Introduction to Pinterest

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Introduction to Pinterest

Class Objectives

After this class you will be able to:

- Identify uses for Pinterest
- Create an account
- Identify common terms
- Create a Pinterest Board
- Add and manage Pins

What is Pinterest?

Pinterest is a social networking site that allows users to collect, organize and share things found on the internet. Pinterest essentially allows you to create a digital bulletin board or scrapbook to store things found online.

If you like to find recipes on the internet, then Pinterest can help you make a visual catalog of those recipes for easy browsing. For example, here is a board called “Favorite Recipes” and pinned to it are photos of recipes the user collected. Clicking on one of the images will pull up information on that recipe and provide a link to the original website that the recipe came from. You can also follow friends and family on Pinterest and share pins with them.
Creating an account

To create an account, open your internet browser and go to pinterest.com. Enter your email address and a password and click continue. Follow the steps to create your account. If you have a Facebook account, you can use that to quickly create an account on Pinterest.

After you set up your account, you can customize your profile. To do this, click on the “Profile” button in the upper right hand corner of the screen.

Then click on the Settings button.
From the Settings page, you can change your name, upload a profile photo, add a bio, or link to your website.

Pinterest Terms

Reviewing some of the most commonly used terms will give you a better understanding of how Pinterest works and what to expect as you get started.

**Pinner**: Users on Pinterest are commonly called pinners. Whenever you find pinners you like, you can choose to follow their pins. This way, whenever they share new pins, you'll see them on your homepage.

**Follower**: Followers are other Pinterest users who have chosen to follow your pins. Whenever you add a new pin, it will appear on your followers' homepages.

**Save**: When you pin something you discover on Pinterest to one of your own boards it's called **saving**.

**Source Link**: A source link is the **URL of the website** where a pin comes from.

**Pin**: A pin is a **visual bookmark** that links from Pinterest to another website.

**Board**: A board is where you'll save related pins. For example, you could create a board for the different recipes you find online.
Navigating Pinterest

Pinterest Button: Clicking here will return you to the homepage.

Search Box: To search Pinterest type in a keyword and press enter.

Explore: Click here to browse Pinterest by category.

Profile: Click here to access your profile page.

Notifications: From here, you can see your recent notifications and direct messages.

Pins: Recent pins from people you follow or pins recommended by Pinterest will appear when you sign in. Click on a pin to open a larger view, and then click the image to navigate to the pin's original source page.
Following Source Links

Whenever you are browsing on Pinterest you can click on a pin to open a larger view. This view shows some additional information about the pin and clicking on the image from this page will open the original source link for pin.
Creating a Board and Pinning Items

When you first setup your Pinterest account you won’t have any boards. To create one, click on the Create Board button.

A window will appear asking for a Board Name and whether or not you want the board to be secret. Boards are public unless you make them secret.
Once your board is created, click the edit icon to add more information about your board. Enter any pertinent information and click Save.

Once you've created a board, you're ready to start adding pins! There are several ways to add a pin to a board. The easiest method is the Pin It button. This is a special button you can add to your web browser. For the purposes of this class, we can't install this button, so we'll discuss other ways to pin items to your board.
If you want to pin something from a specific webpage, go to the board you'd like to add the pin to and click Create Pin. A Create Pin dialog box will appear. Click Save from site.

Then you'll need to copy and paste the website's URL and select Next.

On the next page you can choose the image you want to use for your pin. Hover your mouse over the image you want to click Save.
Then you can enter a description for the pin and choose the board you want to add it to.

You can also pin items from other users’ boards on Pinterest. One way is to search Pinterest. Enter the term you want to search for and hit “Enter.”
You can also browse categories by clicking the explore button.

Then hover the mouse over a photo you want to pin and click “Save.” Like before, you will be asked to choose a board to save the pin to.
Pinterest also has a **visual search tool** for finding pins that match parts of images. Let’s say you’ve found a pin with an outfit you like, but you’re only interested in the shoes and want to find more pins like them. You can do this by clicking the visual search icon in the upper right hand corner of the image. This will open a page where you can select the part of the photo you want and see pins related to that.
Managing Boards and Pins

Once you’ve become a pro at creating boards and pinning items, there will be times when you want to change, remove or rearrange things on Pinterest.

Boards can be edited a few different ways. For example, if you want to rename a board, you can do this by hovering the mouse over the board on your profile page. Click the “Edit” button when it appears.

In the window that appears you can change the title, description, category, or cover image. You can also make the board secret or public and add collaborators who can pin items to the board. Click Save when you are done making changes.
The order that boards appear in on your profile page can also be changed. Whenever you create a new board, it will automatically appear at the top of the list. To rearrange the order of boards simply click the board you want to move and drag it to its new position.

To edit a pin’s description or source link, hover the mouse over the pin and click the pencil icon. From here you can edit the pin or delete an unwanted pin.