**Design Document: Pinterest – Getting Started**

Class Description

Learn how to build your collection of useful pins and boards, follow fellow Pinners, and adjust basic security settings in this hands-on class.

**Curriculum Track**

Software & Apps

**Audience**

Adults

**Course Length**

90 minutes

**Training Method**

Instructor-led hands-on

**Purpose**

To help new users get up and running with Pinterest

Equipment Requirements

Projection screen, laptop with internet connection, laser pointer

Software Requirements

Pinterest account (Instructor & Participants)

Material Requirements

Pens or pencils, handouts, activity sheet, participant surveys

**Learning Objectives**

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

* Navigate between pages and sections
* Search/browse for pins based on keyword or theme
* Create a board with pins
* Follow fellow Pinterest users or boards
* Adjust settings

**Assessment Technique(s)**

Question and answer

Content Outline

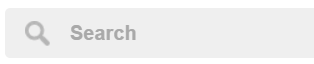
***Agenda***

* Navigating Pinterest
  + The Homepage
  + Your Profile Page
* Using Pinterest
  + Finding Pins
  + Creating Boards
  + Following
  + Adding & Deleting Pins
* Adjusting Settings

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)***

***Navigating Pinterest***

* The Home page
  + Have participants log in to Pinterest
    - Once they’ve logged in, remind them that they are on the Home page and that they navigate between the various areas on Pinterest using the icons in the Toolbar
    - Explain each icon and its purpose:
      *  **Home** button: Returns you to the Home page from any other section
      *  **Search** box: allows you to enter keywords to search for ideas. Type in names to search for fellow users.
      *  **Categories**: The categories that Pinterest divides their pins into. Click on a topic then narrow down based on the suggested search terms.
      *  **Profile**: Access your Profile page
      *  **Notifications/Messages**: The speech bubble icon alerts you to notifications which tracks activity related to your account and your friend’s activities. Click on the Inbox tab to send/receive messages
  + Remind participants that the **Home page** isconstantly updating with pins including those….
    - Related to Interests you follow
    - Pins from other Pinners you follow
    - Suggested Pins from advertised boards and pinners
      * You can hide advertised pins by hovering over the “Promoted by” box, then clicking the three horizontal dots that appear and selecting “I don’t like this Pin.” Select one of the responses (“I just don’t like ads”) provided and the pin will be hidden.
  + 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
  + The question mark icon represents the **Help** button, which connects you to Pinterest’s large community and help section.

**ACTIVITY:** Have participants click each of the icons on the Toolbar to orient themselves. Have participants practice hiding “promoted” pins from their newsfeed and accessing the help feature.

* The Profile Page
  + Click on the profile icon and point out the following features of the **Profile Page**:
    - The top portion will display whatever personal information you choose to share such as your name, location and a short biography (optional)
    -  The **Cog Wheel** icon allows you to access profile information and **Settings.** Note that you will return to the Settings portion later in class.
      * Tap on the cog wheel, then select Profile on the left-hand side to demonstrate how to…
        + Edit the name you display
        + Add or change your profile picture
        + Edit your username & custom URL
        + Enter a description
        + Adjust location
      * Tap **Save Settings** to return to your profile
    -  The **Paper Airplane** icon allows you to send messages to followers
      * Tap the icon to display the message window
      * Messages can be sent to anyone who follows you or one of your boards, so new users may not have any contacts displayed initially
      * The social media buttons on the bottom of the box allow you to share your profile on Facebook, Twitter, Messenger, or copy a link to paste elsewhere.
      * Note that you can send messages from this icon or from the icon on the Toolbar but to share your profile, you should use this icon
    -  The three dots in a row allows you to access Pinterest’s help feature, find friends, log out, etc.
      * Tap the icon to display the options
        + **Access Business Tools** only relates to those who have created or converted to a business account
        + **See Order History** relates to any purchases you’ve made from buyable pins
        + **Find Friends** will allow you to import contacts from email services you use and social media applications
        + **Make a Widget** has to do with marketing Pinterest on other personal websites
        + **Get Help** will launch the help center – Same as the help button on the homepage
        + **Logout** will sign you out of your account
    - 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)

**ACTIVITY**: Have participants access their profile page and then click on the cog wheel to adjust their basic profile information (name, description, URL). If possible, have them upload a sample profile photo. Encourage them to test toggling between each section (Boards, Pins, Likes, Followers, and Following) – Note that new users will most likely have no pins or followers.

***Using Pinterest***

* Now that participants are familiar with Pinterest’s layout, explain the purpose of the following actions and demonstrate how to complete them:
* **Finding Pins**
  + To browse individual categories, click on the **Categories** icon to select one from the list
  + To search for pins by a keyword or idea, type it into the **Search Bar**
    - After entered text in the Search Bar, you can narrow down an idea 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** – View 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
  + Click on **All Pins** and scroll down to show the various results then select one of the pins to demonstrate your options:
    - **Save** to one of your boards – The most common activity on Pinterest
      * When you select Save you are given the option of editing the description and choosing the board it will be pinned to (all of which can be changed later)
    - **Send It** to a fellow friend on Pinterest or as a link via email/social media
    - **Like It**– Liking a pin will save it to your profile but not add it to a specific board.
    - **Tried It –** Mark that you’ve tried something. A new window will pop up allowing you to mark it as a good/bad experience, leave a review, or add a photo.
    - Click on **Visit/Read/Buy/Etc** or the image to demonstrate how to access the link. It will open in a new tab.
    - Click on the **X** in the top right corner to close the magnified pin
  + Demonstrate how to Save and Like some of the search results. Demonstrate how to access the link and how to mark something as Tried.
* **Creating Boards**
  + 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)
  + From the Profile Page, 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** after it’s been created
    - Once created, tap the Pencil icon to edit and adjust board features
      * Edit the **Name**
      * Add a **Description**
      * Select a **Category**
      * A **Cover** Photo can be applied to represent the board once pins have been added to the board (if no cover is selected, various pins will be displayed)
      * Edit the **Privacy** of the board (Public/Secret)
      * Add **Collaborators** (if you want others to be able to add pins to the board) are optional
      * **Delete** the board if you no longer want it
    - Boards can be **Public** (viewable to your friends) or **Secret** (only you can see these boards)
    - Once a new board is created, you’ll be able to add pins

**ACTIVITY:** Have participants search for pins based on their interests, then have them create a board or two so they can save the pins.

* **Following**
  + Explain that in order have new pins from people or boards you find interesting appear on your Homepage/Feed, you have to follow them
  + You have the option to follow another pinner or an individual board. When following another user, you will see all of their new pins on your Feed; when you follow a specific board, you only see pins related to that board
  + Demonstrate how to follow someone, like Curtis Stone, by searching for them. From the results page, click on the **People** filter, then click the Follow button under one or more of the results
    - You’ll notice you can click **Unfollow** in case you’ve selected a wrong profile or are no longer interested in following the pinner
    - Click on the user’s profile to show that you are now following all of their boards. Just as you can follow individual boards, you can unfollow certain boards from other pinners if you’d only prefer to see some of their content
    - Click the Back Button on your browser to return to the search results page
  + Click on the **Boards** filter on the search results page. Notice that anyone who has labeled a board “Curtis Stone” will appear
    - Demonstrate how to follow a few of the boards by clicking **Follow**
    - Click on the Board’s title or the user’s icon to then see all the pins in their board
  + Demonstrate how to follow a Topic/Interest by using the Categories menu
    - Select one of the categories such as Home Décor, then select one of the sub categories, Home Kitchens
    - A new page with pins related to Home Kitchens as a topic will appear and a Follow button will be in the upper right-hand corner
    - Note that not all sub-categories offer topics to follow

**ACTIVITY**: Have participants follow the Gail Borden Public Library’s Tech Ed Pinterest page by searching for “Tech Ed” in the search bar and selecting the People tab. Have them search for 1-2 other people or specific boards to follow based on their interests.

* **Adding New Pins**
  + While you can probably find tons of pins already on Pinterest regarding your search terms, you may want to add your own, which helps increase the knowledge base
  + Return to the Homepage by clicking the Pinterest icon
    - In the lower right corner of the screen, click on the “**+**”icon
      * If the advertisement for the Browser button appears, click **Not Now** (you can explain that Pinterest has developed a new button that can be integrated into your web browser – much like the Home page button – 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**
      * The other option that appears is **Upload a Pin** which would mean uploading an image from your computer then filling out the necessary details, such as a web link
    - Open a new tab in your browser window and go to a site you’d want to pin something from, such as a recipe, craft idea, travel destination, etc.
    - Click in the address bar and copy the URL, then click back on the Pinterest tab and paste it into the pop up window and hit **Enter**
      * **Hint:** Sometimes the **Next** button will still appear to be grayed out. If you tap the left or right arrow on your keyboard, the button should then appear highlighted and be ready to click. Hitting Enter on your keyboard is the alternative option.
    - The next page that appears will have images – select one to represent your pin by clicking **Pin It**, which appear when you hover over the image
    - Select a board to post the pin to and add a description. Location is optional.
* **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 **Pencil (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

**ACTIVITY**: Have participants add a pin from an external website. For example, in a new tab go to <https://www.pillsbury.com/> and search for “Winter Harvest Cookie bars.” Pin this to an existing board or create a new one.

* **Adjusting Basic Settings**
  + Settings are found on the Profile page by clicking the Cog Wheel icon
  + Setting are broken into categories by clicking on each tab or scrolling though the menu. Make sure to point out the following:
    - Where to **Change a Password**
    - Enabling/Disabling **Search Privacy**
    - Enabling/Disabling **Personalization** (advertisements)
    - Clearing **Search History**
    - How to receive **Notifications**
    - Social Networks if you wanted to connect to Facebook, email, etc.
  + Click on the red **Save Settings** button in the bottom right hand corner to save any changes

**ACTIVITY:** Have participants go through their Settings to make any adjustments.

***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