**Design Document: Pinterest Basics**

Class Description

Learn how you can use Pinterest to create a virtual bulletin board to share recipes, craft ideas, images, and other things you love in this introductory class.

**Curriculum Track**

Software & Apps

**Audience**

Adults with little or no experience using Pinterest

**Course Length**

90 minutes

**Training Method**

Lecture/Demo

**Purpose**

To introduce Pinterest to new users and encourage its use by explaining features and benefits and providing an overview of the interface.

Equipment Requirements

Projection screen, laptop with internet connection, laser pointer

Software Requirements

Pinterest account (Instructor)

Material Requirements

Pens or pencils, handouts, participant surveys

**Learning Objectives**

At the end of the session, learners will be able to:

* Explain the benefits of using Pinterest and how it works
* Identify the two main pages where Pinterest users interact
* Understand basic pinning etiquette and settings
* Create an account

**Assessment Technique(s)**

Question and answer

Content Outline

***Agenda***

* What is Pinterest
* The Home Page (Feed)
* The Profile Page
* How it Works
* Pinning Etiquette
* Basic Settings
* Creating an Account

If you prefer to do a live demo beyond this point instead of showing the presentation slides, please follow the same topic order so the activities will remain in sequence.

***Talking Points, Topics, and Activities (85 mins)***

***What Is Pinterest?***

* Pinterest is a free web-based organizational tool that works like a virtual bulletin board.
* Pin + Interesting = Pinterest!
* While some claim Pinterest is a “woman’s site” based on the massive amounts of Health, Beauty, Baking and Gardening pins, Pinterest is a valuable organizational tool for everyone to use with new categories and interests evolving all the time
* Pinterest is considered a social media site because of its network and sharing capabilities but many use it privately

***The Home Page (Feed)***

* Log-in to Pinterest and point out the following features of the **Homepage**:
  + The Homepage is your starting point for anything you want to access on Pinterest
  + The Homepage is where you see new pins including those:
    - Pins from fellow Pinners and boards you follow
    - Related to Interests you follow
    - Suggested Pins from advertised boards and pinners
  + The Homepage is constantly updating and also called your **Feed** – This will be a main source of new info for you to browse before jumping into new categories or searching for specific ideas
  + Like other social media sites, such as Facebook, the top **Toolbar** remains the same on each page so you can always view your notifications, messages, or get back to your Homepage or profile.
    - Return to the **Homepage** by clicking on the red “**P**” (**Pinterest icon**)
    - The **Search Bar** allows you to enter keywords to search for ideas or enter names to search for other Pinterest members
    - The drop-down menu next to the search bar offers you the **Categories** Pinterest divides their pins into. You can click on a topic then narrow it down.
    - Click on the person icon to access your **Profile Page**
    - Click on the Speech Bubble icon to access your **Notifications** and **Inbox** (messages)
  + The majority of interaction on Pinterest comes from saving others pins, but you can add new pins at any time by clicking the **Add** button (plus sign icon) on the lower right of the Home page
    - If the advertisement for the Browser button appears, click **Not Now** (explain that Pinterest has developed a button that can be integrated into your web browser to make pinning quicker but that’s a personal preference)
    - You may have to click on the “**+**” icon again, then select **Pin From a Website** and add the website link of your choice to create a new pin
  + The question mark icon represents the **Help** button, which connects you to Pinterest’s large community and help section

***The Profile Page***

* The Profile Page is where you can see everything related to your account. Click on the person icon in the toolbar to access your Profile page
  + The top portion will display any personal information you choose to share such as your name, location and a short biography (optional)
  + The **Cog Wheel** icon allows you to access **Settings** for your account, notifications, privacy, etc.
  + The **Paper Airplane** icon allows you to send messages to followers
  + The three dots in a row allows you to access Pinterest’s help feature, find friends, log out, etc.
  + Navigate through the different portions of your page by clicking on the following:
    - **Boards** – Boards you’ve created
    - **Pins** – All pins you’ve pinned, uncategorized in board format
    - **Likes** – Pins you’ve liked
    - **Followers** – Those who follow you
    - **Following** – Those you are following (specific topics, boards or other pinners)

***How it Works***

* Now that participants are familiar with Pinterest’s layout, explain the purpose of the following actions and demonstrate how to complete them:
* Pinterest allows you to save information via **Pins**
  + Pins are essentially links to other websites, represented by an image and a short description.
  + Finding pins is easy – use the search box to find pins via keyword or use the categories button to browse.
  + After using the Search Bar, you can narrow down a topic by clicking on one of the suggested colorful tabs at the top
  + You can also filter results by changing the selection from **All Pins** to one of the following:
    - **Your Pins** – Search your previous pins for something you may have lost track of
    - **Buyable Pins** – Pinterest offers a new feature where you can find pins that are linked directly to websites you can buy from such as Wayfair, Etsy, etc.
    - **People** – This will display fellow pinners who have your keyword/topic incorporated in their profile name or description
    - **Boards** – This will display other member’s boards which are related to your search
  + Clicking on a pin will enlarge the image and provide you more details such as:
    - The pin’s source
    - Comments
    - Amount of times the pin has been saved or liked
    - The price, if the pin is a product
  + The pin window also provides your action options:
    - **Save** the pin (add it to one of your boards)
    - **Like** it (add it to you “liked” collection but not pin it to a board)
    - **Send** it to another user/share it via social media,
    - Mark that you’ve **Tried** it (often popular for recipes, crafts, beauty styles, exercises, etc.).
    - Clicking the enlarged image, or the button below that says **Visit/Read/Make**/etc. will take you to the website
    - Click on the **X** in the top right corner to close the magnified pin
* **Boards** allow you to grow an organized collection
  + Boards are the easiest way to keep your ideas and pins organized. The theme and content are entirely up to you and can be broad (Books) or specific (Dr. Seuss’ Cat in the Hat)
  + Boards can be **Public** (viewable to your friends) or **Secret** (only you can see these boards)
  + New boards can be created at any time. This can be done from the pin window by clicking Save, then selecting Create Board and filling out the information, or by going to your profile page and clicking the Create Board button.
  + From the pin window, click on “Create a Board” to demonstrate how to add a new board
    - At minimum, boards require a **Title** and the distinction of being **Public** or **Secret**, but it can be helpful to add a **Category** and **Description**
    - Once a new board is created, you’ll have the option to **Search** for pins or **Edit** the board
      * The **Edit** button allows you to change the information or to delete the board
      * Invite **Collaborators** if you would like to allow others to pin to the board
* **Deleting Pins**
  + If you decide to remove a pin from your boards or liked sections, it’s simple.
    - Locate the pin you want to remove by accessing your Profile Page and boards then click the **Edit** icon to make adjustments. Click on **Delete Pin**
    - To remove a pin from your Liked collection, access your Profile Page, click on **Likes**, then click on the **Heart** icon that appears when you hover over the pin to unlike it
* **Following** others increases the variety of pins on your homepage and keeps you up to date with the latest and greatest
  + Since your homepage auto-populates based on who/what you follow, you’ll want to follow those you find interesting
  + You have the option to follow another pinner or individual boards. When following another pinner, you will see all of their new pins on your Home page; when you follow a specific board, you only see pins related to that board
  + Search for Hallmark in the Search bar and demonstrate how you can follow the profile or individual boards
  + You can **Unfollow** a user or board at any time
* **Social Interaction**
  + Besides following, Pinterest allows for social interaction with its messaging feature
  + From the Homepage, click on the Notifications/Inbox icon
    - Click on New Message and type in the recipient’s name
    - Messages can be sent to anyone who follows you or one of your boards

***Pinning Etiquette***

* When adding a new pin, always pin from the original source. If not possible, pin a picture and include the link in the description. (Ex: Don’t pin from a Google image search because it links back to Google, not the source)
* Check links when re-pinning as some may be old/broken. Doesn’t mean you can’t share it, but you may want to note that perhaps an item is no longer available but you can search for it elsewhere.
* Write a good description or keep text from previous pinner (text descriptions help link pins to keyword searches)
* Personal pins can be risky. Check your settings. Considering using another site for personal photo uploads (Flickr or Facebook).
* Don’t Use inappropriate or obscene images. You can report pins if you feel they are inappropriate. Click on the “x” that appears when you hover over the “Promoted by” or the Pinners name, then select “**Report Pin**”

***Basic Settings***

* Settings are found the Profile Page by clicking the Cog Wheel icon
  + Briefly go through the tabs available:
    - Account Basics
    - Profile
    - Notifications
    - Home Feed
    - Social Networks
    - Apps
  + Click on the red **Save Settings** button in the bottom right hand corner to save any changes

***Creating an Account***

* Briefly explain how to create an account
  + Log-out from your profile – it should take you to the home page
  + You can sign up by entering an Email address and password then clicking **Sign Up**
    - You may want to have your email open in another tab or check it after you are finished as Pinterest should send you an account confirmation email
  + The next screen will ask for a Name, Age (optional), and Gender (optional)
  + Pinterest will prompt you to select topics of interest to populate your Homepage
  + You’ll have the option of linking to a social media site or adding the Pinterest Browser button

***Wrap Up/Closing***

* Highlight the upcoming technology classes and share the types of topics that will be covered
* Ask if there are questions and answer any that were “parked” during the session
* Thank participants for coming and ask them to complete the class survey before leaving