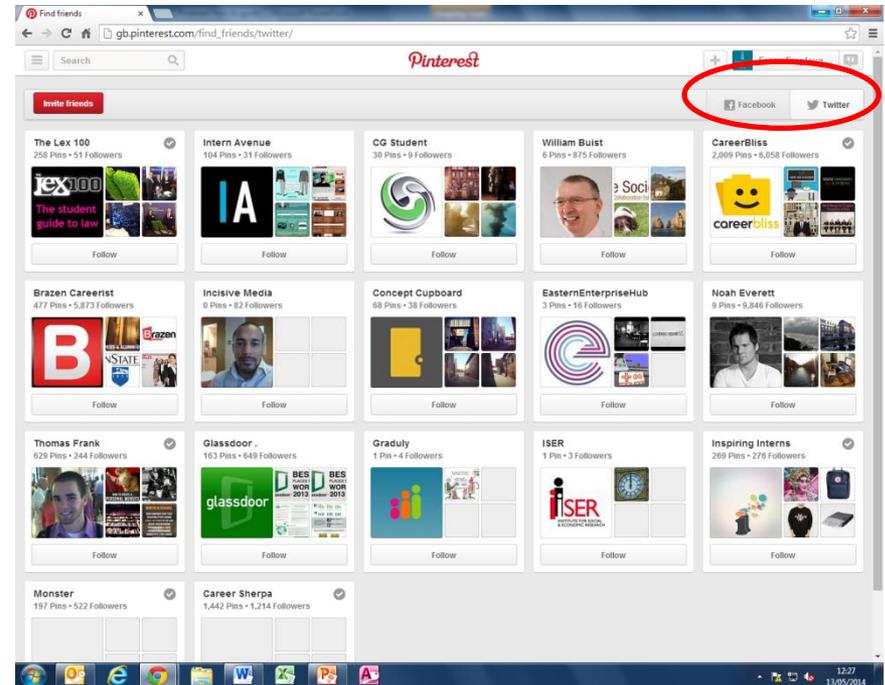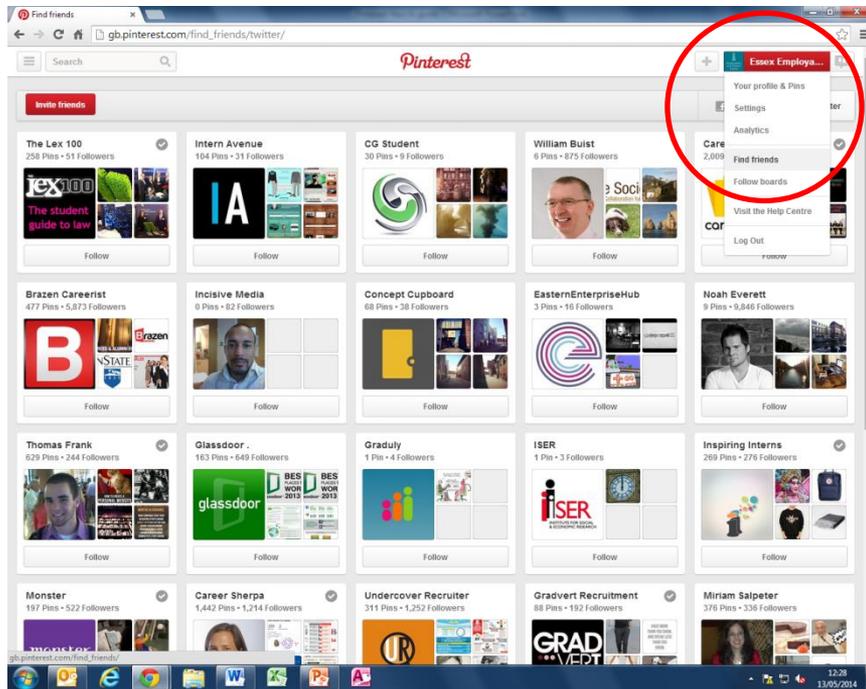
Invite friends

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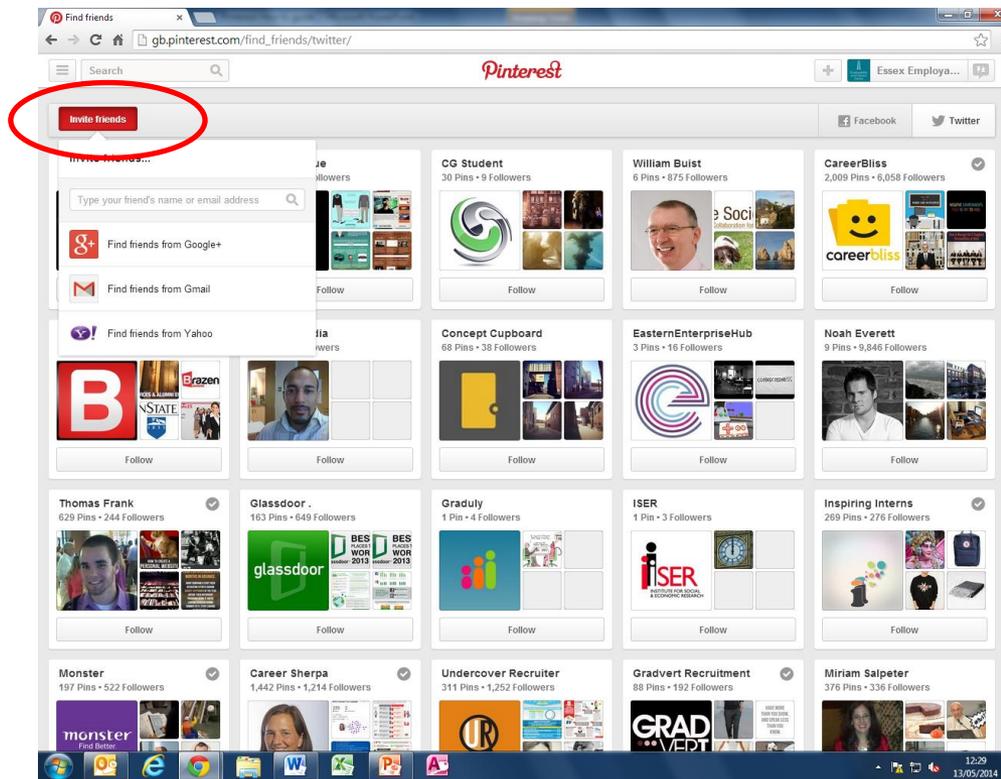
Whom to follow

- 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
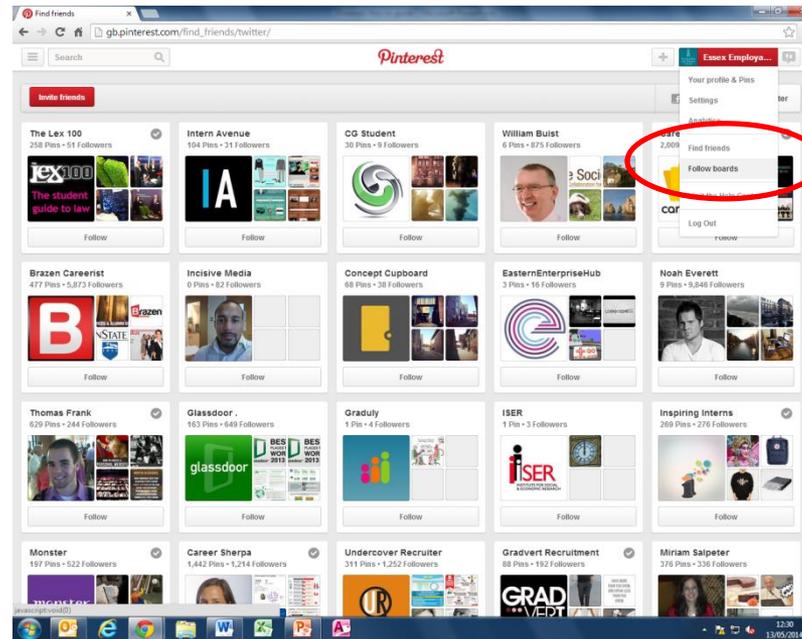
Whom to follow

- 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 Pinners"
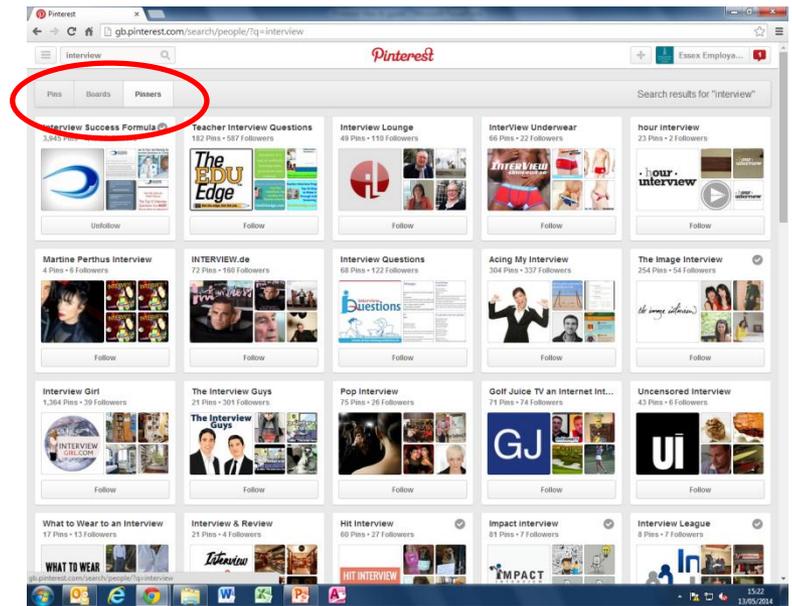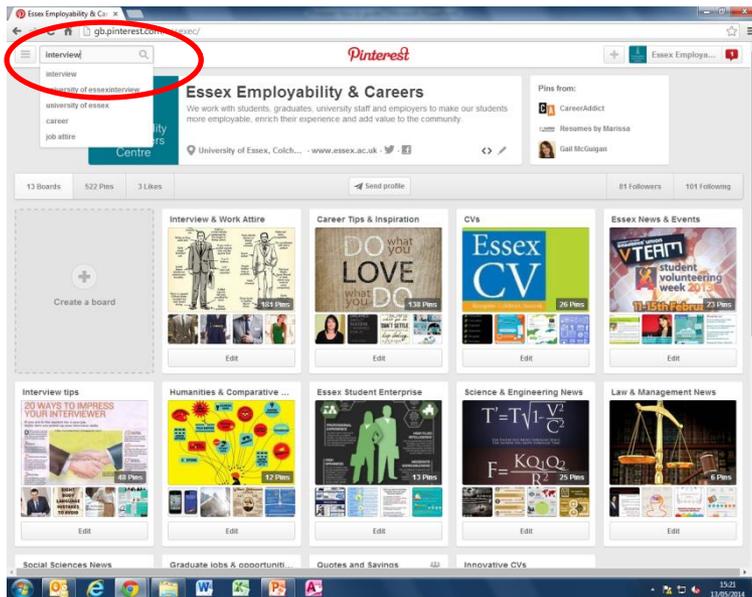
Pin

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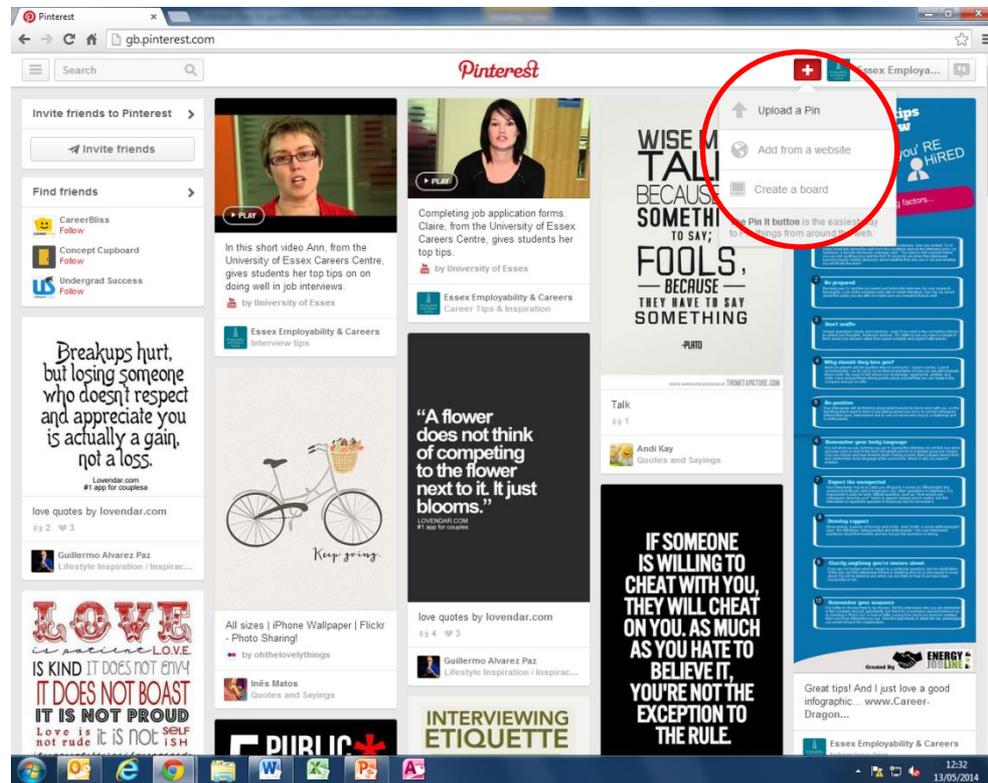
Pin

- 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
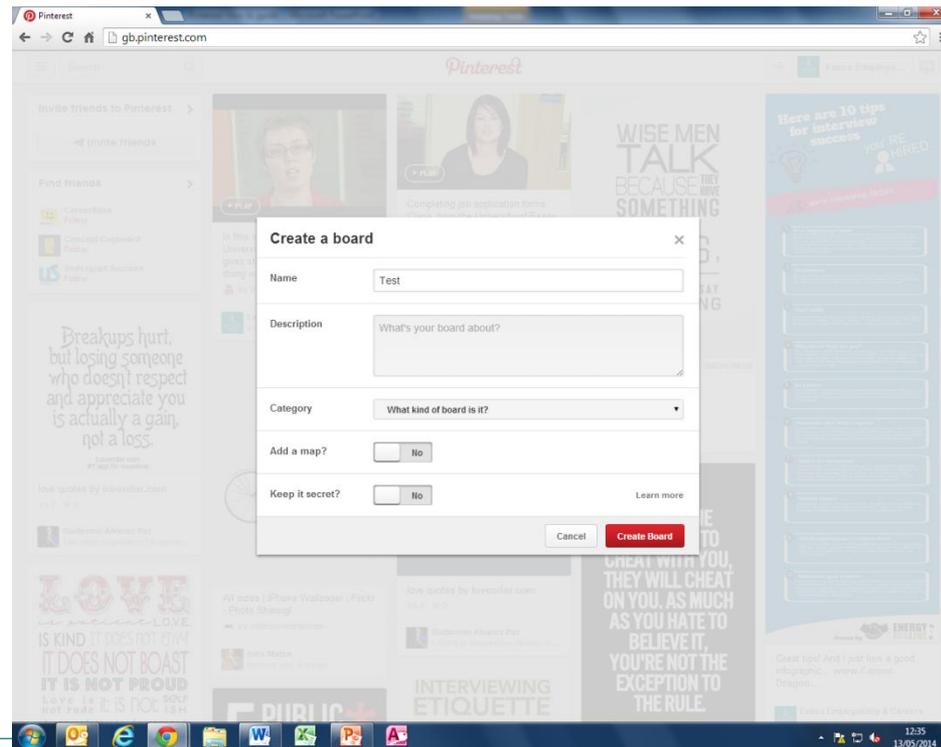
Pin

- 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

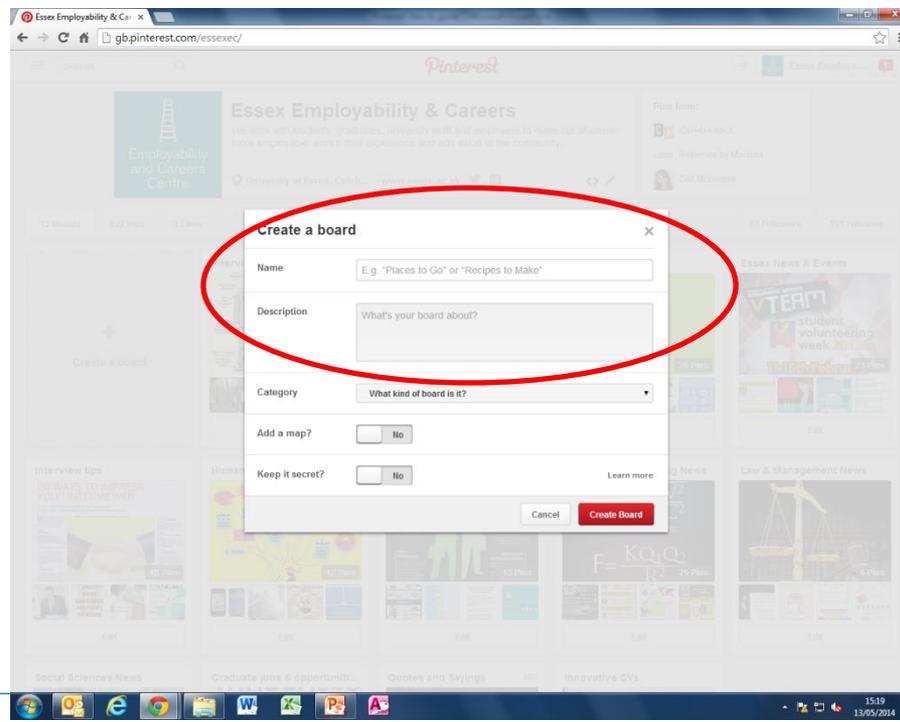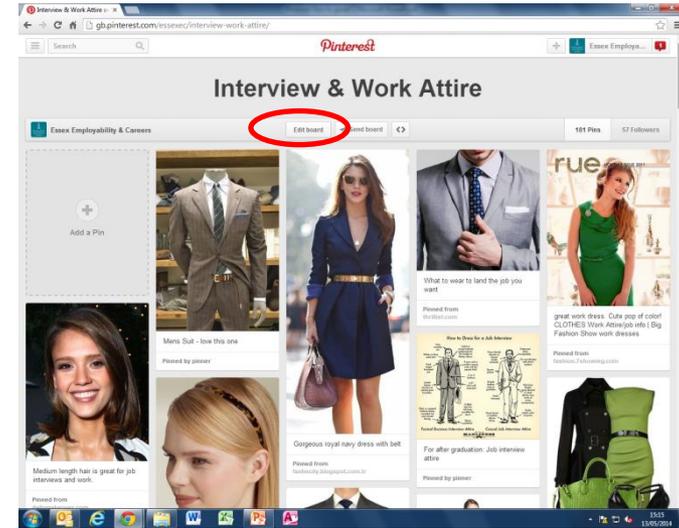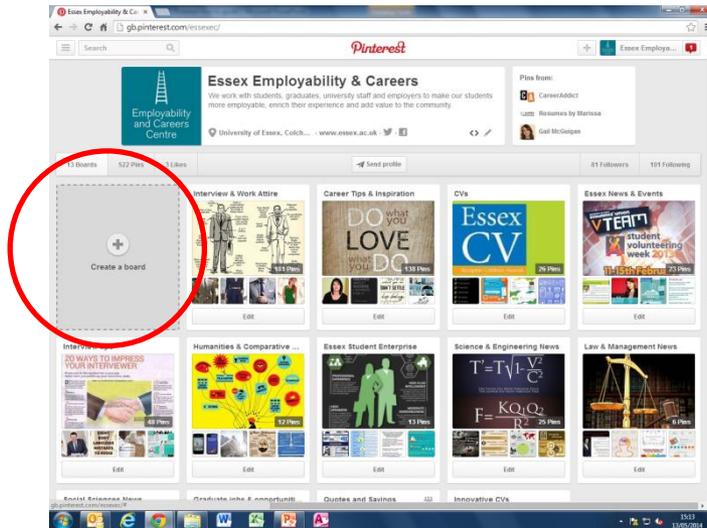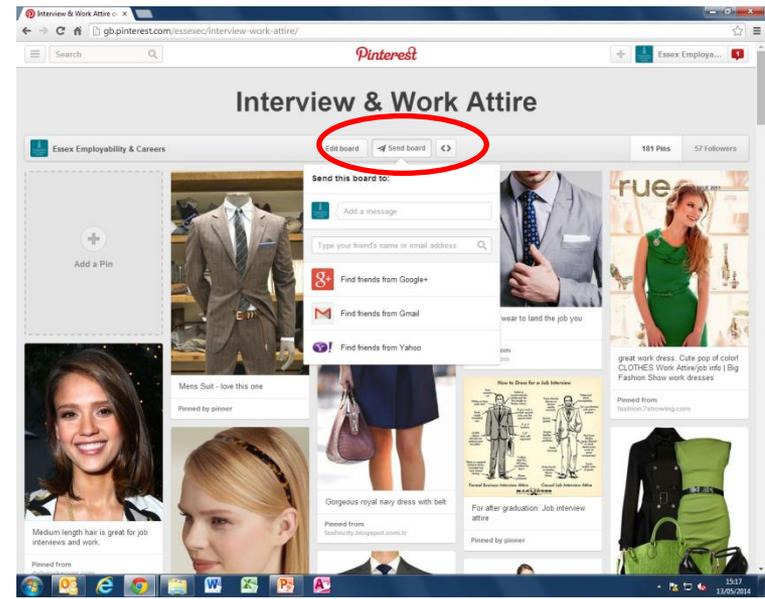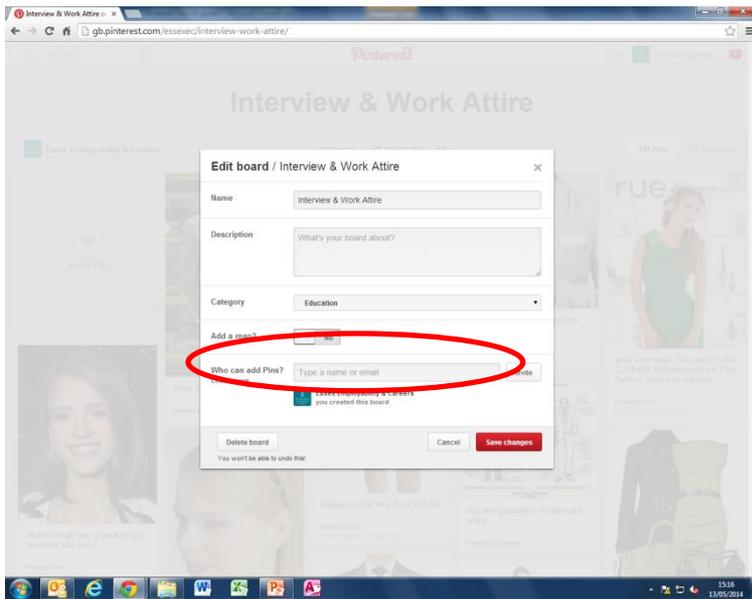# Pin Boards

- 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
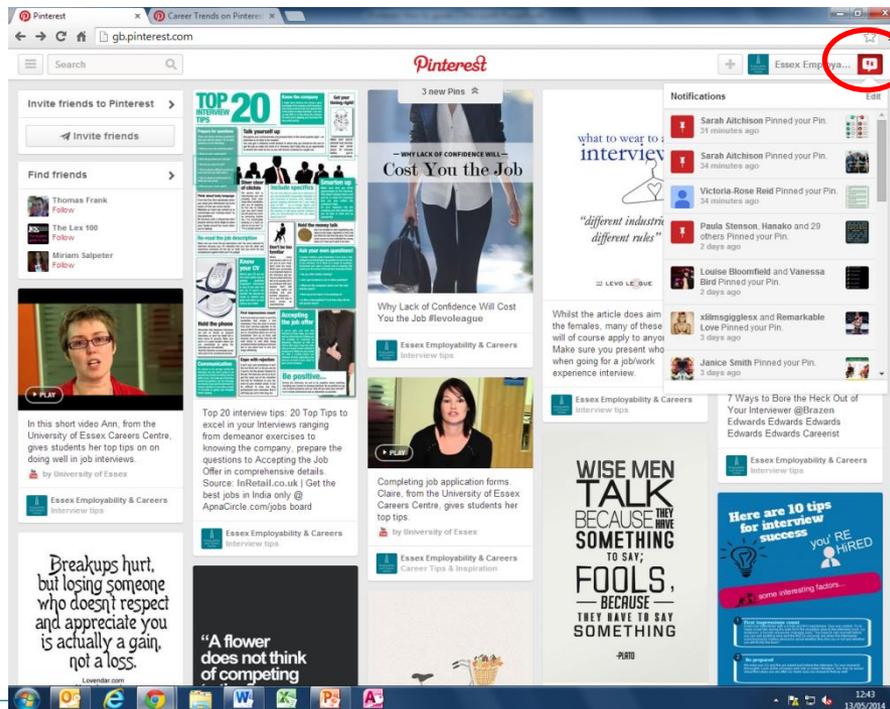- In addition to that you can embed a widget on your website with the link that it will give you

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
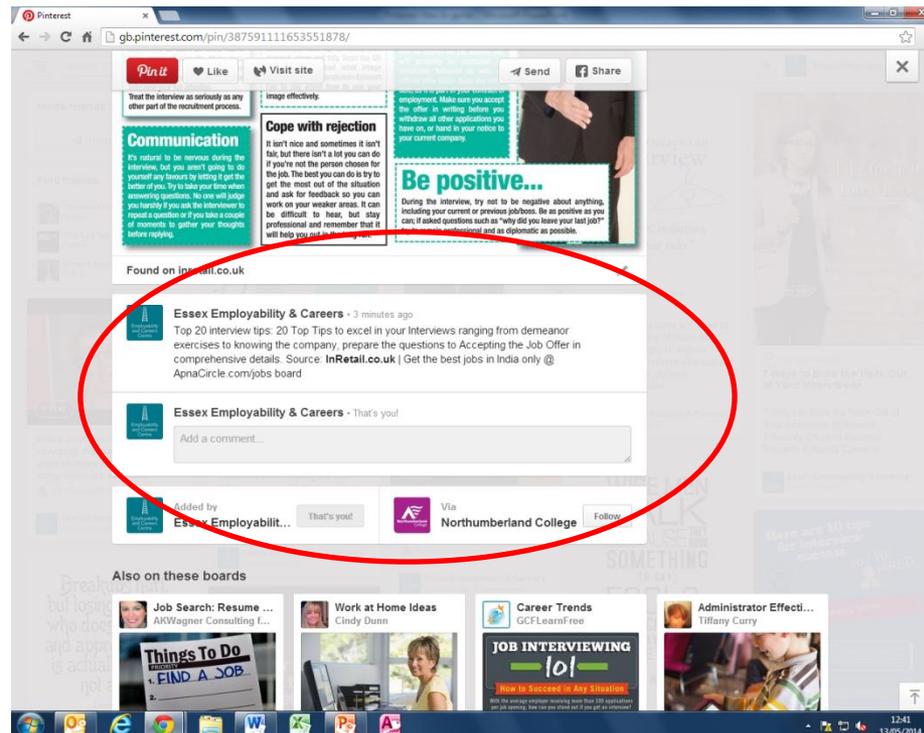
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Notifications

- 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 Pinners you are following