Comping Guide

Pinterest

Pinterest Basics

Comping on Pinterest

Accolade
PUBLISHING LTD

Pinterest Basics

Pinterest is a photo-sharing website that's quickly growing, and is the medium of choice for companies looking to launch creative promotions. If you already use Facebook or Twitter, you should find it fairly easy to get up and running on Pinterest – and it's addictive!

Pinterest is a collection of virtual pinboards, where you can create your own boards and browse other people's. Their mission is to *"connect everyone in the world through the 'things' they find interesting"* – for fashion, interiors, travel and beauty brands in particular it's a very effective marketing tool.

If you want to know more, Pinterest has handy Help pages at **http://help.pinterest.com**.
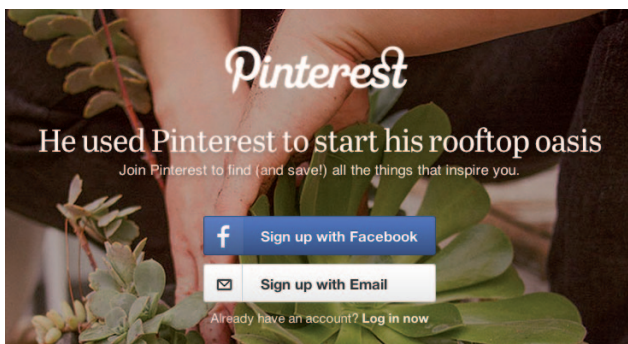
Each photo or video on a **Board** is called a **Pin**.

Here is an example Pinterest board called 'Color Everyday' which has been created by an American company called Splendid - you can find it at **www.pinterest.com/splendidla/color-everyday**
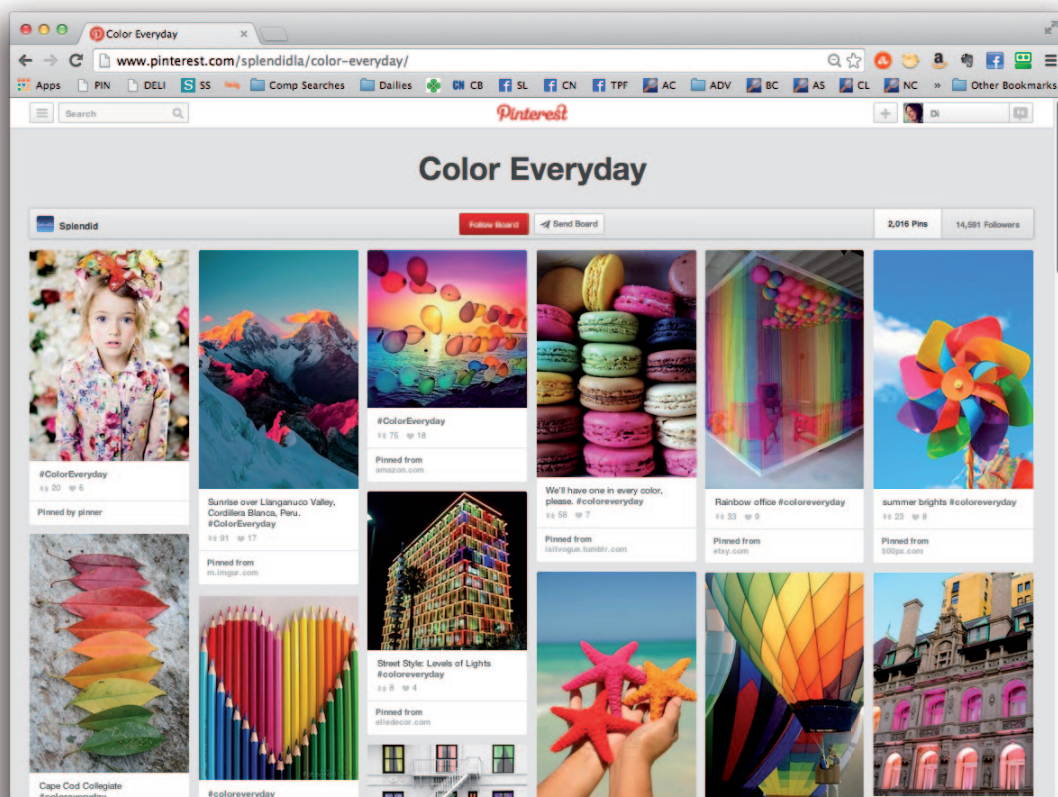
Signing up

- Go to **www.pinterest.com** and you will get a pop-up window similar to this one:

- Sign up quickly using Facebook
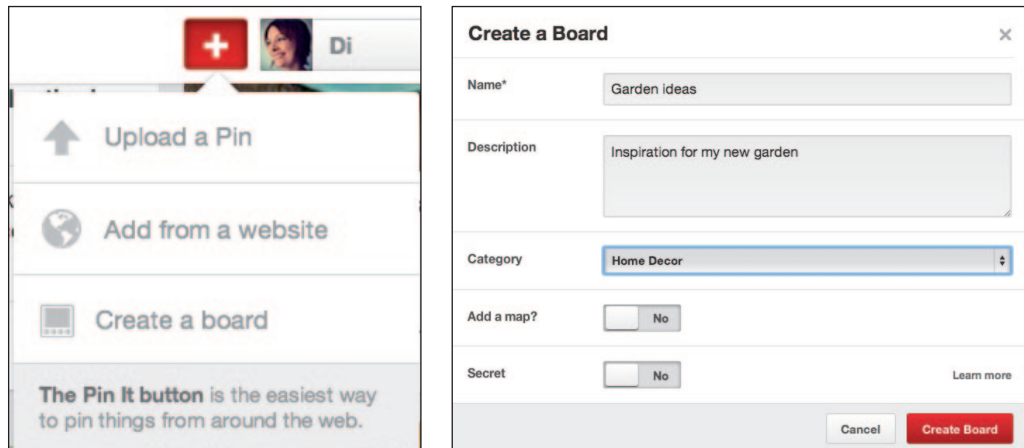- ...or sign up by entering your name, email address and password

Note: It's a good idea to connect your Facebook and/or Twitter account to Pinterest - some promoters have trouble getting in touch with winners and may need to contact you via Facebook/Twitter.

Boards

Boards are a group of Pins, usually with the same theme – for example, they could be recipes, hairstyles, typography – or competitions of course!

Creating your own boards

Pinterest gives new members a choice from default boards, but to make a new one, click the **+** button from the top right of your page and select **Create a board.** You can give it a name and description in the new pop-up.

- You can also create a board when pinning.
- You can't change the order of pins on a board - the most recent additions will always appear at the top.
- Pinterest boards are viewable to anyone - but there are three **Secret Boards** that you can use, which only you can see; you can also invite selected friends to share them. You can change a Secret Board's setting to Public, but you **can't** make a public board secret.

Pins

Pins are images (or videos) which you can add from Pinterest itself, external websites or from your own tablet, phone or computer.

If a pin has been added from a website then you can go to its original location on the internet by clicking on it - for example, if you see a pin that's a recipe or a craft project, clicking on it will usually take you to a website where you can read instructions on how to make it.

If you click on a pin on your Pinterest homepage or on a board, you will see something like this:
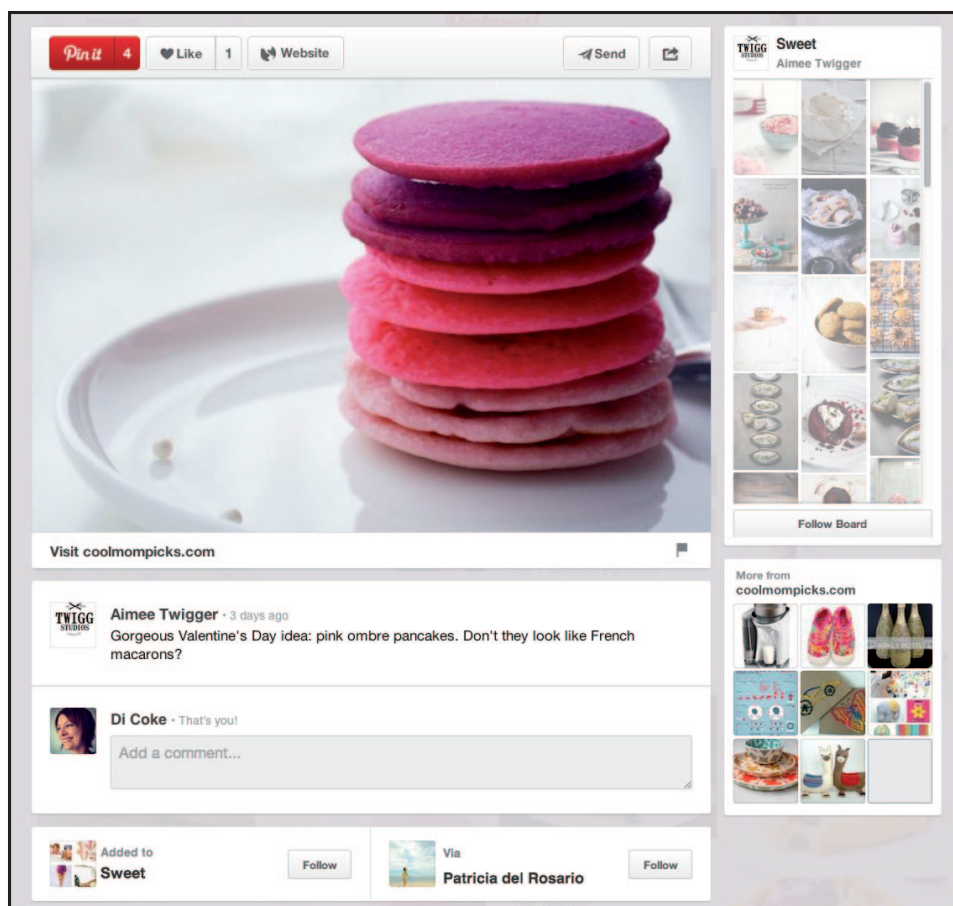
This is a pin on a board created by **Aimee Twigger** called **Sweet**.

*   Clicking on the photo, on **Visit coolmompicks.com** or on **Website** will open up a new browser window at **http://coolmompicks.com/blog/2014/02/01/valentines-day-pancake-recipes/**, which is where Aimee Twigger originally pinned the photo from.
*   Clicking the heart will save this pin to your **Likes**.
*   Click the red number to see who has pinned the image.
*   If you want to save a pin to your own boards (sometimes called a 'repin'), clicking on **Pin it** will open up a pop-up window - pick the board to save it to, or click **Create** to make a new one. In the pop up you can edit the pin description text if you want to.
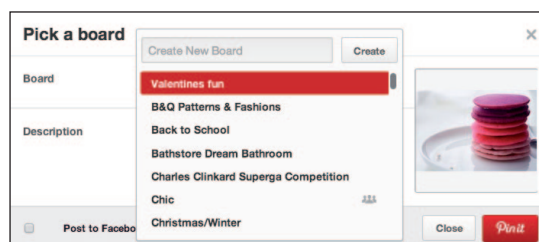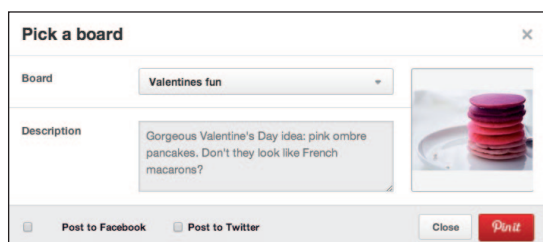
Profile Page

- Your **profile** page shows your photo, details and all your boards - if you've linked other accounts you will see clickable icons for Facebook, Twitter etc. Click the pencil icon to edit your details.
- Access your profile page by clicking your photo or name at the top right of the screen, then choose **Your Profile & Pins**
- Click the **Pins** tab (under your photo) to see all your individual pins in reverse chronological order, or **Likes** to see all the pins you've Liked.
- Click the boards to open those up and see all the pins on each one.
- Click **Edit** to change board names and descriptions
- To change the cover photo of a board (the pin that appears larger on your profile page), hover over the board on your profile page until **Edit Board Cover** appears. Click, then flick through all the pins on that boad to choose a new cover. You can also adjust the crop of the photo.
- Change the order of your boards by clicking on the name and dragging it to a new position.
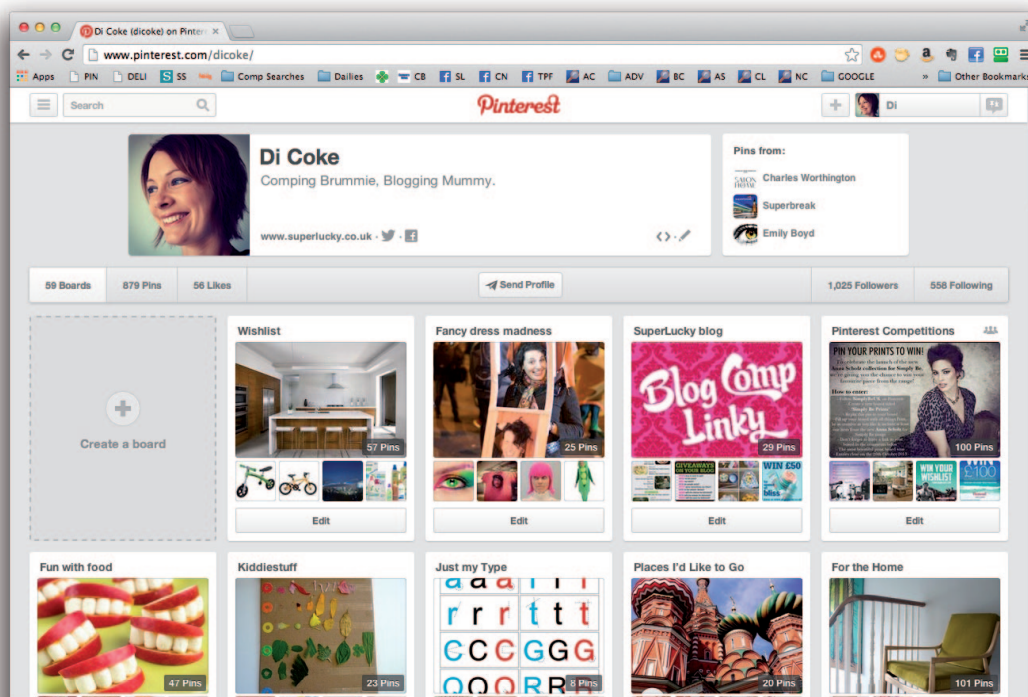
Home Page

- Access your home page by clicking the Pinterest logo in the middle of the screen
- Your home page shows the latest pins from everyone you follow.
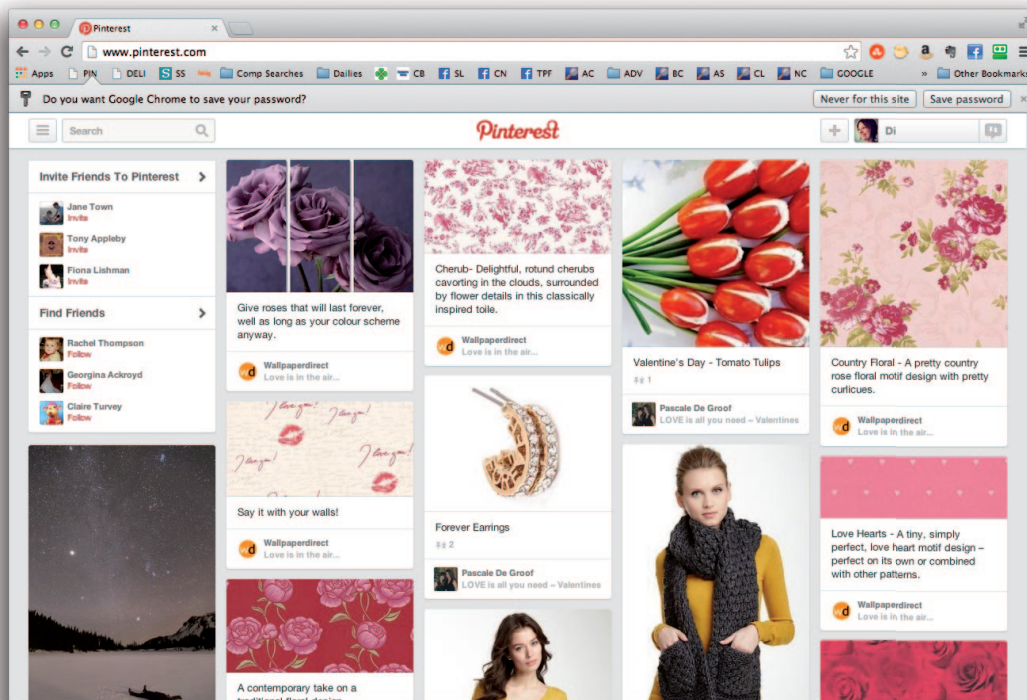
Searching

Type into the search box at the top left of any screen - you can search for words, phrases or hashtags and can choose to look for Pins, Boards or Pinners.

Adding Pins

As well as choosing **Pin it** from boards, search results or your home page, you can upload your own pins or add from a website. Clicking on the + **button** brings up this menu.

Upload a pin

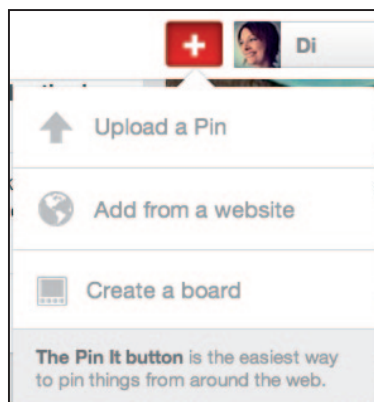Click **Upload a pin** and then browse for the image on your PC. When added, the pin will say **Uploaded to Pinterest** and if you click it, there's no link to an external site (you can add one later if you like).
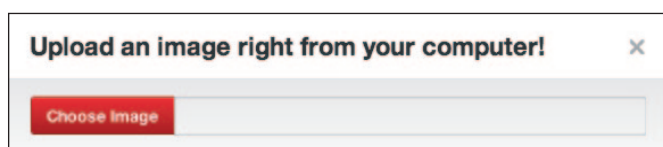
Add from a website
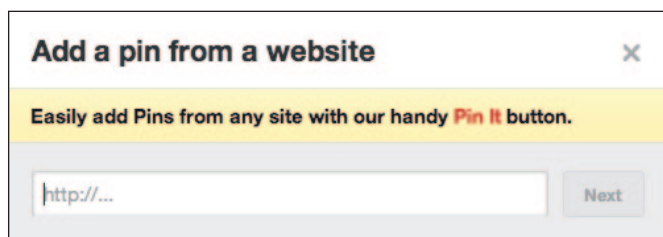
When you add, you need to put a URL (web address) into the box. You can use either:

- **the direct URL of an image.** You can find the URL of an image on the web by clicking on it with your right mouse button - you should see a menu appear like in the example below. Select **Copy Image URL** - then paste this web address into the box.
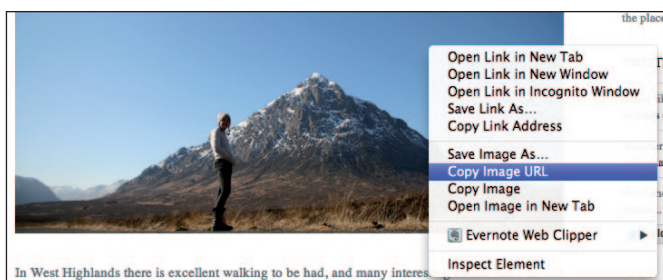
- **a website URL.** Pinterest will load the photos from that site under the heading **Choose a Pin from http://www.website.co.uk** - click on the one you want. Photos from that website that are already on Pinterest will be further down the page under a heading **More from www.website.co.uk** - you can always pin these instead of adding a new version of the same photo, which cuts down on the number of duplicate pins on Pinterest. *Note: some websites do not allow images to be pinned, including Facebook.*

Pin It button

A much easier option is to install a **Pin It** button for your browser toolbar by going to
http://about.pinterest.com/goodies/ and scrolling down. The Pin It Button lets you pin things from
around the web whilst you're browsing.

The Pin It Button

Install Now (It only takes a few seconds.)

The Pin It button for Chrome makes it easy to Pin the inspiring things you find on the web.

After you've installed it, just click the little P whenever you see something you want to add to Pinterest.

Looking for the Pinterest Bookmarklet?
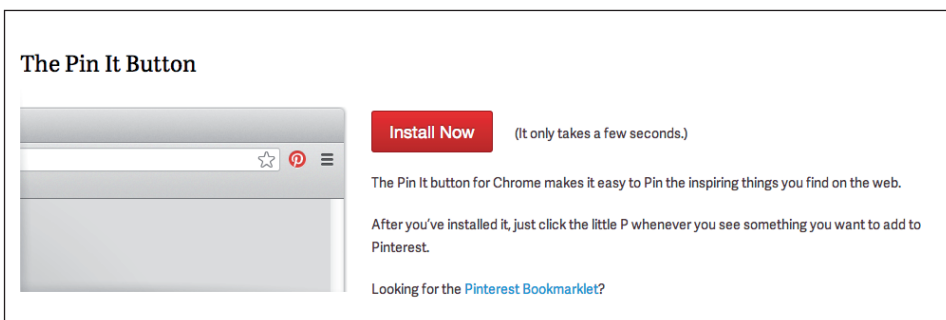
There are handy video guides for installing the button on different browsers at
www.youtube.com/user/pinterest

When you're on a website and click the **Pin It** button a window will pop up and you will see all images on
that site – click the one you want to pin and you'll get a Pinterest Pop-up window to add details.

*Note: The Pin It button isn't available for smartphones or tablets - you will need to add using the + button as
detailed above.*

Editing Pins

Adding a description

You can add text, links and hashtags to a Pin description. You can 'mention' or 'tag' Pinterest users as you
would on Facebook or Twitter - type the @ symbol and a list of Pinterest friends will appear for you to choose
from.

Adding or updating a link

After uploading or pinning a photo, click the pencil icon underneath the pin to add or change the web
address it links to in the 'Source' box - you may want to do this if the link doesn't go directly to what you
need (in the case of these pancakes, clicking takes you to a blog post with the photo, but you then need
to click again to find the recipe on a different site. You may want to change the link to go directly to the
recipe!)

Edit Pin   ×

Board   Valentines fun

Description   Love these pretty pancakes!

Source   http://coolmompicks.com/blog/2014/02/01/vale|

Delete Pin   Cancel   **Save Changes**
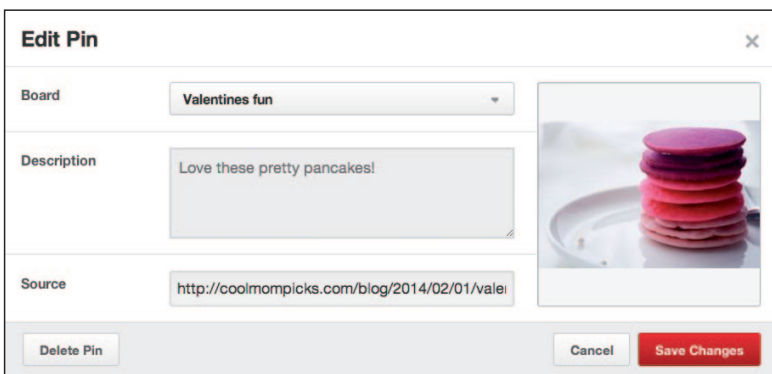
Notifications

As with Twitter and Facebook, you get notifications of activity - you can see the most recent activity on the top right of your Pinterest home page by clicking the pins icon. This will include friends setting up new boards, and people liking, pinning and commenting on your pins.

• Tip: when you get notification that a comping friend has created a new board, it's likely to be for a competition entry so it's worth having a look to find the details!
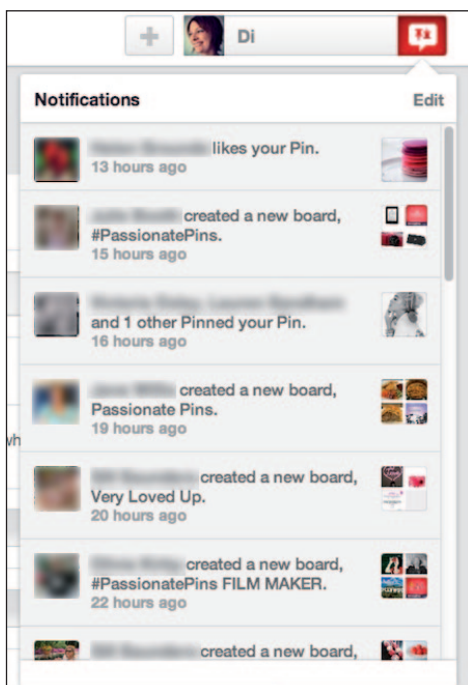
If you want to receive email notifications, go to the **Settings** page (click on your name top right of your browser window for the menu). On the Settings page, scroll down to see the Email Notifications settings where you can update them to suit you.
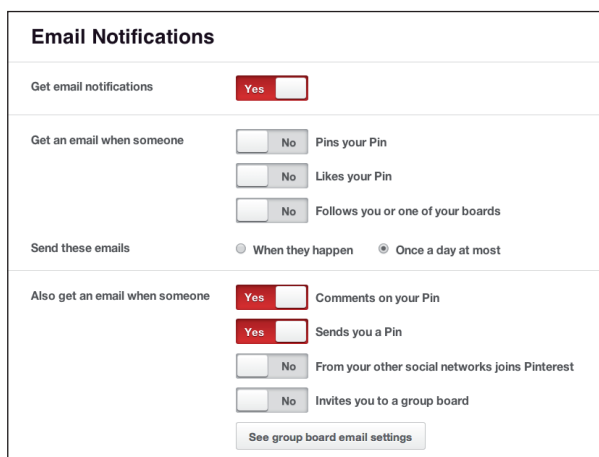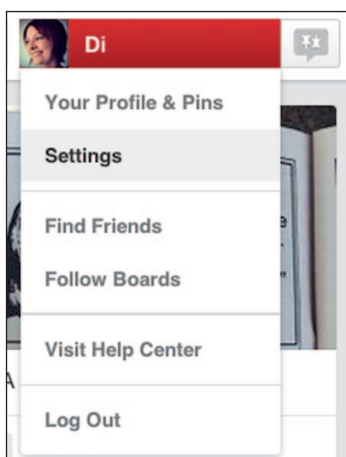
Interacting

- You can **Follow** on Pinterest as you would on Twitter. Click **Follow All** to follow a user, or **Follow** to follow a specific board. Pins from the boards you follow will appear on your Pinterest homepage.
- **Likes** on Pinterest are similar to those on Facebook – some promoters use them as a voting tool in their competitions. The pins you like won't appear on your boards but in your profile's **Likes** section.
- As on Facebook, you can **Comment** on pins.
- **Mentions** are similar to Twitter mentions or Facebook tags, and can be used in a pin caption or a comment. If you're following a user, type @ and their username – if they have **Comments** checked n their settings, they will receive an email notification that they have been mentioned.

Using Pinterest on a Smartphone or Tablet
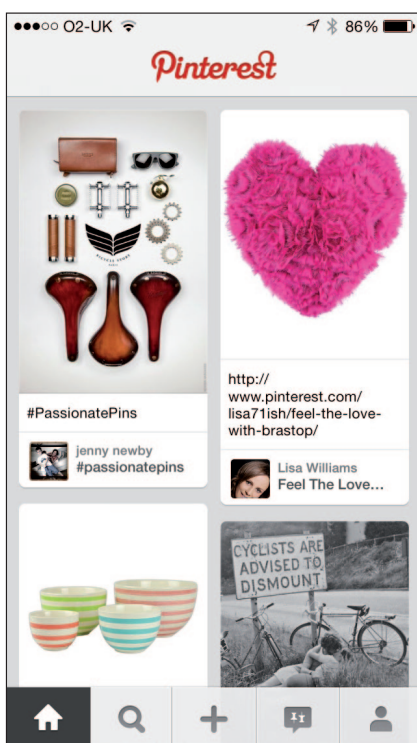
Pinterest is a great app to use on the go, although you're limited in how much you can actually do on your phone.

Here is the home screen set up - as you start to scroll through the pins, the menu at the bottom hides - you can bring it back by tapping **Pinterest** at the top of the screen.

HOME

Shows the pins from all the boards you follow.

SEARCH

Searches Pinterest - as you type it will come up with suggestions you can choose. Then opt for searching Pins, Boards or Pinners - you can restrict to your own pins by choosing **Just my pins**

+ (ADD/UPLOAD)
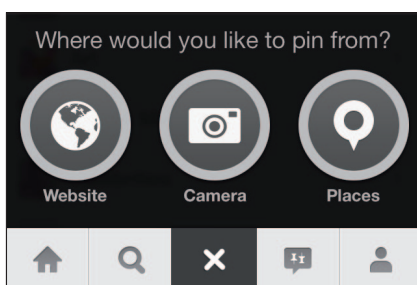
• Add a pin from a website (paste in the URL)
• Take a photo with your camera
• Places - shows you photos on Pinterest tagged with your current location

NOTIFICATIONS

This brings up a list of recent activity - your friend creating boards, people liking and pinning your pins, Facebook friends joining Pinterest, new followers, etc.

PROFILE

Your Pinterest profile page. Here you can edit your details and see your own boards.

Comping on Pinterest

There are a few different styles of Pinterest promotions. Winners may be judged, chosen at random or by the number of Likes/Repins. For some comps you don't even need to be signed up to Pinterest, as the promoter might ask you to email or Tweet a photo which they will then add to their own board.

Types of Pinterest competitions

Pin a photo

- A promoter may simply require you to **Follow** a particular Board (or all their boards) and then **pin** a specific competition image, or your choice of prize image. Winners are chosen at random.
- If you spot a 'pin it to win it' competition image on a friend's board, make sure you click through and pin from the ORIGINAL board (in the example below, you would click on the **Brastop** link under the pin - this will take you to their profile page where you can find and pin the original competition pin). If you pin or comment on a fellow comper's entry, the promoter won't see it.

- If you only need to repin a single image, you may want to create your own **Competitions** board specifically for these individual pins.

Create your own board

- Promoters ask you to create a board with a certain theme – usually asking you to repin a minimum amount of items from their own boards, or pin photos from their website.
- Entries can be tracked by the board name, or a competition **hashtag** (eg. #ACHICAMustHaves) used in its description.
- A better way to monitor entries is when promoters ask you to leave a link to your board as a comment on the original competition pin, or email/tweet them a link to the Board.
- Most competitions where you create a board are judged, but for some the winners are chosen at random from all valid entries.

Contribute to a promoter's board

- **Follow** a Board, and the promoter adds you as a contributor - you can then **Upload** a Pin as an entry to a competition. *This is a poor way to run a competition as it's an invitation to spammers, who are able to upload irrelevant pins to the board.*
- Or you may be asked to **email** or **tweet** a photo which the promoter will add to their Board

Most Likes/Repins wins

- With these popularity comps, the winner is the person who creates the board or pins the image that gets the most Repins or Likes. Like any public voting competition, these are flawed and rarely worth entering.

Most Followers wins

- Again, this is an unfair way to choose a winner - if someone has 600 followers on Pinterest then any new board they create automatically has 600 followers!

Terms & Conditions

Competition details are usually included in the image or description, and some promoters link to full T&Cs on an external website. Check for a closing date and read rules carefully before you enter - it's also worth checking to see how the winner is chosen: you don't want to waste time creating a beautiful original board if the winner is picked at random (which isn't actually allowed!)

Pinterest themselves now have a set of rules for running contests and competitions, but as with Facebook, promoters don't know about them and don't follow them. You can read the rules at **http://business.pinterest.com/brand-guidelines/**.

The main points to note are:

- Promoters can't ask people to pin the competition rules
- Promoters can't ask entrants to pin from a limited selection of pins.
- Promoters can't ask entrants to comment on pins as this is considered spammy (we presume it is ok to comment with a link to a board as an entry method though).
- Winners MUST be judged - not chosen at random or by any type of voting/popularity measure.

Pinterest is all about creativity, so it makes sense that contests on the platform are judged on that - if you do see a competition to create a board where the winner is chosen at random, perhaps you could drop them a line with a link to the rules.

How to find Pinterest comps

- **Search on Pinterest -** this is actually rather ineffective, as nothing is dated! You'll also get results from all over the world and can't restrict to UK boards.
- **Follow lots of compers** and log in regularly to see what they're pinning - you'll get notifications when they create a new board - this will often be for a competition, so you can click through to the board to find out what they're entering.
- **Follow the Compers News Board** at **www.pinterest.com/compersnews/pinterest-competitions/** – the latest comps are always at the top
- **Search at www.theprizefinder.com** for 'Pinterest'
- **Search Google** - try 'Pinterest competition' or 'pin to win' and restrict to UK sites in the last month.
- **Search Twitter** for 'Pinterest competition'

Notifying winners

There's no message function on Pinterest, so promoters may use several methods of contact.

- **Mentioning** you in a comment on the competition Pin, or commenting on your own repin – they will usually leave a contact email address or ask you to message them on Facebook or Twitter (see Boden example below). Make sure you receive email notifications of comments - see the **Settings** section for more information.


- **Email** - if your entry was sent via email or an entry form
- **Twitter Direct Message/Facebook Message** - sometimes promoters aren't able to leave comments on a pin due to spam settings, so it's a good idea to link at least one of your accounts to Pinterest (and make sure to keep checking your Facebook **Other** inbox!)
- **Some promoters may announce the winner on Facebook** and ask you to get in touch, so make sure you're regularly checking their Facebook page for details of the winner.

It's recommended that you link your Facebook and Twitter accounts to Pinterest, then the promoter can find links on your homepage in case they have trouble contacting you. Pinterest regularly gives spam warnings to promoters who try and comment too much!

If a winner isn't announced, try commenting politely on the competition pin to ask if a winner has been informed - or go to the company's Pinterest profile and see if there's a link to their Twitter feed, and tweet them to ask! Most companies share their Pinterest comps on Facebook too, so you could find the Facebook post and comment on that.

Tips

- **DON'T PIN DIRECTLY FROM A GOOGLE SEARCH** - click through to the original website that the image is hosted on, then when people click your pin it will take them somewhere useful.
- **DON'T PIN FROM ANOTHER COMPER'S BOARD** if they're entering the same competition - it's bad manners! Click through to the original website and repin, or try to find something original.
- **PLAN BEFORE YOU PIN** - if the rules say you must pin 3 images from a website and then add your own pins, don't pin all three at once so they appear at the bottom of your board. Mix them up amongst your other pins.
- **DON'T MAKE YOUR BOARD TOO BIG** - promoters may have hundreds of entries to see, so the top few images (ie. the LAST few you pin) are the most important. Look at this winning board in the Boden comp - although there were 338 images pinned, it was the top few that packed the winning punch!
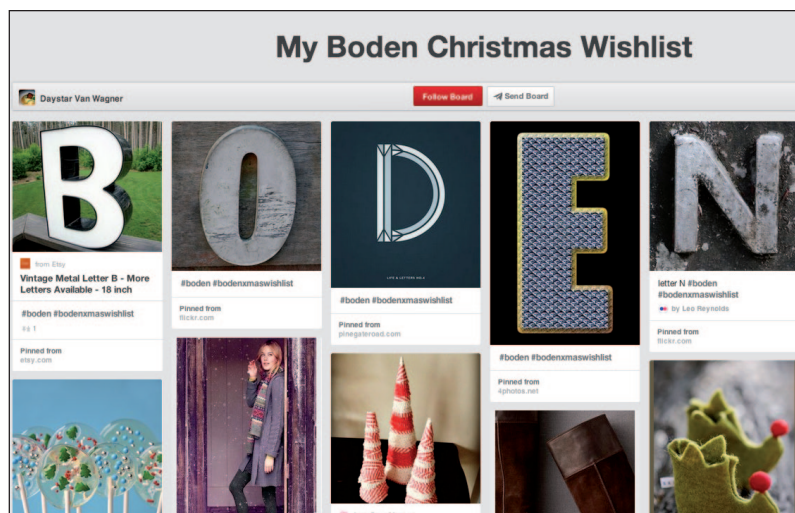
- **DON'T PIN IMAGES THAT ARE TOO TINY** - they don't look very good. If you really like the photo, search for a bigger version using Google Reverse Image Search at **www.google.com/imghp**
- **USE PHOTOS THAT ARE PORTRAIT RATHER THAN LANDSCAPE** - they will appear bigger on the board and have more impact
- **USE GREAT QUALITY, STRIKING, COLOURFUL PHOTOS** - Pinterest is full of some incredible imagery. If you find a Pinterest user who uses amazing photos, follow them and use their pins for your competition entries and inspiration!
- **BOOKMARK THE COMPETITION PIN** so you can check back and see if a winner has been announced.
- **ENTER LATE -** If the competition is a simple repin, put it in your calendar to enter near the closing date. The promoter only sees the last few people who have repinned - they can opt to receive email notifications of each repin (as with Twitter retweets) but often this is unreliable.
- **LEAVE A COMMENT ON THE COMPETITION PIN** - This ensures the promoter knows you've entered. It could be as simple as saying 'Repinned to <link your board>' or 'I really enjoyed this competition! My board is at <link to your board>'. Even if it's not a condition of entry, some promoters choose from the comments when they realise how hard it is to access the list of Repins or search on a hashtag!

Keep it secret

When creating a Pinterest board for a judged competition, the key is to keep your entry as secret as you can until the closing date - after all, other users can repin from YOUR carefully researched board onto their own entry, and suddenly your 'creative and original' entry no longer stands out!

- Consider bookmarking your pins and then adding them to a board near to the closing date of the competition - then you can think about the best order in which to add them.
- Set up your entry as one of your Secret Boards, and make it public just before the competition closes.