

Pinterest

By Matthew Carroll

"Pinterest is a place to discover ideas for all your projects and interests, hand-picked by people like you." – Pinterest.com

The ever-evolving world of social media is constantly providing us with new ways to interact, share and have our content shared online. While most social platforms are still in their pre-teens, some have definitely found traction among certain markets by fulfilling a niche service. One such site is Pinterest that revels in the creative, design, DIY and event planning space as a visual means of collating ideas.

The best way of describing Pinterest is that it's just like the humble pin board, which is where most of its terminology comes from.

Some key Pinterest terms:

- Pin – The act of sharing content (imagery) from the web to Pinterest
- Re-pin – The act of sharing content already within Pinterest
- Boards – A virtual pin board for you to arrange "pins" under various topics or themes. (For example, you could have a board containing silver foliageed plants).

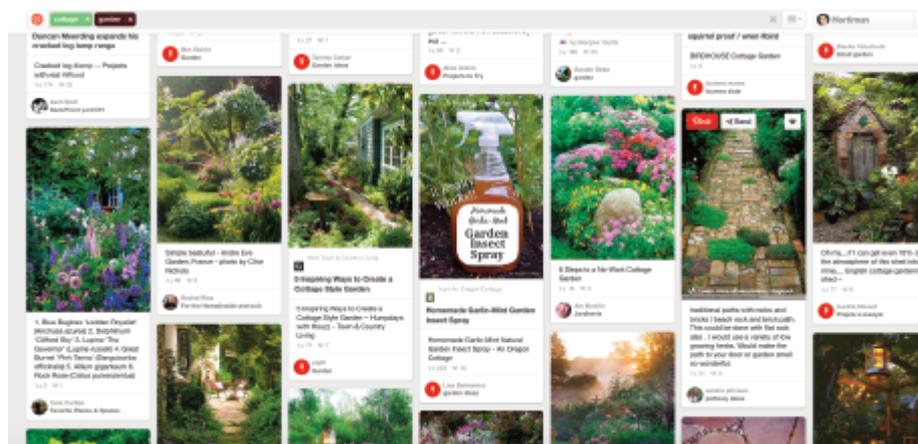
Like Facebook there are personal and business accounts. You can sign up for a business account here: <https://business.pinterest.com> to benefit from analytics, promoted pins.

How it works

The "pinning" process is simplified with the addition of a "pinning tool" to your browser (Firefox or Chrome work well). These are available via Pinterest and make the pinning process as easy as clicking an icon in your browser and selecting which image from the website you wish to save. Individual images within sites will also then have a "pin" button appear when you hover over them.

Once that's done, visual clippings of items can be saved while browsing the web to form "boards" with a theme specified by you. You can also add personalised descriptions to pinned items.

For example, if you were researching cottage garden planting combinations, you could create a Cottage Garden Inspirations board and "pin" images of plants and designs that inspired you while browsing the web or from within similar Pinterest boards (called re-pinning). It is important to note that each of these "pinned" items also retain their source information (URL). This means that content can be clicked to see



its original website source, which generates click-through and also sales.

If you wish to prevent visitors from being able to pin items from your site it's possible to disable it – see help section on Pinterest for details.

Pinterest also allows users to search within Pinterest using keywords (for example, "garden benches") to find relevant users, pins and boards from within the platform. You can then re-pin these to your own boards.

Benefits to HMA members

Horticultural media members could look to supply Pinterest board links to accompany and support written articles on topics such as Garden Trends or Shade Plants. Pinned items could then link back to all relevant websites. More experienced users could even look to embed boards into their own sites to further enrich their site and content.

Other benefits:

- Extend the reach of your existing content
- Gain valuable click-through to your site using pins
- Generate sales of pinned items (if retailing)
- The ability to put together visual boards and share them with other users is useful to those in the garden design business.
- Another medium to reach the public and consumers.

Pinterest provides some great guides for members looking to get started including titles such as How to make great pins, Best Practice Guide, and Analytics. Find these here: <https://business.pinterest.com/en/pinterest-guides>



Pin it

Want to know if people are already pinning from your site? Enter: <http://pinterest.com/source/yourdomainname.com>

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