



## Pinterest 101: Tips and Tricks with Tom Deris

[www.pinterest.com/tomderis](http://www.pinterest.com/tomderis)

### Account Set-Up:

- Pinterest was once “invitation only” however you can now log in and create an account without an invitation [www.pinterest.com](http://www.pinterest.com)
- To create an account, sign up using your email (choice at the bottom).
- You do not have to setup an account using Facebook or Twitter.
- Pinterest helps you get started by offering you a number of boards or images to initially pick from. Select a category or images that interest you.
- You must click something to move to the next step.
- Confirm your account via email from Pinterest.
- You are ready to get started.

### Getting Started:

- Search for something you are interested in, such as: subject, holiday or hobby (examples: nouns, Father’s Day, addition).
- Create a handful of boards for topics you are interested in: (examples: Writer’s Workshop, Reader’s Workshop, Science, Photography, Travel, Knitting etc.). The key to Pinterest is saving and organizing your pins into boards so you can find your images quickly later on.
- To create a board, go to your name in upper right corner. Using the pull down menu, select “Boards”. Click “Create a Board” and then name it.
- As you search, if you find things you like, click on the image and hit the “Repin” button. Select a board to file your image in or create a new board (last choice).
- If you find someone who has posted things that appeal to you, follow them. You can either follow just one of their boards or you can follow all their boards.
- If I find someone who has posted things that appeal to me, I also look and see who they are following and follow those people. The more people you follow, the more choices are available to you on the main page.
- As you log in, your main page will be filled with the latest images that are being “pinned”.
- If you click on your name in the upper right corner, use the pull down menu to select “Boards” you will then be brought to a visual of all your boards. Here you can see who you are “Following” and who is following you “Followers”.
- You have 3 choices once you log in:
  - Browse the main page or search by category
  - Search for something specific
  - Browse other people’s boards who you follow or follow you

## Diving In Deeper:

- To organize your boards, click the button to the right of “Edit Profile” on the board (top middle). Then drag boards around as you would like them organized. Click red checkmark when done.
- From time to time, I find an image and think to myself “Did I already pin this?” When in doubt pin it and then go back to your board and see if already pinned it and delete as needed.
- Pinterest does offer other options to pin images. By clicking the “Add+” button, you can pin things from other websites or images on your own computer. I rarely do this, but it has come in handy. Many people add images to Pinterest all the time making the content greater. I primarily re-pin what others have pinned.
- Some pins have hidden links in them by clicking the image, bringing you to a blog, website or to a Teachers Pay Teachers site (TPT). Some items are free while others require you to pay.
- Pinterest links to images/photos as well as websites and PDFs.
- I strongly suggest pulling things you like off Pinterest and saving those images, PDFs or links to your computer files or web bookmarks on a regular basis. Either as you find something or x amount of times per year.
- To save an image, using a PC right click and Save As. If you are on a Mac drag image onto your desktop. Other images will be available to download. Some sites require you to join their free download installer to obtain their free/pay item. Others make it possible to just download.
- Check your downloads. I’ve noticed sometimes they don’t download correctly the first time and you may have to find a different download button.
- All your pins are also organized from oldest pin to most recent pin by going to your name in the upper right corner and selecting “Pins” from the pull down menu.
- Other features in Pinterest include the option to “like” pins and write comments about pins.
- If you are adding a brand new pin, all pins require some text description (even if it’s just a period).
- To share an image, file or link on Facebook, click on the image you want to share. Then go to the web bar and copy the URL and paste that URL into your Facebook post.
- Many of the people you will follow you will not know and that’s OK. It’s unlike Facebook that way and more like Twitter.
- To search for specific people you know
  - Use the search feature in the upper left corner to search their name or possible user name. If you can’t find them go to Google and type in their name and Pinterest (example: Tom Deris Pinterest)
  - Or you can go to people you already know (who you follow and see who they follow and see if you know anyone)

