

## Creating a Pinterest Account

Follow these steps to create your Pinterest account. Since you're setting up an account for your business, you'll be setting up a *Pinterest Business Account*.

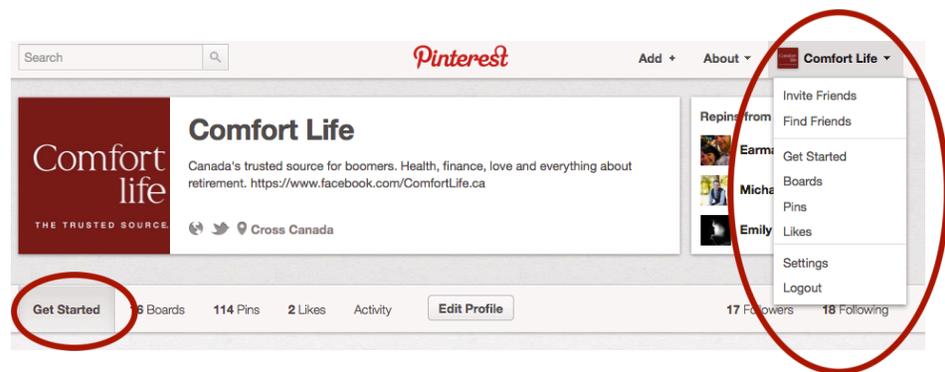
Signing up as a business means you will operate under different terms of service and get access to a few tools only available for businesses. These tools include a verification badge meant to vouch for the identity of your business and make it easier to find you in search results; and buttons and widgets for your site to make pinning your images easier, a follow button, and image-board widgets.

### Before you start, you'll need:

- Your email address
- A password
- A name for your account
  - *We recommend using your organization's name as your account name.*

### Setting up your account:

1. Go to [business.pinterest.com](https://business.pinterest.com).
2. If you already have an account, click the large red box to *convert your account*. If not, click below the red box where it says 'New to Pinterest? Join as a business.'
3. Fill in all of the relevant information and accept the terms of service, then click 'Create Account'.
  - *It is always recommended to read the terms of service.*
4. Once you've created the account, you'll be taken to the main Pinterest interface.
5. Click on your name/logo to the right and a drop down will give you several options.
6. Click on get started to see how to verify your website and to access tools and other important pieces of information.
7. Click Boards to create boards. These are where you will 'Pin' pictures.



8. You can also click on 'Find friends' to start finding people to follow.

## Important tips:

- Browse Pinterest to see how people use the site, name their boards and what kinds of things they *pin*.
- Make sure you pin from a website, and not from Google images. This will ensure that the Pinterest backlink goes to the source. If you don't do this, the photo will be in copyright infringement.
- When pinning your own pictures, or those from other sites, ensure that your description uses keywords that will help people find your pin. The idea is for you to gain likes and repins, for others to follow you, and for them to click on your images.
- Like and repin other pinners' pictures so that they will reciprocate. Don't just pin your own blog posts.

## Glossary of terms:

- Board – In Pinterest, a “Board” is a themed photo album. You could select themes such as “math class” or “students”, or you can be very specific with your themes like “Friday, December 14<sup>th</sup> football game”.
- Pin – A *pin* is so-called because it is meant as a symbol of what we do when we receive photos. We “pin” them to our “boards”. When you digitally “pin” an image to your Pinterest board, those images are then called “pins”. So, in short, a pin is a photo or image.
- Repin – When one of your Pinterest contacts (friend or follower) likes one of your *pins*, they can choose to either like it (give it a thumbs' up), or pin it to one of their own *boards*. If they choose to pin it to one of their own boards, you've just had a “*repin*”.

## About Comfort Life

With more than 10 years of experience, Comfort Life proves how the interaction of content creation, engagement and analytics leads to awesome marketing results.

Our websites, blogs, mobile apps and print magazines house hundreds of articles, videos and advice guides on retirement living options; making Comfort Life Media the largest multimedia publisher and #1 retirement living search resource in Canada.

We have launched the Comfort Life Marketing Academy to provide you with tools, advice, tips and actionable take-aways to support you in your marketing and help you achieve greater marketing performance success.