Introduction to Pinterest

Learn what Pinterest is used for and how you can safely create and enjoy using a Pinterest account of your own.

What is Pinterest?

Pinterest is a social media platform that allows people to view billions of photos called **Pins**. Pins are photos that are posted to Pinterest by its users. These photos can be of anything and are categorised by theme and genre.

Accessing Pinterest

Pinterest can be used on your computer by typing **https://www.pinterest.com.au** into your web browser.

If you prefer to use Pinterest on your mobile device, you can download the official Pinterest app from:

- the App store for all Apple devices

- the Google Play Store for all Android devices.

Pinterest allows you to view, share, save and categorise photos that interest you

Only download from your device's official app store. Check the app's authenticity by looking at the:

- **App's publisher**
- **Star rating given to the app by others**
- **Reviews from users**

Browsing your Home Feed

Your **Home Feed** is where you'll see photos (Pins) from other Pinterest users. Pinterest adds Pins to your Home Feed based on the categories you search and the photos you look at.

You'll also see Pins from the people or companies you choose to follow.

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Pinterest Boards

Boards are where you can save photos that you like. For example, you might set up a Board with the name **Vegetarian Recipes** and then save Pins of vegetarian recipes to it. Saving Pins to Boards allows you to access them quickly without having to search again.

Boards let you save photos, or Pins, that you like, so you don't have to search for them again

How to create a Pinterest account

In our example, we'll show the process of creating a Pinterest account on a desktop or laptop computer.

The process of creating a Pinterest account on a mobile device is similar, so you should still be able to follow along.

Accessing the Pinterest website

Type **https://pinterest.com.au** into the address bar of your web browser. You'll then see the Pinterest Home page. Now click **Sign up**.

Enter your details

A pop up appears and asks you to enter a few details:

- Your email
- A unique password
- Your age

If you don't feel comfortable entering your real age, you can make it up.

Now click **Continue**.

Make sure that the password you create for your Pinterest account isn't used with any of your other online accounts. Strong passwords consist of a mix of uppercase and lowercase letters, numbers and symbols.

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Let Pinterest know about your interests

Click the **Next** button to let Pinterest know about your interests. This will help Pinterest display Pins that interest you.

From the options, choose:

- your gender
- your country and preferred language
- five categories that interest you.

Tell us what you're interested in

Sharing your interests helps Pinterest recommend Pins that are relevant

Exploring Pinterest Settings

Click on the downwards-facing arrow in the top-right of the screen and then click on **Settings** from the drop-down menu. You'll see that **Edit profile** is already selected.

Updating your username

For privacy reasons, it's a good idea to change your username to something that doesn't include the full name you used to create your Pinterest account.

Click the **Username box** and type a unique username. If your username is already taken by someone else, Pinterest will let you know and you can choose again.

Add a profile photo

Now, add a photo to your profile information for other Pinterest users to see.

Click **Change** next to the grey circle and follow the steps to add a photo or images saved to your computer.

Adjusting your Notifications

The **Notifications** settings menu controls which notifications are sent to you by Pinterest. You can choose to receive notifications:

- While you're using Pinterest
- Via email
- By push notification to your device or computer.

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Controlling Push notifications

Getting a notification every time something happens can be annoying, so you can turn off push notifications:

- Click the **Edit button** next to **By Push notifications**.
- De-select any of the push notifications you don't wish to receive, or
- Click **Turn off all** to stop receiving push notifications.

By push notification

Categories

Manage what you get push notifications about

Turn off all

Control annoying notifications by switching them off completely

Two-factor authentication

The **Security** settings menu lets you set up two-factor authentication. This means a secure code will be sent to your mobile device each time you want to login to Pinterest and you will need to enter this secure code to successfully log in.

While it isn't required, two-factor authentication keeps your account more secure.

Controlling your Pinterest privacy settings

Let's take a look at some of the settings that can help keep your personal information secure.

The Privacy and data settings menu

To access the **Privacy and data** menu:

1. Click on the **downwards-facing arrow** in the top-right of the screen.
2. Click **Settings** from the drop-down menu.
3. Click **Privacy and data** from the list of options on the right.

Find, Mention and Target

The **Privacy and data** settings menu allows you to control who can find your Pinterest account, who can mention you on Pinterest and how Pinterest can target you with advertising.

@Mentions

By default, any other Pinterest user can **@mention** you when they create a new Pin. To control this, you can select from the following options:

- Anyone on Pinterest
- Only people you follow on Pinterest
- Turn off – no one can @mention you in their Pins.

Search Privacy

Your Pins may appear in search results when someone enters a search term that matches your Pin. For example, someone might use a search engine to find "Potting Heliconia Hot Rio Nights" and your Pin of your home garden might appear in the search results.

If you'd prefer to not appear in any search results, tick **Hide your profile from search engines**.

Personalisation

The **Personalisation** options control the way Pinterest targets advertising to you. One options even gives Pinterest permission to share your data with other organisations!

To stop Pinterest tracking your online activities, de-select **all of the options** in the Personalisation section.

Once you've done that, click **Save**.

Creating Boards in Pinterest

Let's take a look at the the process of creating your first Board in Pinterest, and saving things that interest you.

What is a Board?

You can think of a Pinterest Board as a cork board that you pin your photos to so you can view them.

You can create as many Boards as you like and name them based on the types of Pins on each. For example, you might have a Board for recipes, travel destinations or garden ideas . Boards can also be shared with other people by inviting them to contribute to the Board.

Name your Board according to the types of Pins you intend to save

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Creating a new Board

Here's how to create a new Board and save some Pins to it:

1. From your **Home Feed**, click your **Profile icon** in the top-right corner.

2. Click the **+ icon** in the middle-right of the screen.

3. Click **Board** from the drop-down menu.

4. Give your Board a name. In this example, we'll create a **Winter recipes** Board.

5. Turn on the switch if you want the Board to be private, then click **Create**.

6. Pinterest will show a pop up with suggested Pins for your Board. Click on the **Save** button to save a **Pin** to your Board.

7. Once you've finished saving suggested Pins, click **Done**. The pop up will close and you'll see all the Pins on your Winter recipes Board.

8. To refine your search, click the **Search field** at the top of the Board and enter what you're looking for, such as **Chicken Pie**.

9. When the search results appear, scroll the list of Pins until you find something that catches your eye.

10. To save a Pin, click on the **Save** button.

Viewing your different Boards

To see all your Boards, click your **Profile** icon in the top-right corner.

Your saved Pins and Boards appear on your Profile page, as well as the number of Pins you have saved to each Board.

Sharing your Board

To share your Board with friends:

- Click on the Board you want to share to select it.

- Click on the three horizontal dots next to the name of the Board.

- Click **Share** from the drop-down menu.

You can share your Board via a range of apps or click **Copy link** to send it to your friend via an email.
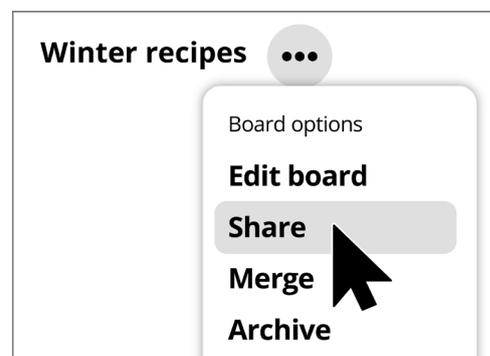
Pinterest provides options for sharing Boards with others

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Creating Pins in Pinterest

Pins are photos that are uploaded by Pinterest users. A Pin can be a new photo that you have taken, or a photo saved from the internet. Let's look at how to create a Pin in Pinterest.

Remember that images and photos online are often covered by copyright. You can use them as Pins, but you should not use them for any other purpose.
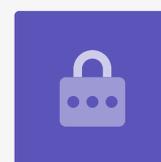
Creating a new Pin

To create a new Pin:

- Click the **+ button** in the bottom-right corner of the screen.
- Click **Create a Pin**.

Add the details of your Pin

In the pop-up, upload and add some information about your Pin. You can:

- Drag and drop the photo you want to upload, into the grey rectangle
- Click in the rectangle to choose a file that is saved to your computer
- Add a title for your Pin
- Add a brief description about your Pin.

Pinterest recommends that you use high quality photos for new Pins. You should use images that have been saved in the **.jpeg** format, and which are no more than 20MB in size.
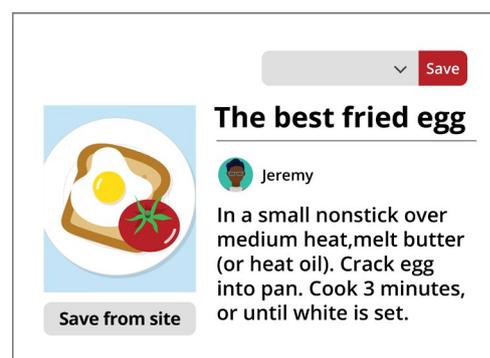
Give your Pin a title and description

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Choosing where to save your Pin

You can save a Pin to a Board you have already created. In this example, we're using the **Winter recipes** Board created earlier.

- Click the **downward-facing arrow** in the box next to the **Save** button.

- A drop-down list of the different Boards you have created appears.

- Click on **Winter recipes**.

- Click **Save** to save the Pin to the Winter recipes Board.
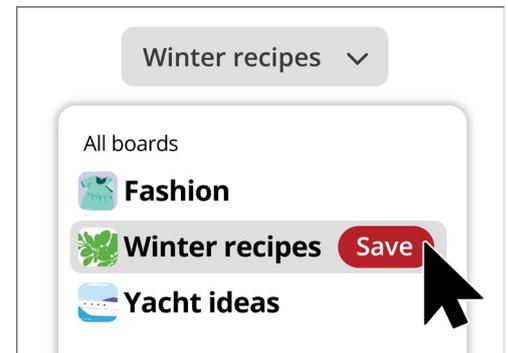
When you see a Pin you like, choose the Board you want to save it to

Browsing new Pins

Each day, Pinterest shows a list of Pins, based on your preferences and the types of Pins saved to your Boards.

Click **Today** in the top-left of screen to view a list of suggested Pins.