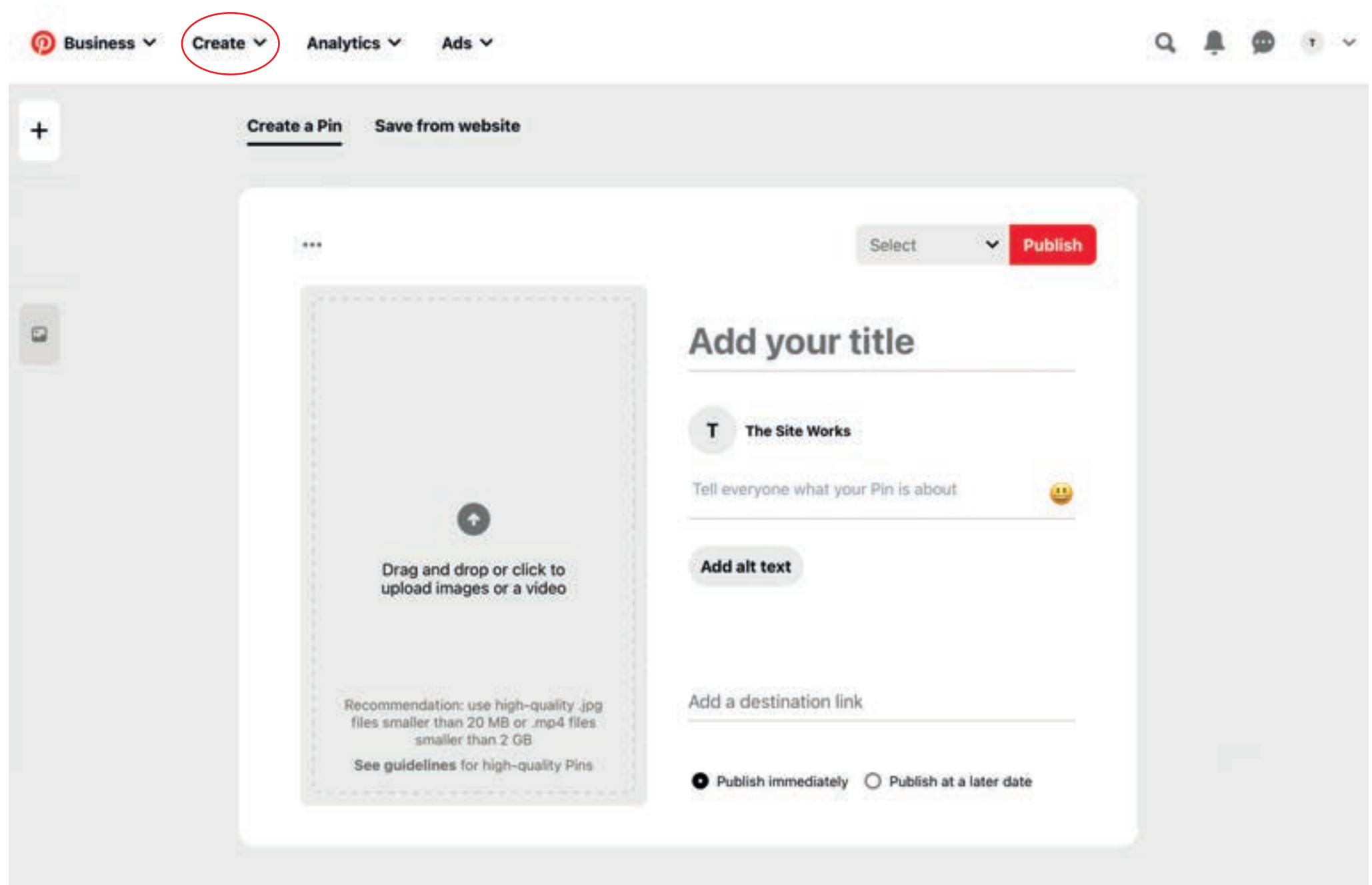




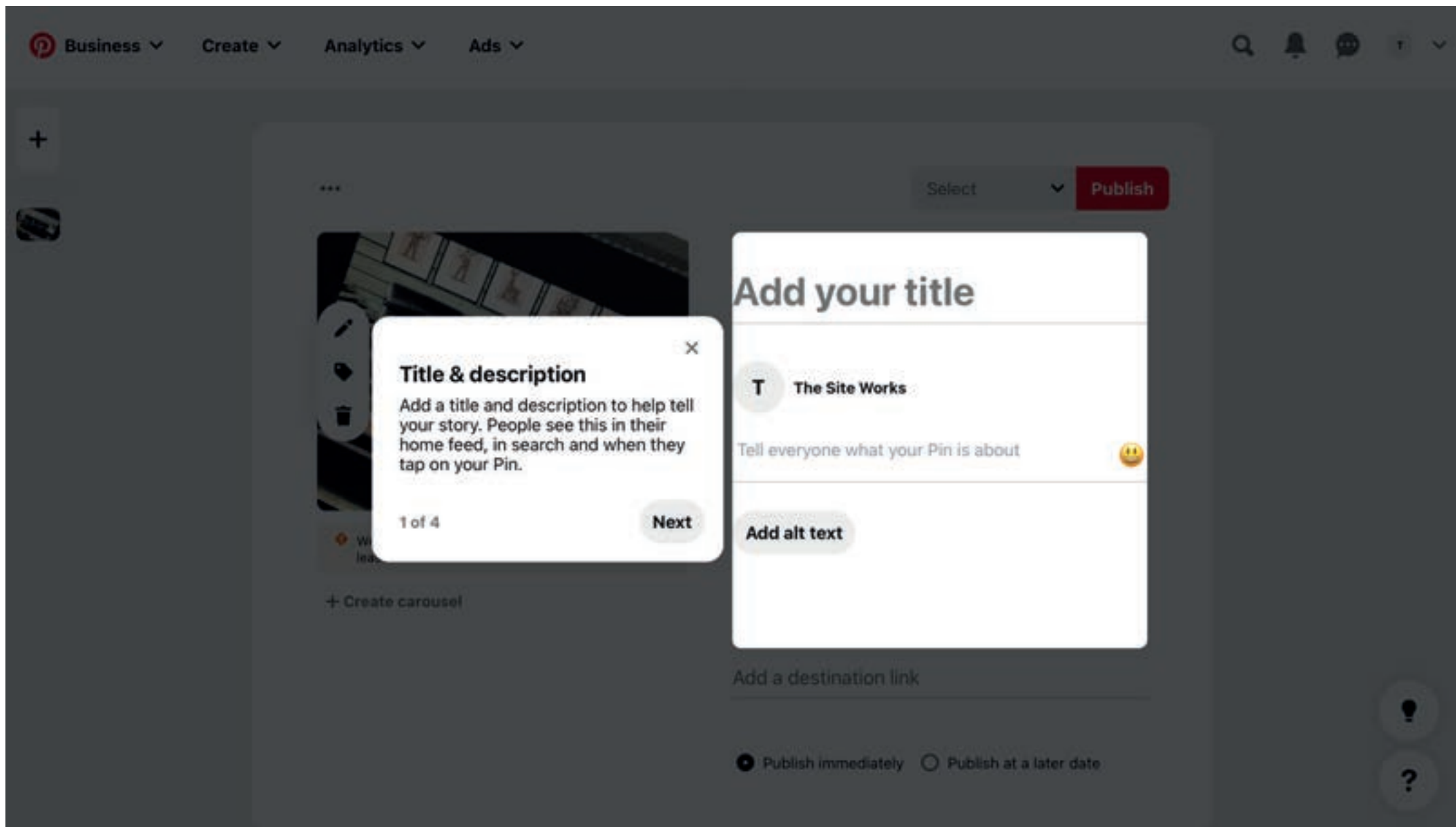
# Pinterest - Creating Pins



# Standard Pins and video pins



Select Create Menu and Create a Pin



**Add your title** - you have up to 100 characters but 40 is the recommended number as this is all that shows on the feed. Make sure you get your subject in first.

**Add your description** - you have up to 500 characters, make sure you get your keywords and search terms in. This is what the algorithm uses to determine how relevant you are to the viewers search. You can add emojis in if you like.

**Add alt text** - for screen readers, make it different to your description, you should describe what your image is. Make sure you add your keywords.



We recommend using an aspect ratio that is at least 2 width x 3 tall.

+ Create carousel

Select

Publish

## Add your title

The Site Works

### Destination link

Pick where people land when they tap on your Pin. Make sure it's relevant!

2 of 4

Next

Add a destination link

Publish immediately  Publish at a later date

**Add a URL** - Either link to your product/service or a relevant place on your website. A great source of backlinks for SEO too.



...

Select

Publish



### Edits

Upload an image or video, then personalise it by cropping, trimming or adding logos and text

3 of 4

Next



We recommend using an aspect ratio that is at least 2 width x 3 tall.

+ Create carousel

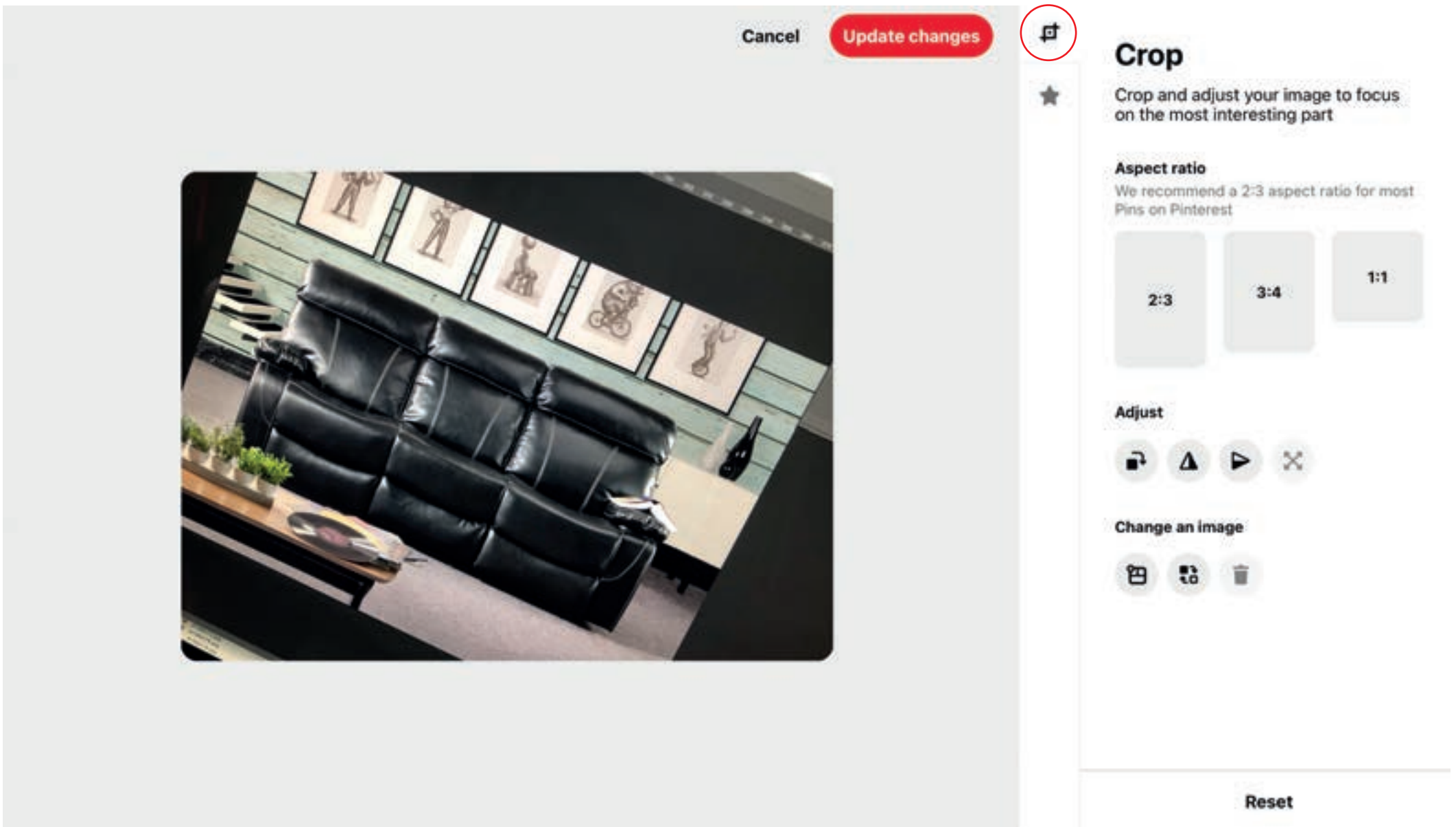
Add alt text

Add a destination link

Publish immediately  Publish at a later date



Upload your image, best size is 2:3 ratio 1000x1500 pixels portrait.



Use the **Pencil icon** to edit your image. You can crop the ratio, into one of the three options, Adjust the angle or rotate your image or change the image you are using. Make sure you update any changes, before you move on to the net screen



Cancel

Update changes



## Logo

Add your logo to make this Pin look official



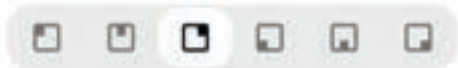
Size

60

Margins



Position



Colour fill



Reset

**Add your logo** - great if its your own product. Your logo will always show wherever the pin is shown. You can chnge the size, move position and add a coloured box behind it if you want to place it on a coloured strip.

Cancel Update changes

Text overlay

Add text directly to your Pin

Style

Sourdough

29 AA

Size Colour

Alignment

Margins

Background

Position

Reset

**Add some text** - great for highlighting information and drawing people in to click on your Pin to see more. You can choose from a range of fonts, colours and positions on your pin. You can also add a coloured background in too.

When you are happy with your image click update changes, allocate your pin to a board and publish!

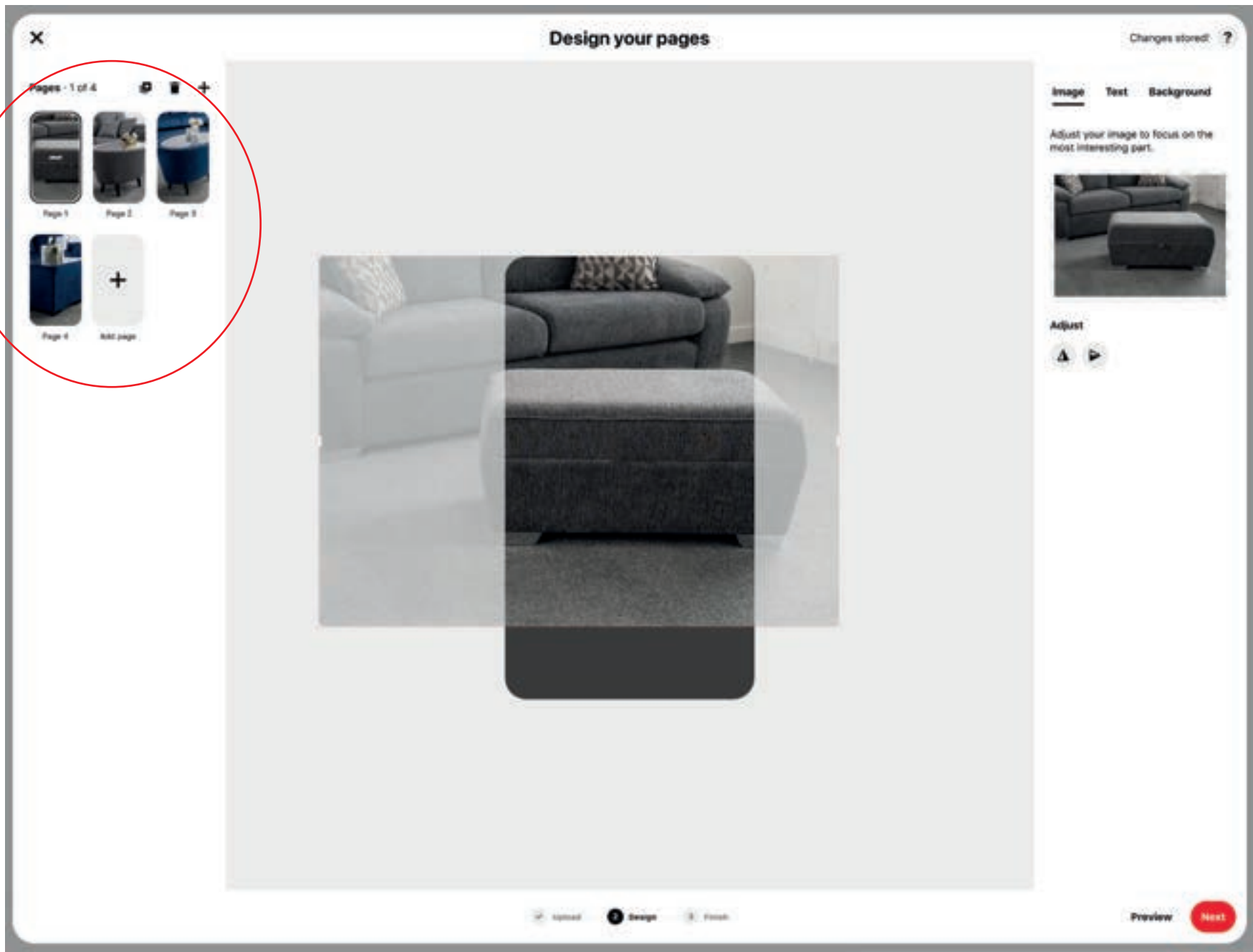


# Idea Pins

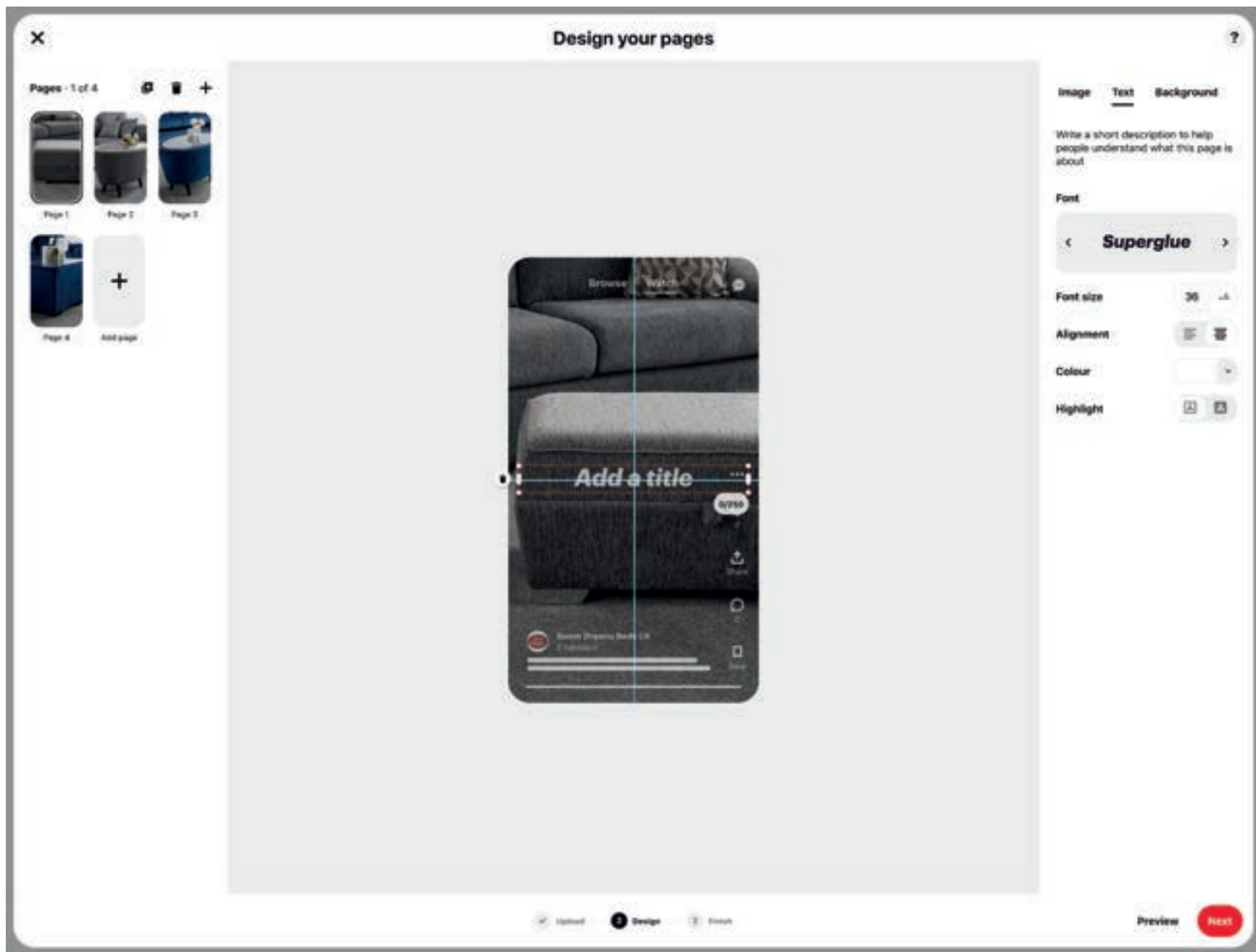


Select Create Idea Pin from the Create menu.

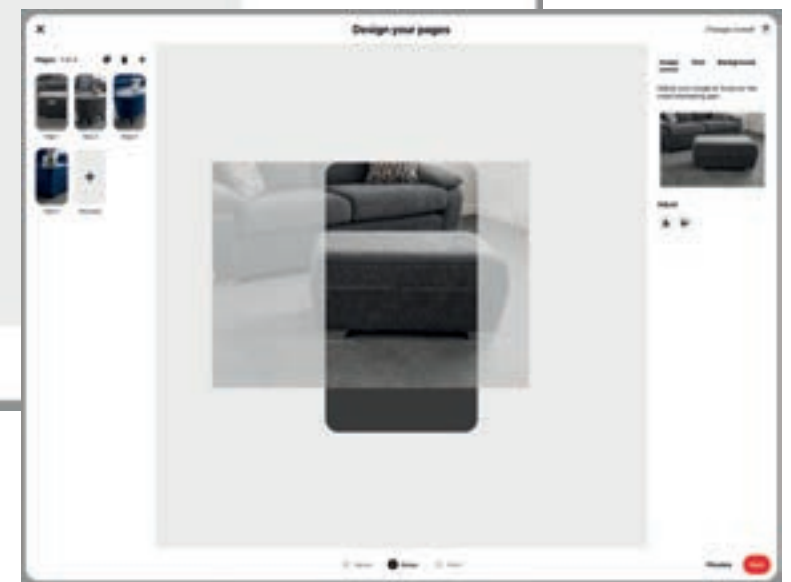
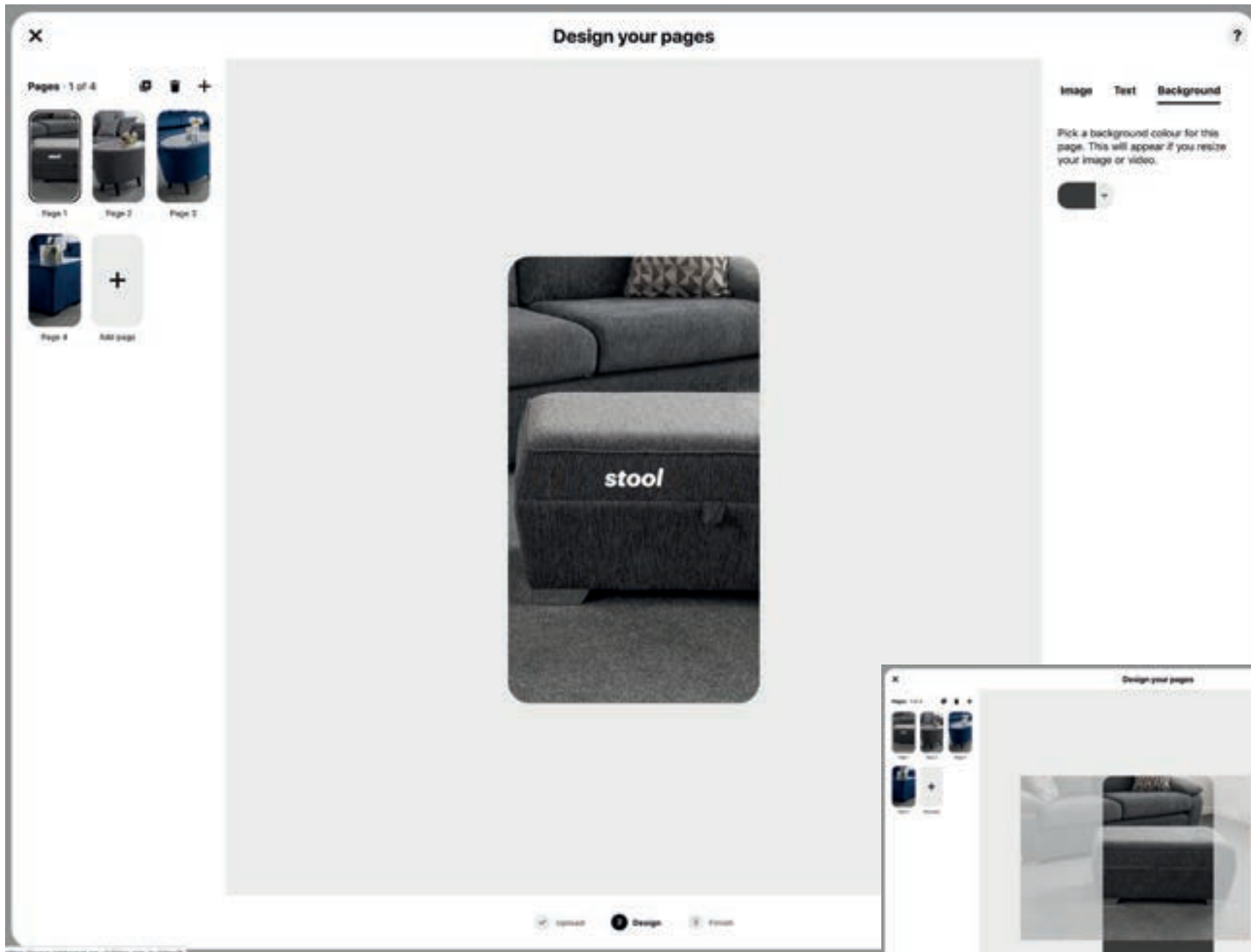
**Add images** - you can add up to 20 images or videos in an idea pin. The file sizes are smaller because of the quantity. Make sure you get your most important ones in first.



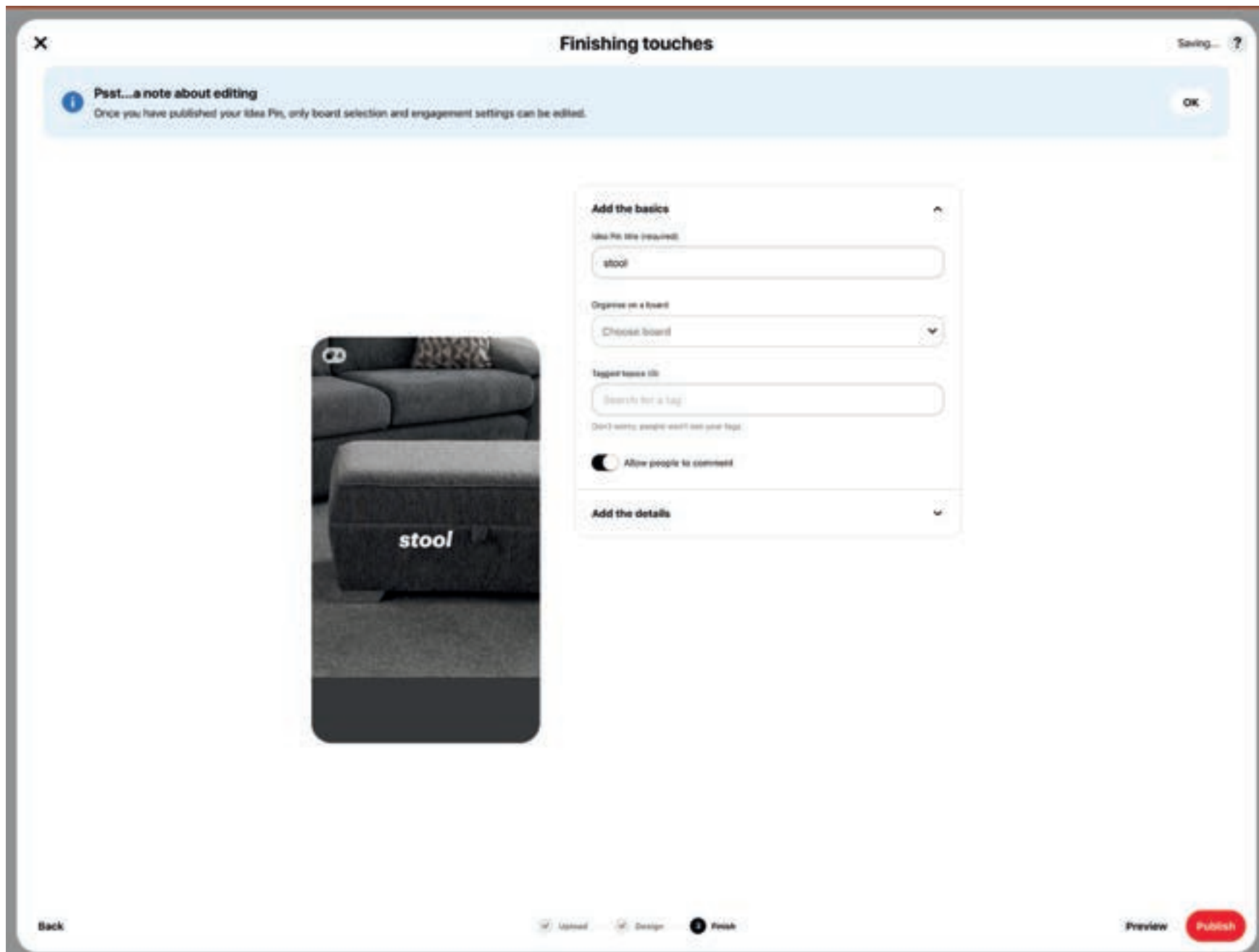
You can drag your pages around to make the perfect order  
You can rotate your image or scale it up and down to fit your space.



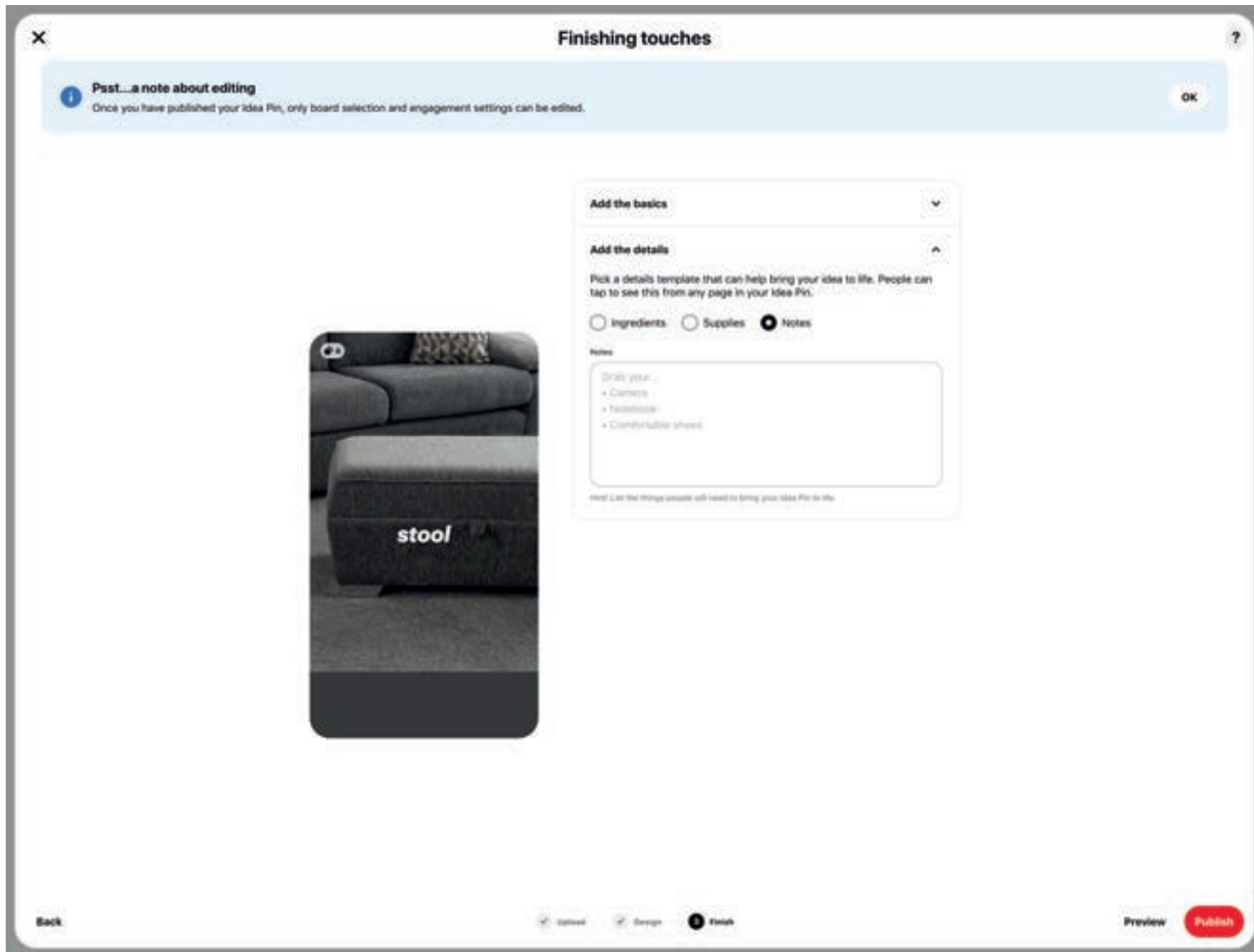
You can add up to 250 characters of text, select your font, colour and position. You can move your text round manually in Idea pins. Just click on it and drag it around.



Pick a background colour if you are going to have any of the Artboard showing



Add in a title and select a board. You can also add tags for the searches. Decide if you want people to comment or not.



Add the details - click on the appropriate option and then add your content. This is the equivalent of the description in a standard pin

Always preview your Pin before you publish as Idea Pins are not editable after they are published.