



**for Library Staff & Libraries**


A workshop for Winnefox Library System  
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Joy Schwarz  
920-236-5218  
schwarz@winnefox.org

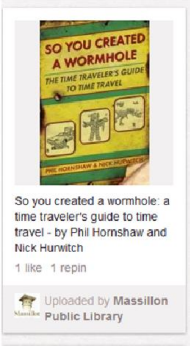
- Know more**
  - What it is
  - How you can use it
- Know how**
  - Personal account
  - Library account
- Get inspired**
  - Promote your library
  - Borrow great ideas

What do you want to know?

But first, some vocabulary

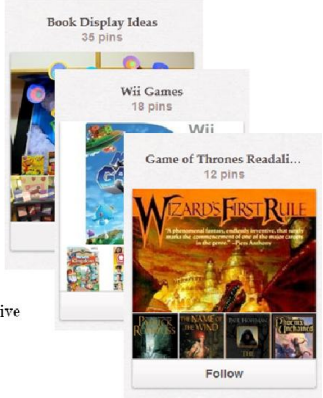


**pin**  
an image or a video you add to Pinterest



So you created a wormhole: a time traveler's guide to time travel - by Phil Hornshaw and Nick Hurwitch  
1 like 1 repin  
Uploaded by Massillon Public Library

**board or pinboard**  
where you organize your pins by topic  
public or private ("secret")  
can be individual or collaborative




**Pin it** — Drag this button to your toolbar.

## Pin It bookmarklet

pin an image from any website  
 shortcut on your web browser toolbar; no need to go to Pinterest to pin  
 automatically grabs the source link to credit the original creator

get it on Pinterest's Goodies page <http://about.pinterest.com/goodies/>  
 and drag to your browser toolbar



## follow / unfollow

follow a pinner and their pins show up in your home feed

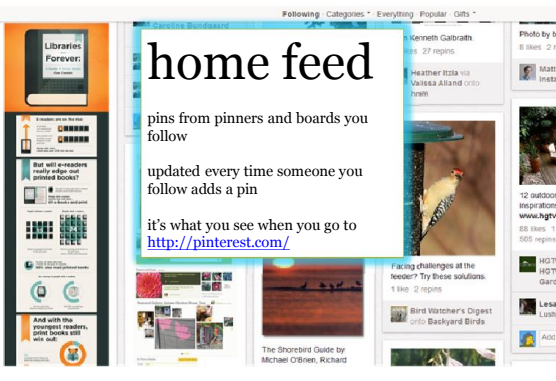
follow all their boards, or just the boards you like

p.s. when you unfollow, nobody gets notified

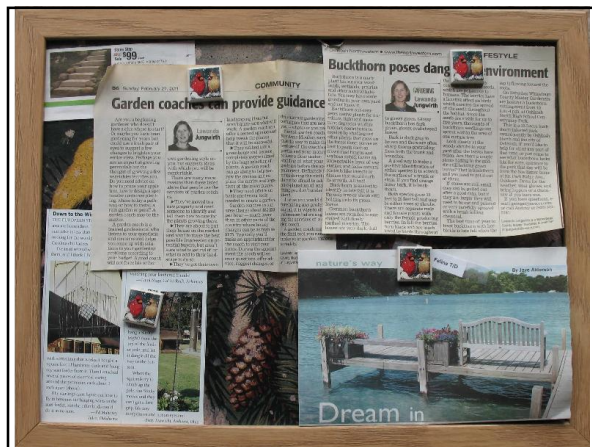


## home feed

pins from pinners and boards you follow  
 updated every time someone you follow adds a pin  
 it's what you see when you go to <http://pinterest.com/>

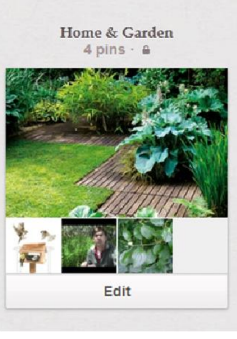


## What is Pinterest

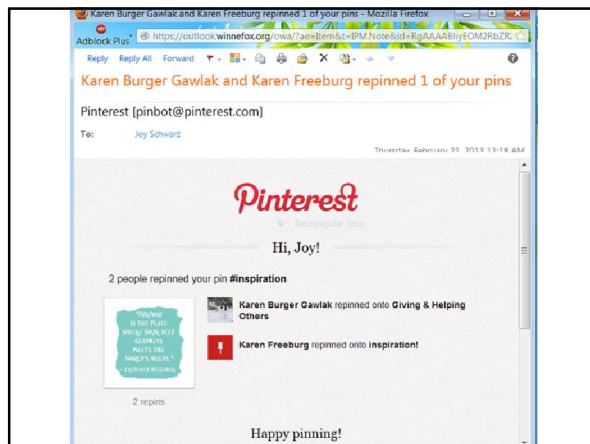
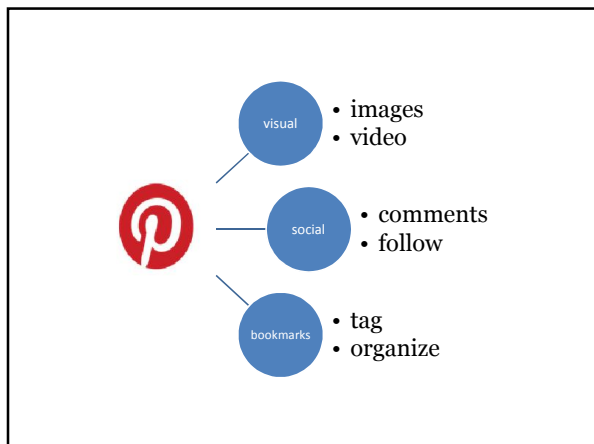


### Home & Garden

4 pins · 📌



Edit



### Why create a Pinterest account?

So you can ...

- ✓ get inspiration for displays, crafts, programs  
[pinterest.com/dawnkrause/fizzboomread/](http://pinterest.com/dawnkrause/fizzboomread/)
- ✓ collaborate with co-workers or colleagues on projects  
[pinterest.com/heather\\_booth/teen-programming-in-libraries-a-collaborative](http://pinterest.com/heather_booth/teen-programming-in-libraries-a-collaborative)  
[pinterest.com/royschwarz/tech-ideas-for-conferences/](http://pinterest.com/royschwarz/tech-ideas-for-conferences/)

### Create your account

Upload your Photo

Username

Email Address

Password

First Name

Last Name

Select your gender

By creating an account, I accept Pinterest's [Terms of Service](#) and [Privacy Policy](#).

Create Account

### Why create an account for your library?

So you can pin ...

- ✓ cover art of books, DVDs, eBooks
- ✓ newly-added materials
- ✓ event posters / flyers for programs & events
- ✓ video tutorials for OverDrive, BadgerLink
- ✓ YouTube videos, Flickr photos
- ✓ items for sale in the Friends bookstore
- ✓ digitized collections of local history photos

... and make it easier to discover the great stuff your library offers

My "low carb recipes" board on Pinterest has 4 pins.

My "desserts " board has 17,000.

Don't judge me.


your  cards  
someecards.com

image source: <http://www.someecards.com/usercards/viewcard/MJASMIhZWRhMkYOGIwODhjNTU>

## How to create your library's account

We want to help your business get the most out of Pinterest.

[Convert your existing account](#)  
Now to Pinterest? Join as a business.

1. Go to <http://business.pinterest.com/>
2. Click "New to Pinterest? Join as a business" link
3. Fill out the <https://pinterest.com/business/create/> form

See also: Pinterest Help Center: Set up Your Business Account  
<https://help.pinterest.com/entries/22362083-Set-up-your-business-account>

## How to convert a personal account

We want to help your business get the most out of Pinterest.

[Convert your existing account](#)  
Now to Pinterest? Join as a business.

1. click on "Convert your existing account"
2. log in to your existing personal account
3. follow the steps to complete the process

Note: once you convert your personal account to a business account, you will not be able to revert back to a personal account.

See also: Pinterest Help Center: Set up Your Business Account  
<https://help.pinterest.com/entries/22362083-Set-up-your-business-account>

## How will they find your library's pins?

Tip: embed a widget on your library's website to invite people to follow your boards

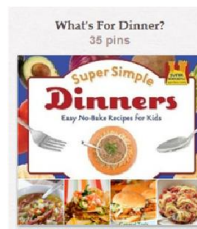


Set it up at  
[http://business.pinterest.com/widget-builder/#do\\_embed\\_board](http://business.pinterest.com/widget-builder/#do_embed_board)

## Tips for naming boards

user-centered, not service-centered

fun



When somebody writes, "call if you have any questions," Do they really mean ANY questions? Because I'm really wondering about platypuses.



someecards  
USER CARD

image source: <https://www.someecards.com/usercards/viewcard/MJAsMyozGRYYU4MDhMjRyYzE>

## Create an account

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

~ or ~

Review your account settings

Install the [Pin It bookmarklet](#)

~ or ~

Install the Pinterest [app](#)

Create a new board:

Workshop – Lisa

Workshop – Kelly

Workshop – Keetra

Pin something:

Cover art from the catalog  
[catalog.winnefox.org](http://catalog.winnefox.org)



- edit
- mark

Image source: <http://www.someecards.com/usercards/viewcard/MjAsMio0ZWZlZmMzZjg3YmFmEz>

Submit the URL (link) of your new Workshop – Name board:

[TinyURL.com/pinit-ripon](http://TinyURL.com/pinit-ripon)

On the results page...

1. Click my board's link
2. Follow that board
3. Click a colleague's link
4. Follow that board (or all)

- Invite someone to collaborate
- Accept the invitation to collaborate
- Pin on a collaborative board

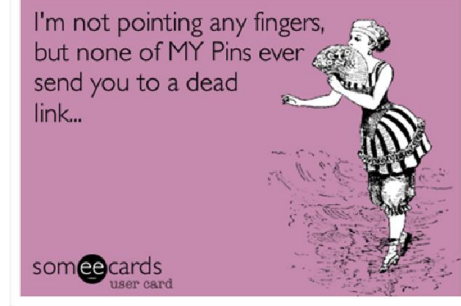


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- Like a pin
- Comment on a pin
- Re-pin a pin

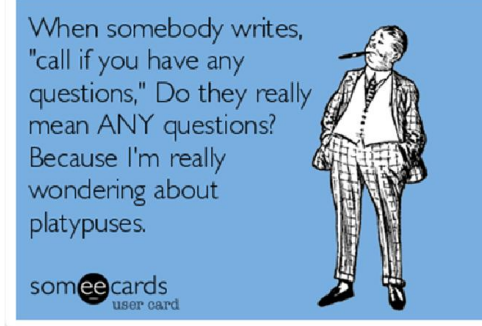


image source: <http://www.someecards.com/usercards/viewcard/MjAsMyoiZGRiYU4MDUkMjYyEjEj>

Let's start marketing our company on Pinterest before Pinterest is ruined by marketing.



someecards

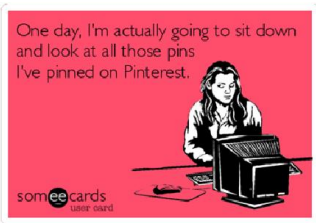
image source: <http://www.someecards.com/workplace-cards/pinterest-marketing-business-advertising-funny-card>

And you should see her Pinterest boards... she has dessert pins mixed in with the slow cooker recipes! It's shameful, really.



your cards someecards.com

image source: <http://www.someecards.com/usercards/viewcard/MjAsMimYm6NSYjOWUzZWRjSTZz>



One day, I'm actually going to sit down and look at all those pins I've pinned on Pinterest.

someecards user card

Fresh, fun and relevant:

1. Rearrange boards
2. Choose a new cover image
3. Review pins' links and edit boards
4. Delete boards

image source: <http://www.someecards.com/usercards/viewcard/MjAsMyo4ZjAswZTA8IGU0N2NTmRl>



That moment when your friends are pinning too much & you're afraid they won't see & re-pin your pins....

someecards user card

- Embed a [widget](#)
- Selectively post best pins on Facebook


image source: <http://www.someecards.com/usercards/viewcard/MjAsMyk0WQwODU4MwVBYTQ4OWY3>



And now for the next week Pinterest fills up with things to do for New Year's. After that get ready for weight loss pins.

someecards user card

image source: <http://www.someecards.com/usercards/viewcard/MjAsMihYagN5YNDNnMjMjZDQw>



Nothing makes me more giddy than clicking on someone's Hunger Games board on Pinterest and seeing over 500 pins... with links to tumblr pages I haven't seen yet. Squee!

your someecards.com

image source: <http://www.someecards.com/usercards/viewcard/MjAsMioiYzMsMTEqMkzNTc0OY4>

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user-centered, not service-centered

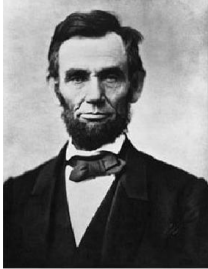
fun

What's For Dinner?  
35 pins



Books you faked reading  
9 pins





"Don't believe everything you read on the Internet just because there's a picture with a quote next to it."

—Abraham Lincoln

more awesome pictures at [THEMETAPICTURE.COM](http://THEMETAPICTURE.COM)

[www.pinterest.com/joyschwarz/image-generators](http://www.pinterest.com/joyschwarz/image-generators)