

Using Pinterest as a Sewing Resource

Pinterest is a social media web & mobile application that is a digital pinboard (bulletin board) that can be used to find or organize digital information *visually*. Pinterest allows you to find and organize information how *you* want –pictures, ideas, how-tos, resource information, whatever you find interesting or helpful, even uploads from your personal pics or files.

Pinterest is organized using

- Boards (think bulletin boards or a file drawer)
- Pins (think magazine pages, individual files or scraps of paper)

It is considered social media because your home page on Pinterest will display

- pins that were pinned by users or individual boards that ***you choose*** to follow
- additional pins selected by Pinterest based on your interests (pinning history, searches & your boards)

Why I like Pinterest

- Substitutes for file folders of ideas or notebooks of clippings from magazines
- The visual aspect of Pinterest makes it much easier to find digital info I may be interested in rather than bookmarking a site in a browser
- Pins are normally connected to the source of the image –this allows you to go to the web page, blog post, company, etc. that originated the image shown in the pin much like a bookmark would. (i.e., a sewing tip from Threads magazine, a particular pattern or pattern company, etc.)
- You can install a “Pin It” button (optional, but very handy)on most browsers that makes it simple to pin an item from within the browser whenever I run across something
- You can collaborate on a “shared” board with others (i.e. low calorie recipes with fellow dieters, event plans, etc.)
- I can make a board or boards Private if I don’t want anyone else to see my pins
- You can send a pin to another Pinterest user or share a pin with others via various means (e-mail, Facebook, etc.)

Getting started:

1. Sign up for a free account – create a profile & select or search for interests
2. Review the Settings and adjust privacy and notifications to your specific needs or concerns
3. Create your own custom boards. These can reflect your *own* interests.

For example, my three general sewing related boards are

Sewing Resources; Patternmaking, Fitting & Alterations; Sewing Inspiration

But I also have boards for my special interests – Surface Design; Felting; Fiber & Quilt Arts;

Vintage Patterns & several others

4. Add pins to your boards
5. Connect with other users or boards that share similar interests

The pins you see on your Home screen become more relevant the more you use Pinterest and connect with other users with similar or shared interests.

How to Pin (process will be different on PC's and mobile app, but regardless is pretty intuitive)

- Within Pinterest: Click on Save or the pin icon (may need to hover over image in mobile apps to see the pin icon) and select a board, add or modify title, and save
- On the web:
 - Select what you want to pin
 - Click on the Pin It icon in your browser if you have installed that extension
 - Look for the red P icon  on any image – it may be obvious or appear when you hover over an image.
 - There may be a Pinterest icon at the beginning or end of a page and not on each image or in the header or footer of the site if you want to pin the entire site.
 - When within another application(Facebook, You Tube, etc.), and can't find a way to pin something, try opening the page in a browser OR look to see if there is a "Share" option in the menu that includes Pinterest
 - If multiple pictures are shown, click on the one you want to pin, add or modify the title (if desired),select the board you want it saved to, click Save

Safety

- If it is too good to be true, it probably is
- Be aware of and adjust your privacy settings for privacy and notifications
 - There can be a LOT of notifications of Pinterest activity – adjust notifications in Settings so you are not inundated with notifications of activity.
 - You can have pins automatically posted to other social media – but you probably don't want to – make sure that option is turned off in Settings
 - Pinterest uses your browsing history when not on Pinterest to make your pins more relevant – but this option can be turned off if you don't want that to happen. May be a good idea particularly if there are multiple users on a device.
- Collaborate only with users you know and trust

Tips:

- Some pins may be deceptive and lead to unrelated content or require multiple links to get to the "real" source content. *It is a good practice to "click through" to a link to make sure it has the content you want to pin before saving a pin.*
- Pinterest recently added the ability to add sub boards (a board within a board) that you can use to organize large boards of pins or for a specific reason. For example, when working on a specific idea or project, I may create a separate sub board and move or copy pins to that smaller board to narrow my ideas or options
- You can hide pins that appear on your Home page. Hiding a pin lets Pinterest know you are not interested in seeing pins of that type and will help weed out ads you don't want to see or stuff you aren't interested in.
- If pinning a blog post, make sure you are at the specific post (not a list of posts) you want to pin. Pinning may only save the blog and not the individual post if you don't. Regardless, pinning blog entries can be funky...
- You Tube has many introductory or more involved videos on Pinterest. Look for those that are most recent and not oriented toward business use.