

# Pinterest Introduction

## Course Duration

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1 Day

## Objectives & Expected Outcomes

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Understand the route that your business will need to take to maximise potential from Pinterest. Understand where changes and implementations may be needed and how to plan for Pinterest use.

## Pre-Requisites

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To have a basic computing knowledge. Personal accounts on some social networkings sites (including but not essentially Pinterest) will be beneficial.

## Subjects

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### Module Title

Module Contents

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### An introduction to Social Media and Pinterest in particular

An Introduction to Pinterest | The Social Media Landscape | What is Pinterest and why is it different? | Who uses it, and for what?

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### How it works - the basics

Setting up a board | Pinning | The 'Pin-it' Tool | Liking and Re-Pinning | Moving Boards | Sharing Boards | Re-organising boards | Finding interesting content for your board(s) | Interacting with other Pinterest boards/people

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### How it works – In-depth

Marketing techniques | Brand building and visibility | Integrating Pinterest with other platforms | How to use third party content to your advantage | Establishing and keeping followers | Encouraging conversation and engagement | Driving visitors to your website through Pinterest | Changing follower behaviour through Pinterest | Third party tools and applications | Pinterest and legal implications | The sector in which you operate and Pinterest trends | Achieving your company/organisation goals on Pinterest | Pinterest analytics | Integrating Pinterest with your wider marketing activity

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## Content Creation

What content works | Content purely for Pinterest | Repurposing content for Pinterest | Promoting external content on Pinterest |

Content Types: Photographs, Infographics, Video etc

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