My Pinterest





Michael Miller

My Pinterest





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My Pinterest

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Michael Miller is a prolific and popular writer of nonfiction books, known for his ability to explain complex topics to everyday readers. He writes about a variety of topics, including technology, business, and music. His best-selling books include *Facebook for Grown-Ups, Absolute Beginner's Guide to Computer Basics, The Complete Idiot's Guide to Google+, Sams Teach Yourself TweetDeck in 10 Minutes*, and *The Ultimate Digital Music Guide*. Worldwide, his books have sold more than 1 million copies.

Find out more at the author's website: www.molehillgroup.com

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Dedication

To all the women in my life, most especially my lovely wife Sherry, stepdaughters Kristi, Laura, and Amy, and granddaughters Alethia and Hayley. Oh, and to my mom and sister, too.

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Other images from same web page

Pinned image

In this prologue, you learn about Pinterest the latest social network on the Web.

- → Learn what Pinterest is and what it does
- ➔ Discover how Pinterest got started
- Find out who's using Pinterest and what they're pinning
- Determine whether or not you should be using Pinterest

Ρ

Getting to Know Pinterest: What It Is and What It Does

Pinterest is the newest social network around, a collection of virtual online "pinboards" that people use to share pictures they find interesting. Users "pin" photos and other images to their personal message boards and then share their pins with online friends. And when you pin interesting items, you get the site's name—pin+interest = Pinterest.

Sounds interesting, and it must be, because users are spending more time on Pinterest than they are on Google+, LinkedIn, and Twitter—combined. Pinterest is big and getting bigger every month, there's no doubt about it.

What Is Pinterest?

Prologue

Pinterest is a visually oriented social network. A social network is a website community designed for sharing and communication between users; the top social networks today include Facebook, Google+, and LinkedIn.

In a way, Pinterest is kind of like Facebook but with only pictures. Members can use Pinterest to share photos and other images they find interesting with their family and online friends.

Here's how it works. You start by finding an image on a web page that you like and want to share. You click a "Pin It" button that Pinterest adds to your browser's bookmarks bar, or click the Add button on the Pinterest site, and the selected image is "pinned" to one of your personal online pinboards (which are like old fashioned corkboards, except online).

A pinboard becomes a place where you can create and share collections of those things you like or find interesting. You can have as many pinboards as you like, organized by category or topic. Pinterest creates a few default pinboards for you when you first sign up (such as Products I Love and My Style), but you can also create your own custom pinboards, built around your favorite topics and interests.



Friends who follow you see the images you pin, and you see the ones they pin. You can also "like" other people's pins, and repin their items to your pinboards, thus repeating the original pin. It's a very visual way to share things you like, online.

Sharing on Other Social Networks

Sharing on Pinterest isn't limited to other Pinterest uses. You can also configure Pinterest to automatically post your pins to your Facebook and Twitter accounts. Learn more in Chapter 11, "Sharing Pins to Facebook and Twitter."

Like most social networks today, Pinterest is free to use. You can access Pinterest from any web browser, or from your mobile phone.

Pinterest Mobile

There is a Pinterest app for the iPhone, so you can pin on the go. Learn more in Chapter 13, "Using Pinterest on Your iPhone."

How Pinterest Got Started

Pinterest might seem like a brand new site, but it was actually launched (for closed beta testing) in March 2010. It was developed by a small Silicon Valley company called Cold Brew Labs, founded by Ben Silbermann, Evan Sharp, and Paul Sciarra. Silbermann was a former product specialist at Google, Sharp a product designer at Facebook, and Sciarra came from the world of venture capital. That combination of talents was uniquely suited to creating a new visual social network.

Cold Brew launched in 2008 as a mobile shopping startup, but nothing really came of that. With the success of Facebook and social networking, the company changed its focus to what it then dubbed "social cataloging," and Pinterest was born.

Still in beta testing, Pinterest was named one of the "50 Best Websites of 2011" by *TIME Magazine* in August 2011. That exposure helped to fuel an explosion of interest in the Pinterest website, and a corresponding increase in traffic followed. In June 2011, Pinterest had just a half million users; by January 2012, comScore reported that the user base had grown to more than 11.7 million users. Pinterest had become the fastest site in history to break through the 10 million user mark—despite remaining in a public testing phase with membership via invitation only.

Who's Using Pinterest?

Prologue

If you're wondering who is using Pinterest, at this point in time it's primarily a woman's world. Pinterest users are overwhelmingly female (80%), mainly between the ages of 25 and 44 (55%), and have incomes between \$25,000 and \$75,000 (69%). This explains Pinterest's popularity among "mommy bloggers" and the arts community.

These demographics also make Pinterest attractive to businesses, which are increasingly using Pinterest to market their brands and products online. Already, Pinterest is driving more traffic to company websites and blogs than YouTube, Google+, and LinkedIn combined. Shareaholic's January 2012 Referral Traffic Report ranks Pinterest as statistically equal with Twitter and Google in driving referrals, behind only Facebook and StumbleUpon.

More importantly, Pinterest users are highly engaged with the site; they really like it and use it a lot. Pinterest users spend an average of 98 minutes per month on the site, which compares to 5 minutes per month for Google+ users, 16 minutes/month for LinkedIn users, and 24 minutes/month for Twitter users. The only social media with more engagement are Facebook and Tumblr.

What Do People Pin?

Pinterest fosters visual sharing of both images and videos. The average user pins product photos, of course, as well as recipes, slogans, and other items that can be presented visually.

Some users think of Pinterest as an idea factory. These people post pictures of things they'd like to purchase, or of designs they'd like to implement in their home. That means lots of photos of dream bathrooms, designer clothing, fashion accessories, and the like.

You also find a lot of photos of fashions and food, the latter accompanied by step-by-step recipes. Also popular are photos of crafts and other do-ityourself projects, as well as collectible items.

In addition, Pinterest is becoming a big hangout for both professional and amateur photographers. Where better to share the photos you take than on the pinboards of a visual social network?

For that matter, many people use Pinterest to share family photos, much like a photoblog or online scrapbook. It's as easy to upload a photo to pin as it is to pin something you find on the Web.



The bottom line is that you can pin anything you find interesting to a Pinterest pinboard. If you're into classic movies, pin cast photos or movie posters to your pinboard. If you collect vintage coins, pin photos of those coins. If you're a fashion buff, pin pictures of this season's hottest designer clothes. If you're into cars, pin beauty shots of your favorite models. If you fancy yourself a gourmet cook, pin pictures of your favorite dishes. If you're looking to spread cheer, pin funny or inspiring photos. The sky's the limit.

Should You Be Interested in Pinterest?

Is Pinterest a site you should be using? Millions of people have decided it's a site for them.

If you like to share items you find funny or that interest or inspire you, Pinterest is the place to do it. A lot of people already use Facebook in this fashion, posting images instead of text posts. It's easier to post images to Pinterest, though, because the site itself was designed with visual sharing in mind. You can find an eyeful of interesting items when you browse your friends' pinboards, and they, in turn, can get a lot of inspiration from what you pin. It helps that Pinterest is so easy to use. It focuses on one thing only (images), which makes it more focused than Facebook or Google+. Pinning a new item takes a simple click of the mouse, and browsing your friends' latest pins is something you can do over your morning coffee.

So for purely visual sharing of things you find interesting, Pinterest is the way to go. Set up a (free) account, start following a few friends, and see how easy it is to find fun and useful stuff. You can then start pinning a few things yourself, and keep going as fast and as far as you like.

IS PINTEREST A FACEBOOK KILLER?

Facebook is the big dog in the world of social networking, with 800 million users. At 11 million users, Pinterest is barely a blip on Facebook's radar, but it's growing fast and getting a lot of positive attention.

Given Pinterest's rapid growth and glowing reviews, is it possible that Pinterest will eventually replace Facebook? Probably not, but it certainly could supplement the larger site. After all, Pinterest doesn't do all the things that Facebook does; you can't share long text messages on Pinterest (it's for images only), nor can you play games and run apps as you can on Facebook. So you still need Facebook for that sort of thing.

But Pinterest is much more efficient and effective for visual sharing than Facebook is. It's possible that Facebook users will start using Pinterest to share their photos and other visual items, and leave Facebook for more text-based sharing and communication. And remember, anything you pin on Pinterest can be shared on Facebook (and Twitter), too. The two social networks are made to co-exist. This page intentionally left blank



In this chapter, you learn how to pin items to your boards on the Pinterest site.

- ➔ Understanding how pins work
- → Pinning an item from the Pinterest website
- ➔ Pinning an item using the Pin It button
- ➔ Pinning an item you upload from your computer

6

Pinning to Pinterest

Pinterest is all about pinning items of interest—hence the name, a combination of "pin" and "interest." Pinterest's social sharing is based on the concept of pinning images and videos to your pinboards and then letting your friends visually browse the items you've pinned.

To fully participate in the Pinterest community, then, you have to learn how to pin items to your pinboards. There are a number of ways to do this.

Understanding Pins

What is a pin? In the world of Pinterest, a pin is an item that you've added to one of your personal pinboards. A pin can be an image or video you've found on another website or one that you've uploaded from your own computer.

Pins that you add from other websites become live links back to the image's original web page. Any user clicking this type of pin is taken to the web page where you found that particular item.

Each pin is accompanied by a short text description that you add. The text description can be up to 500 characters in length and is mandatory; you can't pin an image without a little text describing it.



You pin your content (image, video, and so on) to a specific pinboard you've created. Although a pin can only be added to a single pinboard, you can move pins from one board to another, if you initially pinned them to the wrong board, or just decide it belongs on another board.

Pinning from the Pinterest Site

The simplest (but not necessarily the easiest) way to create a pin is from the Pinterest site. You can also install a Pin It button in your web browser or upload an image to pin, but those all require additional steps.

>>>step-by-step

Creating a Pin

To pin an item while you're using the Pinterest website, you need to know the address (URL) of the web page you want to pin. With that URL in hand, follow these steps:

- 1. Click Add+ on the Pinterest menu bar. The Add panel displays.
- **2.** Click Add a Pin to view the Add a Pin panel.
- **3.** Enter the URL of the page you want to pin.
- Click the Find Images button. The Add a Pin panel now changes to display a slideshow of images found on the selected web page.
- Click the Next or Prev buttons to cycle through the images until you find the one you want to pin.
- Pull down the pinboard list and select the board to which you'd like to pin this image.
- Enter a short (500 characters or less) text description of or comment on this image into the Describe Your Pin box.
- 8. Click the red Pin It button.
- 9. The image you selected is pinned to the selected board and displayed onscreen. You can now edit the pin or share it via Facebook or Twitter.









Pinning from Your Web Browser

The only problem with pinning an item from within Pinterest is that you have to know the precise URL of a web page beforehand. If you'd rather browse around the web for a bit before you decide to pin, it's more convenient to install a Pin It button in your web browser. You can then browse to a page you want to pin and click the Pin It button on your browser's toolbar to pin an image to your pinboard. The process of adding the Pin It button is different for different web browsers, so follow the directions for the browser you use.

Bookmarklet

The Pin It button is technically a bookmarklet, as it's a bookmark to a web page that performs a specified action.

Other Browsers

The following sections describe in detail how to add a Pin It button to the Internet Explorer and Google Chrome web browsers. You can also add Pin It buttons to other browsers, including Firefox, Safari, and Opera. Follow the instructions on the Pinterest site.

>>>step-by-step

Adding a Pin It Button to Internet Explorer

Before you can pin an item from Internet Explorer, you first have to install the Pin It button to the Favorites center.

- In Internet Explorer, right-click in the window frame above the address bar and click Favorites Bar.
- Log into your Pinterest account and mouse over About in the Pinterest menu bar.
- Select Pin It Button from the drop-down menu. The Goodies page displays.





- Right-click the Pin It button in the middle of the web page and select Add to Favorites.
- When the Add to Favorites dialog box appears, make sure that Pin It is entered into the Name box.
- **6.** Pull down the Create In list and select Favorites Bar.
- 7. Click the Add button.



			6
Add a Favorite			×
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<u>N</u> ame: Create in:	Fin it	r)	New Folder
		Add	Cancel
		\int	

>>>step-by-step

Adding a Pin It Button to Google Chrome

Follow these steps to install the Pin It button in the Google Chrome browser:

- In Google Chrome, click the Wrench icon in your browser and select Bookmarks.
- 2. Check Show Bookmarks Bar.
- **3.** Log into your Pinterest account and mouse over About in the Pinterest menu bar.
- **4.** Select Pin It Button from the drop-down menu.
- Drag the Pin It button in the middle of the page to the desired position on the Bookmarks bar.







>>>step-by-step

Pinning with the Pin It Button

After you've installed the Pin It button to your browser's Favorites or Bookmarks bar, adding a new pin is as easy as clicking that button.

- Use your web browser to browse to the web page that contains the image you want to pin.
- Click the Pin It button in your browser's Favorites or Bookmarks bar. Pinterest displays a page of images from the selected web page.
- Mouse over a given image to display the Pin This button for that image.
- Click the Pin This button for the image you want to pin. The Create Pin dialog box displays.
- Pull down the pinboard list and select the board you want to pin to.



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	Recipes
	Describe your pin
	Pin It 500

- 6. Enter a short (500 characters or less) text description into the Describe Your Pin box.
- 7. Click the red Pin It button.
- 8. Click the See Your Pin button to view the pin on Pinterest, or click Tweet This Pin to post this pin to Twitter.



Oreate Pin - Windows Internet Explorer - [InPrivate]			- X-
InDrivate 🧭 http://pinterest.com/pin/create/bookmarklet/			8
	Suc Your pin was See your Pin	:CESS! pinned to Recipes Tweet your Pin	

ADDING A PRICE

Many people pin items that would make good gifts, or that they might like to purchase in the future. In these instances, you might want to add the item's price to the pin's description. To do this, type the \$ or £ symbol followed by the item's price. This lets other users see your pin when they're searching for an item by price point.

Uploading a Pin from Your Computer

The third way to pin an item is to upload an image from your computer to the Pinterest site. You can upload your pictures one at a time to the Pinterest site and have them appear alongside the web page images you pin.

>>>step-by-step

Uploading an Image to Pin

Follow these steps:

- 1. Click Add+ on the Pinterest menu bar.
- 2. Click Upload a Pin in the Add panel. The Upload a Pin panel displays.
- Click the Browse or Choose File button. The Choose File to Upload or Open dialog box displays.
- **4.** Navigate to and select the image file you want to upload and then click the Open button.
- Pull down the pinboard list in the Upload a Pin panel and select the board to which you'd like to pin this image.
- 6. Enter a short (500 characters or less) text description of or comment on this image into the Describe Your Pin box.
- 7. Click the red Pin It button.
- 8. Pinterest uploads the image from your computer to the selected pinboard and displays it onscreen. You can now edit the pin or share it via Facebook or Twitter.











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