
Pinterest

How Pinterest can work for you!

What is Pinterest?

Pinterest is one of the fastest growing social networking sites and is becoming a popular method of marketing products and services. It acts as a 'virtual pin board' by allowing you to 'pin' and share images of interest on your board for all to see. As a voluntary organisation, you can use this notice board to show supporters what your cause is about and share photos of, for example a fundraising day.

Pinterest drives more traffic to your site than combined traffic from LinkedIn, Reddit, Google+and Youtube!

To sign up for Pinterest, go to <http://www.pinterest.com/> and select the button "Join Pinterest" at the top of the page. You can register via [Facebook](#), [Twitter](#), or an e-mail address.

To install the "Pin It" button in Internet Explorer:

1. Display your Favourites Bar by clicking **Tools > Toolbars > Favourites Bar**
2. Right-click the "Pin It" button and select "Add to Favourites"
3. On the pop-up window, select "Create in: Favourites Bar"
4. When you are browsing the web, push the "Pin It" button to pin an image

7 tips on how Pinterest will benefit you

1. Every time you 'pin' something you draw attention to that image. So for example if you pin an image of your new premises, this will be shared automatically with your Facebook and Twitter accounts giving you greater exposure

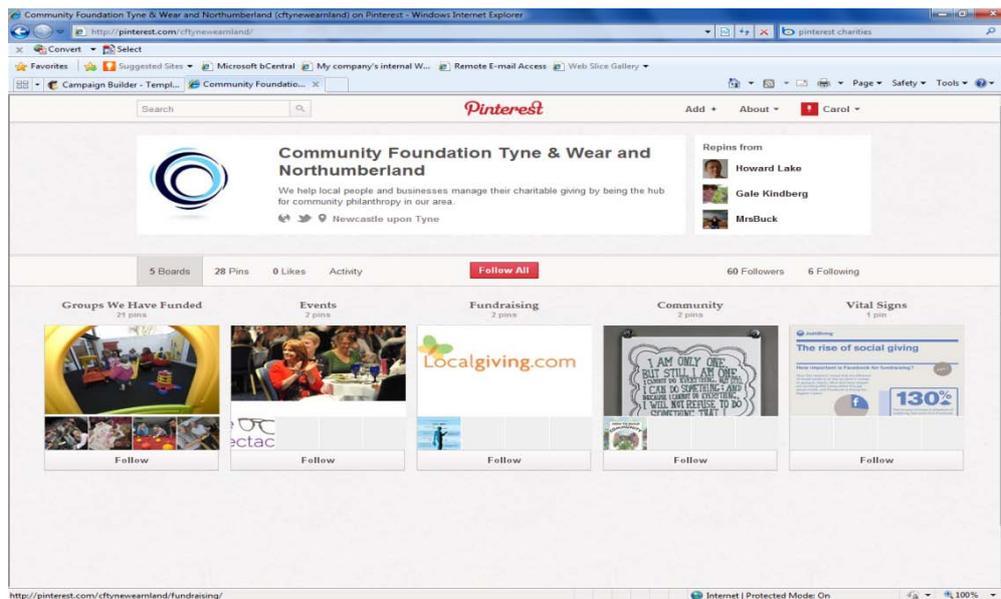


Figure 1 Community Foundation Tyne & Wear and Northumberland

<http://pinterest.com/cftynewearland/>

2. If you have multiple campaigns you want to convey to supporters, you can combine these onto one notice board with a unified message for each campaign or you can set up separate boards.

Make sure you add a call to action with relevant links, for example follow Localgiving.com site to donate online (as illustrated in figure 1)

3. You can create benefactor boards to show supporters who your organisation help. You can show real life images of people who benefit from your support, for example your members enjoying a fundraising day (always ask for permission before uploading images)

4. You can upload images of your own promotional material such as posters and leaflets promoting your charity's event detailing event location, date and time. Remember to add links to your website, Localgiving.com page and social media sites

5. You can convey your organisation's core values by creating a mission board where you can upload visuals that demonstrates your mission statement

6. Snapshot news boards provide an effective means of updating supporters on news via images. Add captions for each pin and remember to maximise SEO by using targeted keywords

7. Using Pingraphy allows you to schedule pins so you can also specify precisely the hour and minute you want the pin to go out

Overall, Pinterest brings another method of communication to your online supporters using visual content rather than overloading with text. It is worth exploring further to see how Pinterest can help your organisation.

For further information on how Pinterest can help you create awareness of your organisation please contact [Carol Strachan](#) – Donor Marketing Officer Slough CVS on 01753 524176.