

# PINTEREST

## Tutorials

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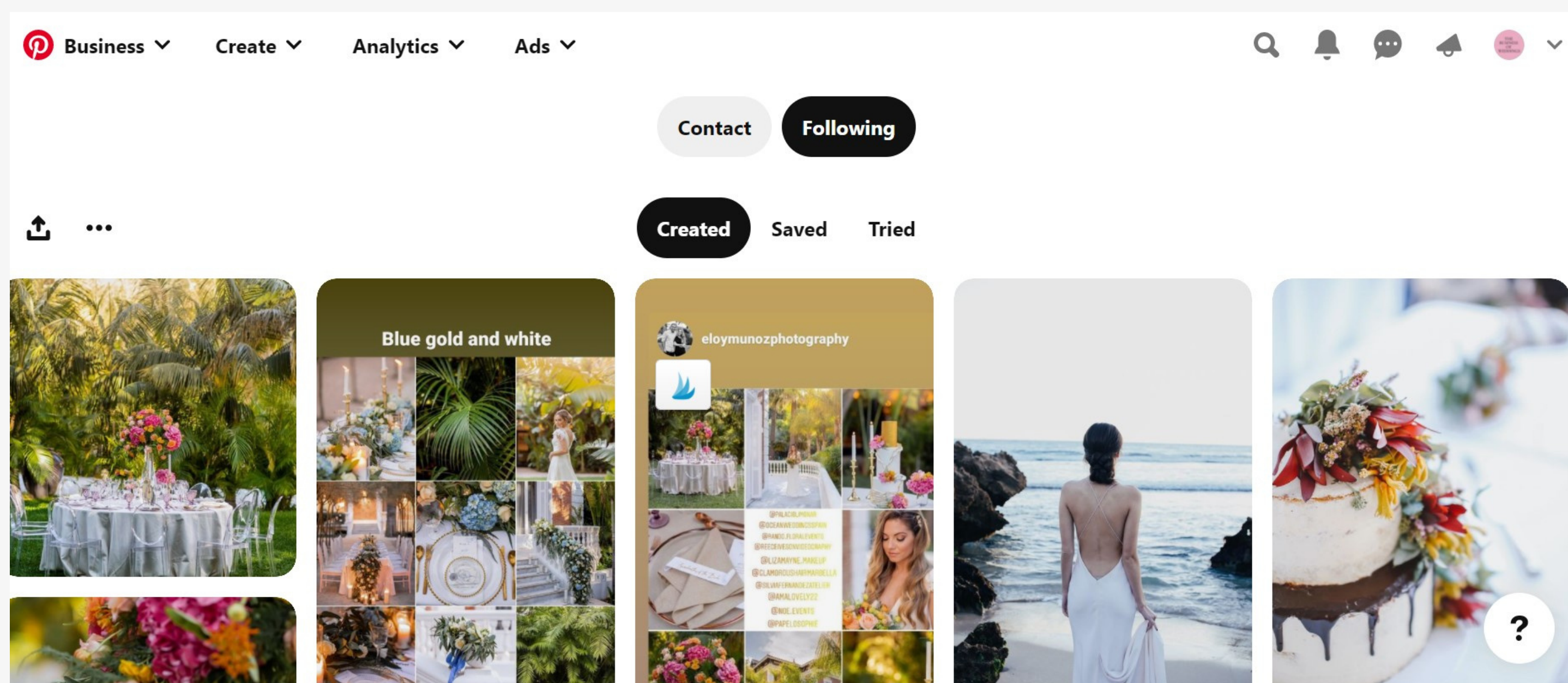
### SETTING OUT YOUR BOARDS ON PINTEREST

Many of you will be familiar with Pinterest but the first thing we are going to do is clean up your profile and make it look super smart using Pinterest Board Covers.

When you start your Pinterest you will be pinning your weddings and ideas to various boards with names.

Here I have taken one of our members Pinterest to show you examples.

On Pinterest now you have your profile but let's look at Created and Saved Pins for this exercise. This image is of the created pins on Lali's Pinterest.

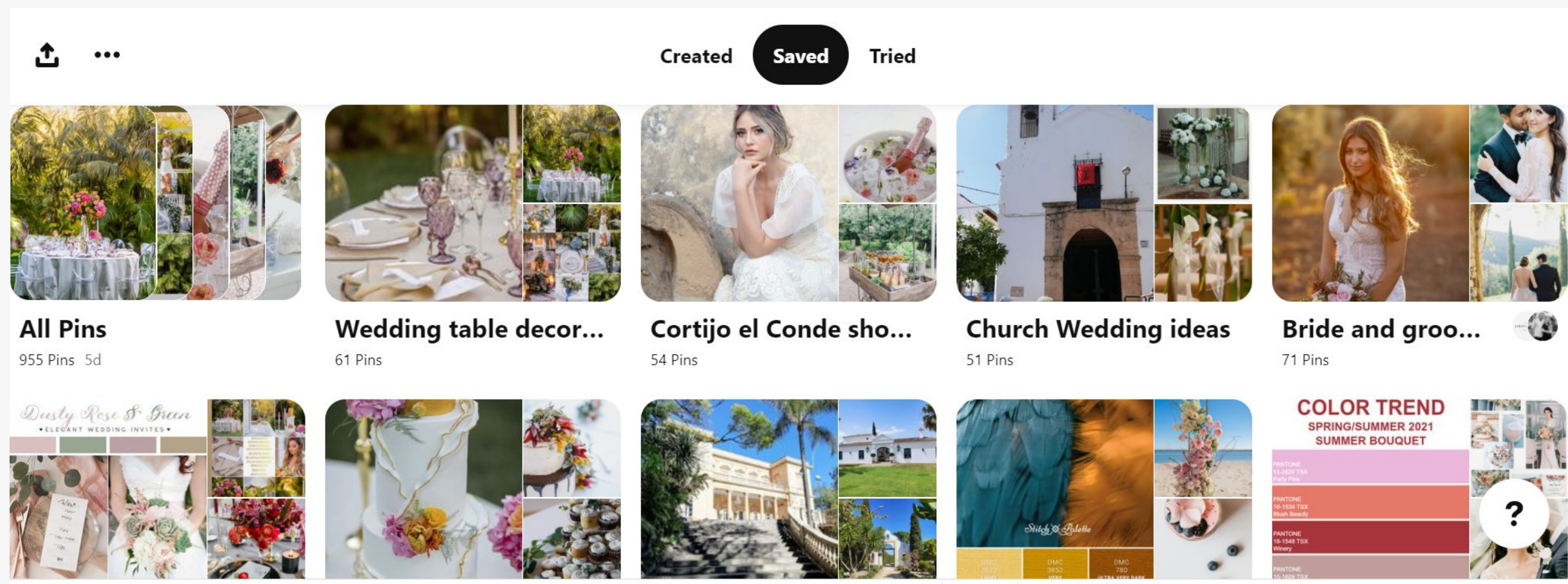


Then we go to Lali's saved pins, this is where she has boards set out with different titles.

Church Wedding Ideas, Wedding Table Decor, Venues in Spain, Wedding Cakes, etc.

It is a well laid out Pinterest but here is where we now tidy it up so it becomes a lot easier when someone lands on your Pinterest to understand what the boards are about, it looks far nicer and you can actually read the board titles as often Pinterest cuts them off.

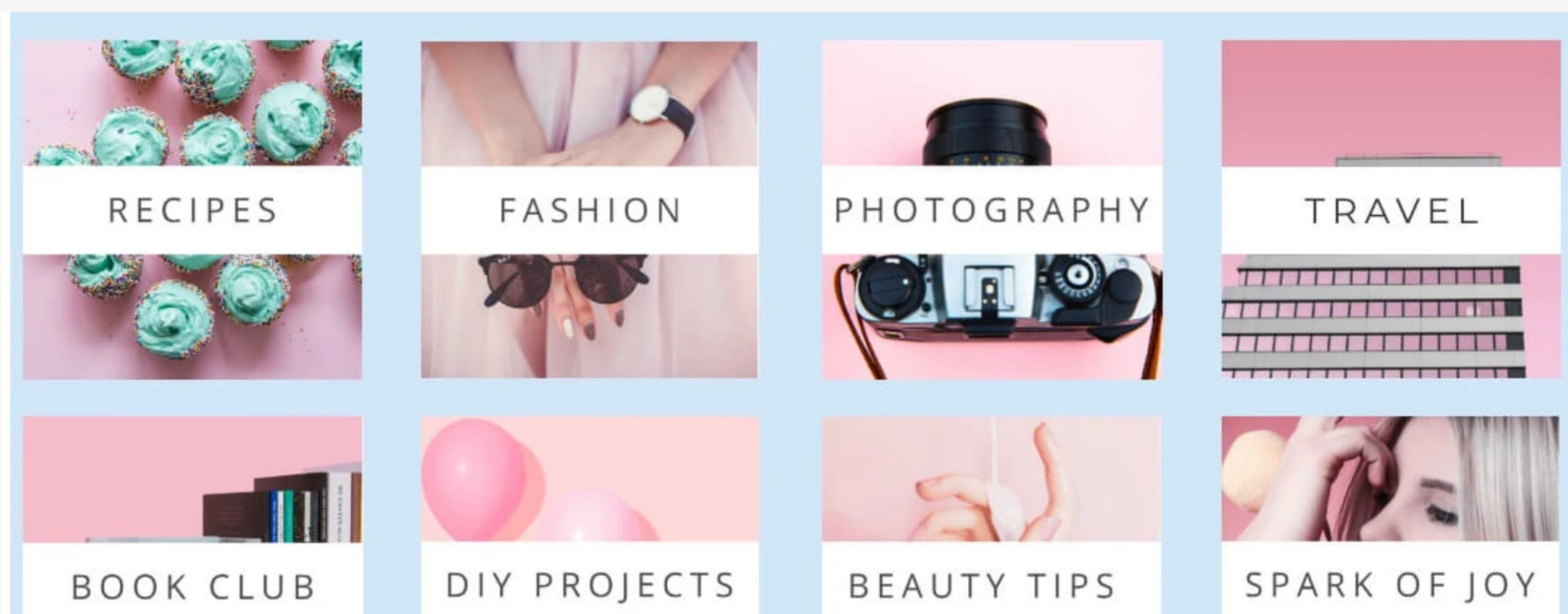
As an example here the Bride and Groom board cuts off reading Bride and Groo...



This isn't a necessity for Pinterest but it does make your board look a lot more professional and cleaner so here is an example and I will show you how to do it. There is already a board template this month so all you have to do is change it.

Using the template you can add in an image to your board cover, so if you were doing wedding venues in Spain choose one of your favourite wedding venue images as the board cover.

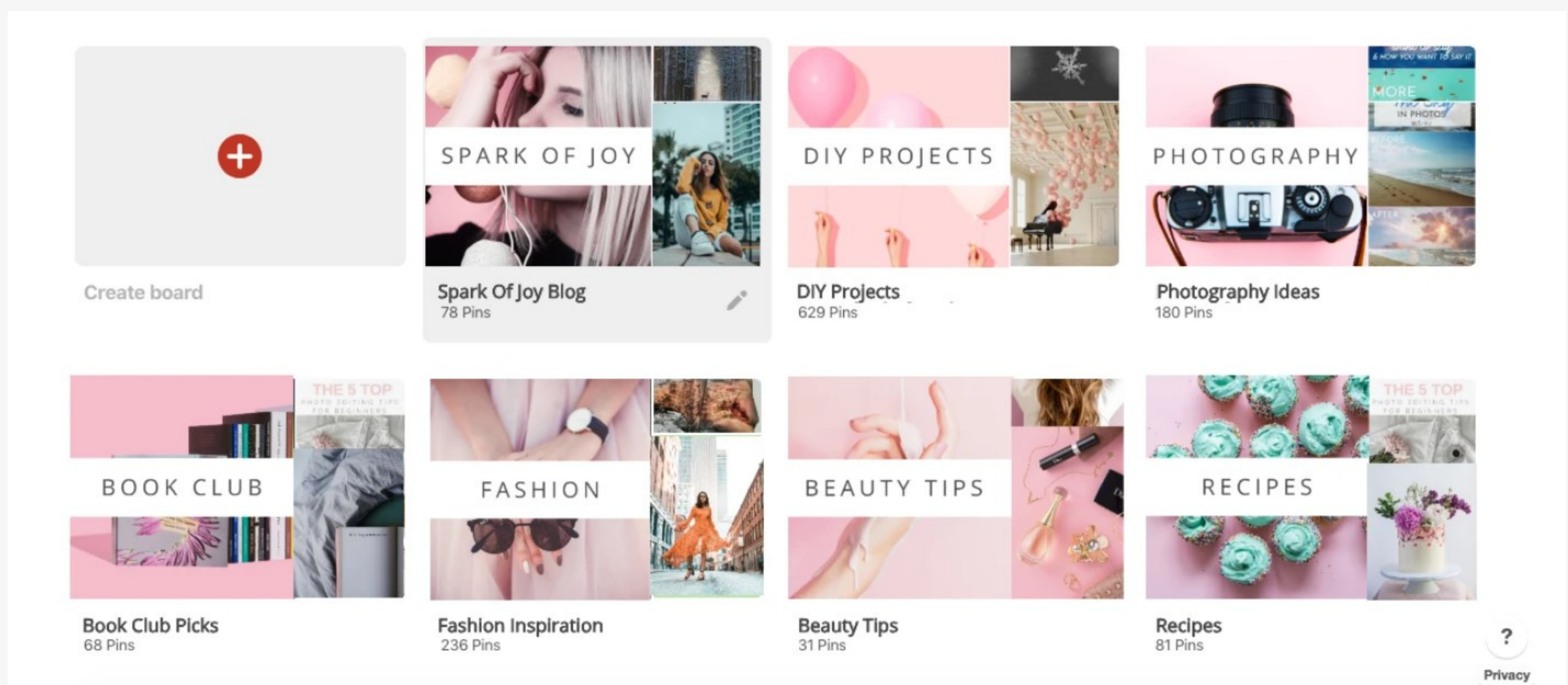
Then you can write the board cover description, here they have written travel, photography, recipes, etc but you would be writing your board descriptions that are already there, in Lali's case it would be Church Wedding Ideas, Wedding Table Decor, Venues in Spain, etc



Use the template to play around, you can change the font, the size of the font, the banner colour and image and make sure it all aligns with your business branding. If for example your colours are a soft coral and soft blue think about mixing these up for your banner colours.

Keep the typeface to one that is similar on your website but don't make it too scrolly.

Pinterest is a search engine and doesn't recognise scroll text as well as plain text.



When you have created your board covers for all your boards then you can create this look above with them. The board covers are the image to the left you have just created, the two images on the right are the last two pins you made to that board and cannot be changed.

Click the + button at the top of your Pinterest page to upload a new Pin, then upload your first Board Cover Image and save it to that specific Board. Repeat for every single Pinterest board on your page.

To turn your newly uploaded Pins into Board Covers, navigate to the Boards tab of your Pinterest page. One by one, click the little pencil that appears when you hover over a Board to edit it, then click the Change button next to Cover. Select the image you want to use as the Board Cover and save your changes.

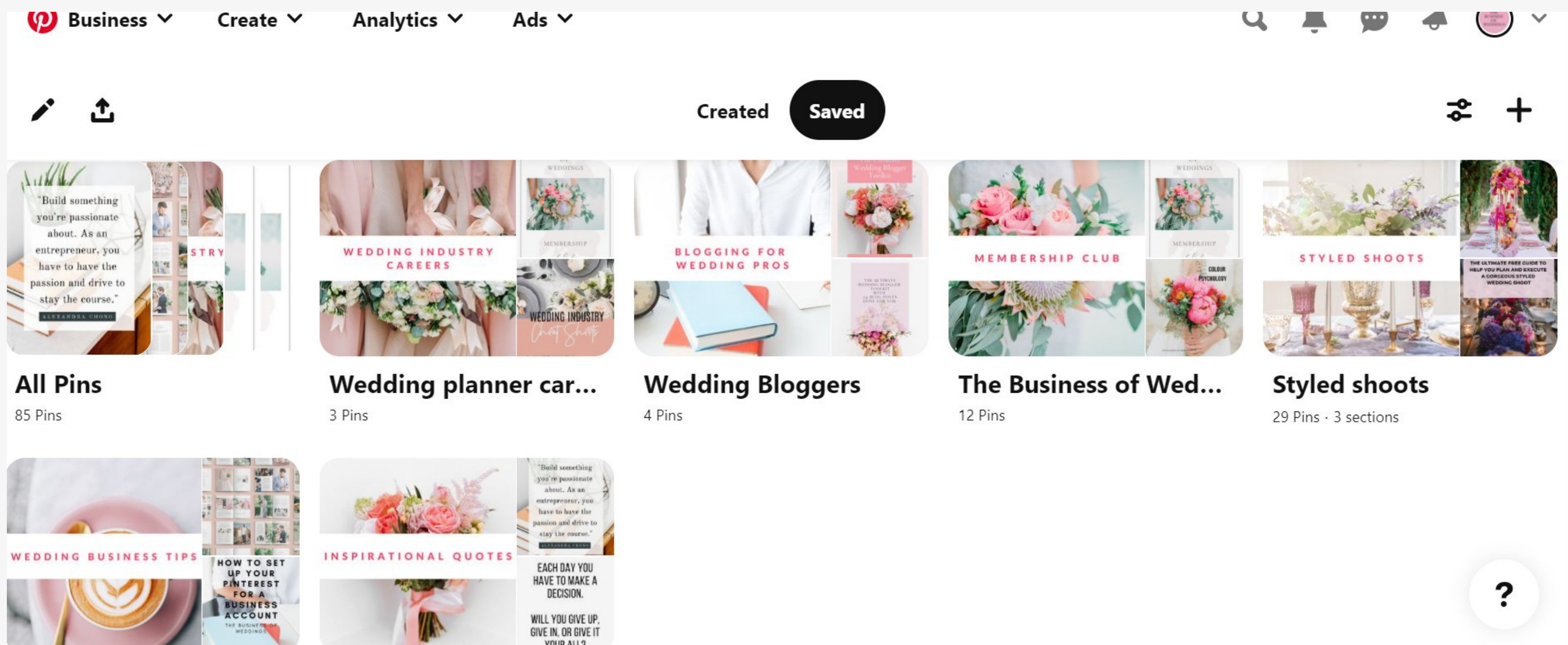
It is fun and makes your Pinterest so much nicer and cleaner to look at.

Also go through your boards and have a little tidy up before we begin our Pinterest journey.

Some boards you can maybe hide if they are personal to you or are planning a styled shoot.

You can make them secret and just share them with certain individual, for example the collaborations, etc on your shoot.

As we start this Pinterest focus, I have recently just done my boards. It is a new Pinterest account the interns set up for me last year but I didn't really spend anytime on it until recently as I am doing a high level Pinterest Course which I will be sharing with you over the next few months to help you with your Pinterest.



Here is a copy of the template you will see when you click on the template link in the May membership. You can upload a photo and use this on the photo background. The banner is currently white but you can change this to any colour ideally your branding colours.

The font can also be changed but do make sure it is clear and readable.

