

Pinterest

Theme-based image collections

Pinterest History



- Dec 2009: Development of Pinterest started
- March 2010: The site launched as a closed beta
- Aug 16, 2011: Time magazine published Pinterest in its "50 Best Websites of 2011" column
- Oct 2011: the company secured \$27M in funding
- Dec 2011: the site entered the top 10 social networks, according to Hitwise data, with 11M total visits per week
- Jan 2012: ComScore reported the site had 11.7million unique users, making it the fastest site in history to break through the 10 million unique visitor mark
- In 2012, it was reported that 83% of the U.S. users were women

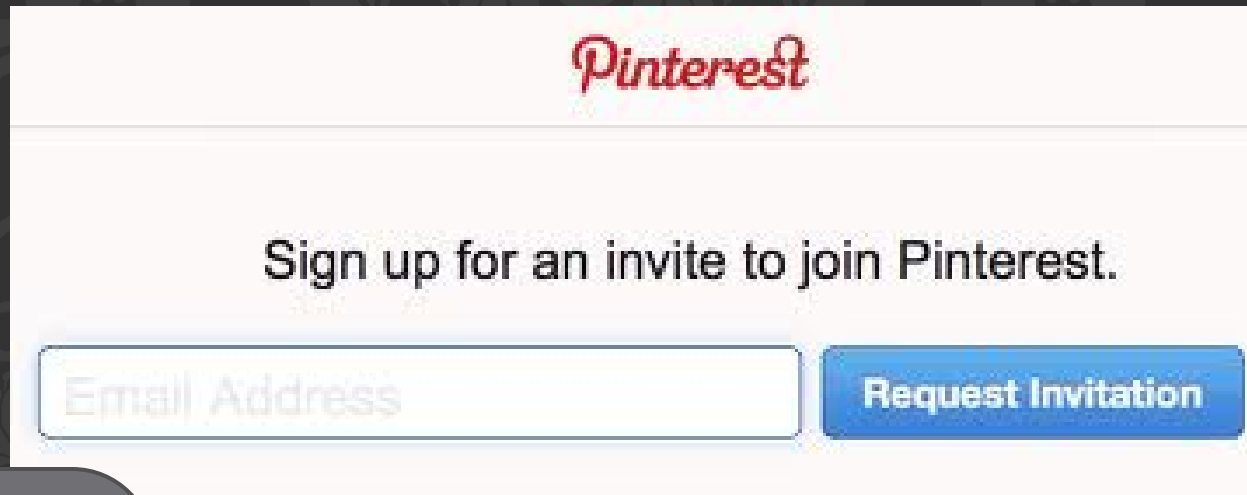


What is Pinterest

- Pinterest is an image bookmarking systems
- Lets you discover, share and organized things you find on the web
- People use Pin boards to plan events, decorate, store and share recipes
- You can browse other people's Pin boards – you can comment, like or re-pin pins
- Pin boards help share ideas and get inspiration from others who share your interests – you can follow boards or be followed

Getting Started on Pinterest

Request and Invite



The screenshot shows the top portion of the Pinterest website. At the top center is the red "Pinterest" logo. Below it, the text "Sign up for an invite to join Pinterest." is centered. Underneath the text is a white input field with the placeholder text "Email Address" and a blue button to its right labeled "Request Invitation".

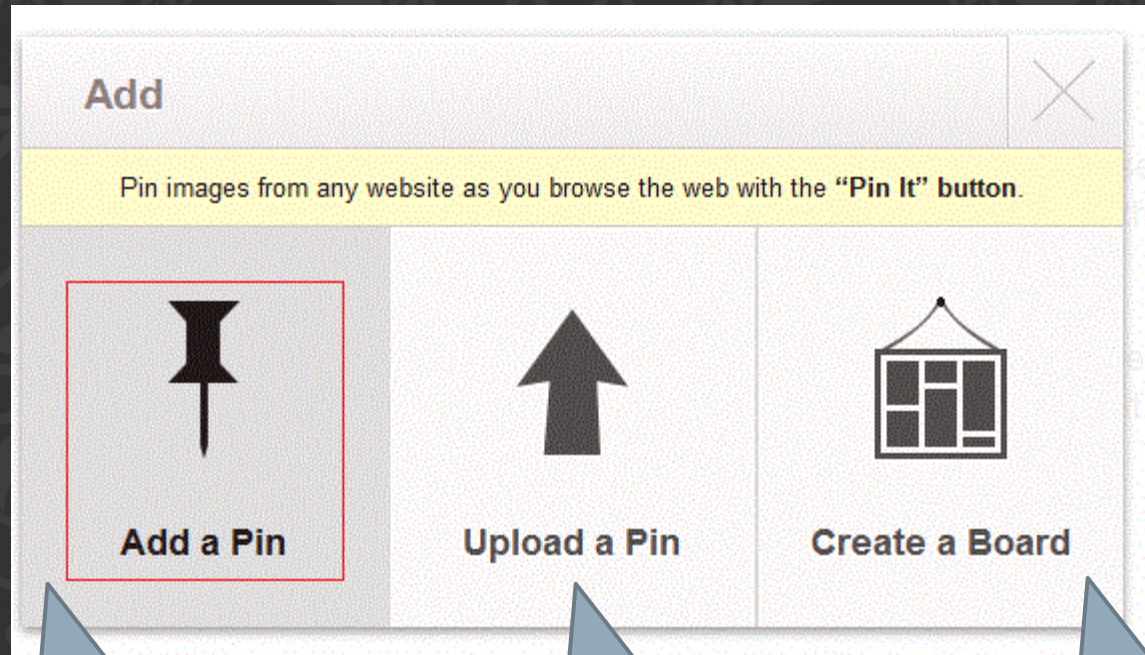
Pinterest is intergrated with FB and Twitter, therefore users are able to utilize the shared login to sign-in



The screenshot shows the login page of the Pinterest website. At the top center is the red "Pinterest" logo. Below it are two buttons: "Login with Facebook" (with a Facebook 'f' icon) and "Login with Twitter" (with a Twitter bird icon). Below these buttons is a horizontal line with a small circle in the center. Underneath the line are two input fields: "Email Address" and "Password". Below the "Password" field is a "Login" button and a "Forgot your password?" link with a line pointing to the text "Click here".

Users are also able to share Pinterest activity with FB and twitter instantaneously.

Using Pinterest



A pin is an image added to Pinterest.

Upload an image from your computer.

A board is a collection of pins usually organized by a theme.

Fan4Fitness Profile on Pinterest

The screenshot shows a web browser window displaying the Pinterest profile of Valerie Caminiti. The browser tabs include 'XFINITY Connect: Inbox', 'sb-2012-centralregion-brack...', 'Pinterest overview - social sa...', 'Fan4Fitness', and 'Valerie Caminiti (fan4fitness)'. The address bar shows 'pinterest.com/fan4fitness/pins/'. The profile header features a silhouette of a person lifting a barbell, the name 'Valerie Caminiti', and the bio: 'A self proclaimed fitness fanatic. Fighting age and gravity one barbell at a time.' Below the header are statistics: '2 Boards', '5 Pins', '2 Likes', 'Activity', 'Edit Profile', '1 Followers', and '2 Following'. The main content area displays a grid of pins. The first pin is a motivational quote: 'DISCIPLINE IS DOING WHAT YOU KNOW NEEDS TO BE DONE, EVEN THOUGH YOU DON'T WANT TO.' The second pin says 'PAIN IS WEAKNESS LEAVING THE BODY.' The third pin features a person in a yoga pose with the text 'cause it inspires me to make other healthy choices.' The fourth pin shows a woman flexing her muscles with the text 'Aspire.' The fifth pin is an infographic titled 'The Importance of Exercise' with a central figure and various health benefits listed around her. Two callout boxes are overlaid on the bottom of the image: one pointing to the grid of pins and another pointing to the infographic pin.

Search

Pinterest

Add + About Valerie

Valerie Caminiti

A self proclaimed fitness fanatic. Fighting age and gravity one barbell at a time.

Repins from

- Jessica Pattle
- Kayla Gray
- Liz Washington

2 Boards 5 Pins 2 Likes Activity Edit Profile 1 Followers 2 Following

DISCIPLINE IS DOING WHAT YOU KNOW NEEDS TO BE DONE, EVEN THOUGH YOU DON'T WANT TO.

Repinning onto Fan4Fitness from 150lbsto120lbs.tumblr.com

PAIN IS WEAKNESS LEAVING THE BODY.

So True.

Repinning onto Fan4Fitness from nikkibettinelli.wordpress.com

cause it inspires me to make other healthy choices.

Don't undo today what you worked so hard for yesterday.

Repinning onto Fan4Fitness from reasonstobefit.tumblr.com

Aspire.

Repinning onto Fan4Fitness from cutandjacked.com

The Importance of Exercise

Weight control

- Increased Self-esteem
- Increased metabolism
- Healthier heart
- Improved self-image
- Increased Energy
- Reduced risk of high blood pressure
- Toned muscles
- Stronger bones and joints
- Strengthened immune system
- Relieves stress

Repinning onto Fan4Fitness from tumblrgym.tumblr.com

The collection of Pins reside on Fan4Fitness's Board

These are pins

10 Most Followed Brands on Pinterest



- Perfect Palette
- Real Simple
- The Beauty Department
- HGTV
- Apartment Therapy
- Kate Spade New York
- Better Homes & Gardens
- Whole Foods
- West Elm
- Mashable



Advantages for Brands/Businesses

- Establish creative communication between brands and consumers
- Set the personality of the brand
- Display various brands/departments of companies with the multi-board features
- ROI can be measured with PinPuff measuring influence <http://pinpuff.com/> and PinReach measuring influence and analytics <http://www.pinreach.com/>

Concerns about Pinterest



- Pinterest Social network is based on a photo-sharing model, concerns regarding copyright of images without permissions have been raised.
- The shelf life of a pin is very short (similar to a tweet)
- Pins are not always created correctly – leaving dead links

Pros for Pinterest



- Pinterest is fully integrated with other social media – FB and Twitter
- Pinterest can be added to a blog or other web site with the Pin It feature
- It is available on the I-Phone
- It has a Chrome bookmarklet
- It is an app on Facebook

Sources

<http://en.wikipedia.org/wiki/Pinterest>

<http://pinterest.com/about/goodies>

<http://pinterest.com/about>

<http://www.slideshare.net/josiekhng/all-you-need-to-know-about-pinterest-12321153>

<http://www.slideshare.net/KTShuford/an-indepth-look-at-pinterest>

<http://www.slideshare.net/mnbarrett/pinterest-report>

<http://www.slideshare.net/fivebyfive/pinterest-presentation-12195213>

Fan4Fitness

<https://pinterest.com/fan4fitness/>



THANK YOU

Valerie Caminiti