



Pinterest x DLN

Story Pins Onboarding

September 23, 2020

Table of Contents (with links!)

1.

What is
Pinterest?

2.

Why
Creators?

3.

Getting
Started

4.

Build your
Pinterest
profile

5.

Creating
Story Pins

Why Pinterest

Our mission

To bring everyone the inspiration
to create a life they love

400m

monthly active users

240b+

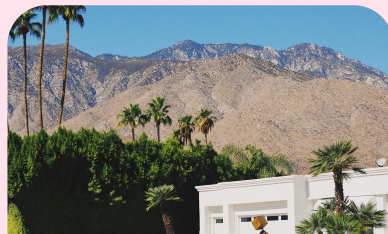
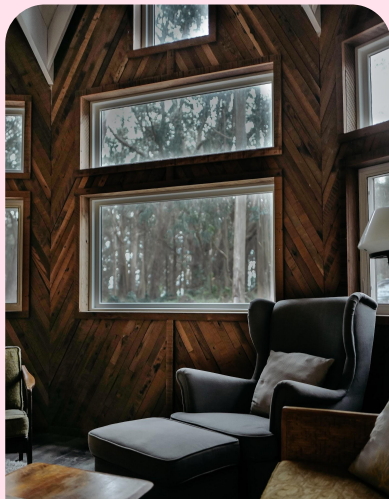
Pins saved

5b+

boards created

What is Pinterest?

Pinterest is a visual
discovery engine



Pinterest
connects
Pinner's to
content
they'll love.



Why Creators?

Each month,
400m people come
to Pinterest to figure
out what to do or
buy next.





They want to
connect with creators
who inspire, inform
and encourage them
to try new things.

Without creators,
there would be no
~~Pinterest.~~



Getting Started

Getting Started (with links!)

Starting a
Profile from
scratch?

[Signing up](#)

[Convert to a
Business Account](#)

Have a
Personal
Profile
already?

[Convert to a
Business Account](#)

Have a
Business
Account
already?

[Board
Recommendations](#)

[Start creating
Story Pins](#)

New to Pinterest? Here's how to sign up.

Download the Pinterest mobile app and sign up
with your email.



Create a business account

Already have a personal Pinterest Account? Convert it to a free business account.

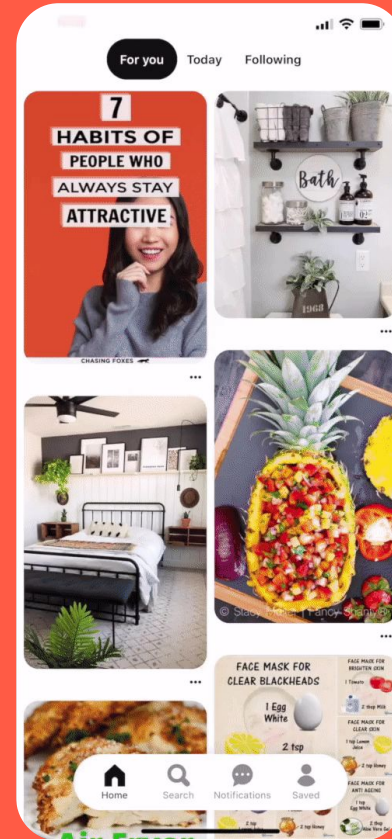
By doing this, you will allow Pinterest to give you access to our newest features, like Story Pins.

Step 1: Tap the gear icon in the top right

Step 2: Customize your profile with your display name, about you, your website

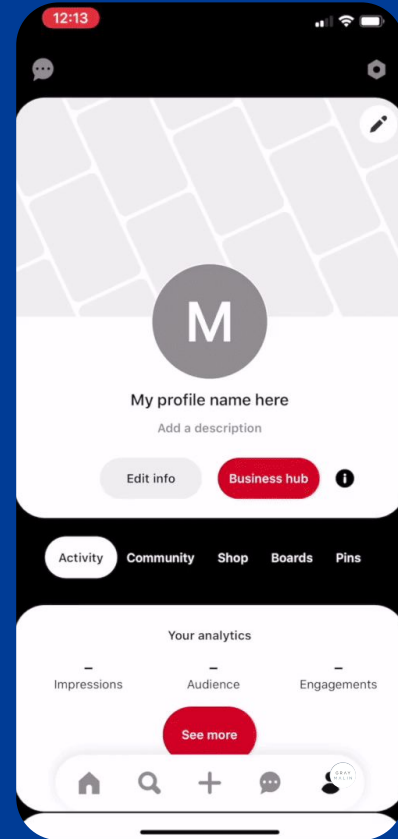
Step 3: Choose a profile image from your camera roll

Step 4: Time to start pinning!



Build your business profile

Customize your profile with a description, photo and boards that represent your brand.



Claim your accounts

Claim accounts like Instagram, YouTube and Etsy to get access to analytics—and your website too, if you have one.

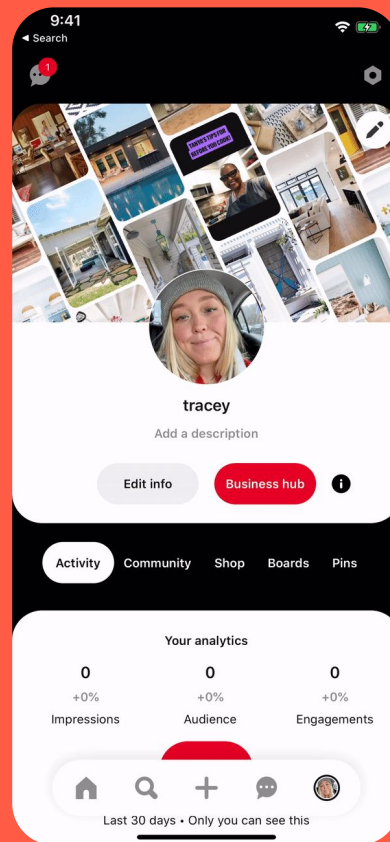
Your profile picture appears next to any Pins that come from your claimed accounts giving you the attribution you deserve on your content.

Step 1: Tap the gear icon in the top right

Step 2: Select Account Settings

Step 3: Tap Claimed accounts

Step 4: Select and sign in to the accounts you'd like to claim



Build your Pinterest Profile


Your Pinterest profile is your home on Pinterest and the best expression of your identity on our platform. We encourage you to curate and create content that represents your inspirations.



Start by Curating some Pins & Building Boards

Curate new Pins by searching for things that inspire you on Pinterest. Save those Pins to different Boards within your profile.

Organize your boards



Boards help you organize Pins by purpose or audience.

Show up in search results

Board names and descriptions impact how your content shows up in Pinterest search results. Use clear, descriptive language in your board titles and descriptions.

Categorize your boards to help with SEO

Categorizing your boards helps with Pinterest search optimization. To edit your board category, just click or tap the pencil icon in the lower right corner of your board, then select the category that best represents your board

Show your personality

Use your profile to showcase what inspires you. Give your audience a glance into who you are by creating boards that help tell your story

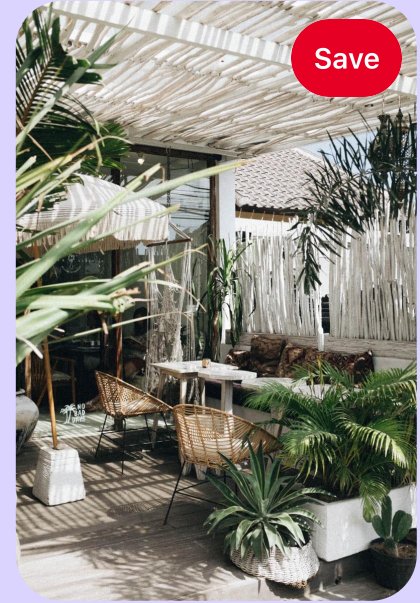
Great profiles to inspire you



[Architectural Digest](#)



[Kelly Wearstler](#)



[Justina Blakeney](#)



Jungalow by Justina Blakeney

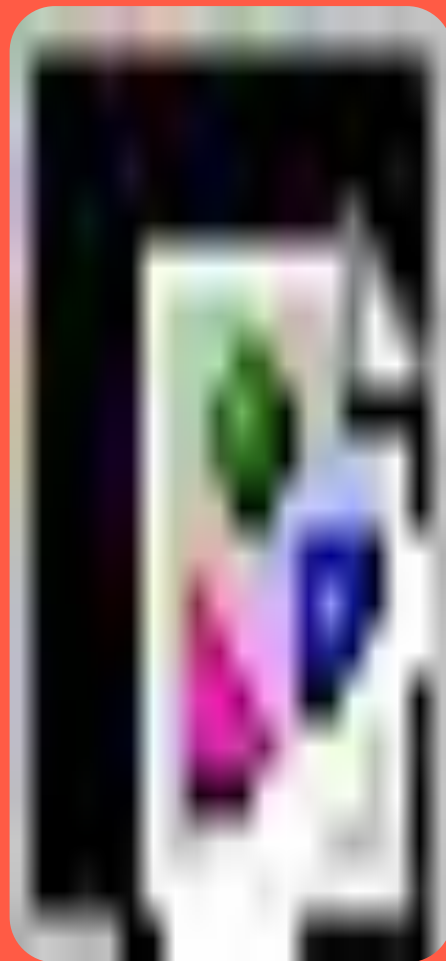
What is a Story Pin?

Story Pins

Story Pins are multi-page Pins that can combine videos, photos and text.

Like every Pin you create, they'll reach your followers. But they'll also reach other Pinner interested in your ideas and live on long after you publish them.

Consider Story Pins the easiest way to build your audience on Pinterest.



Story Pin Narrative

Video

Showcase final product & use text to indicate what's coming

Video/Image

What you need

Video/Image

Step by step process breakdown

(this will be multiple slides and therefore, the bulk of your Story Pin)

Video/Image

The payoff + CTA

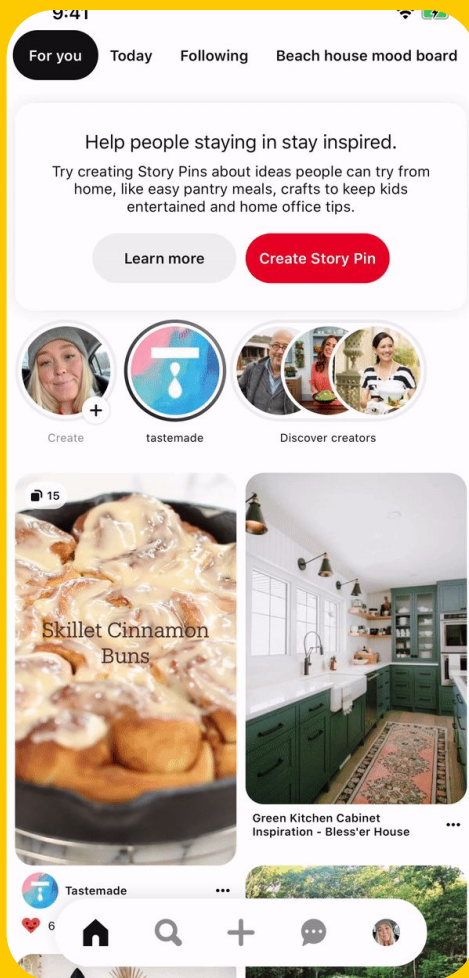
**Pinterest
Populated
Creator Follow
Page**

Guide to Creating Story Pins

Step 1



Open your Pinterest app. Tap the + icon to start creating. You can work from an existing draft or start fresh.



Step 2



Tap the + icon in the middle of the screen to add the first page and start capturing content in the native camera.

Upon selection, you will see a camera frame populate where you film content within the Pinterest App or select pre-recorded content from your existing photo gallery.

Select content from your image/video library



:60s video max

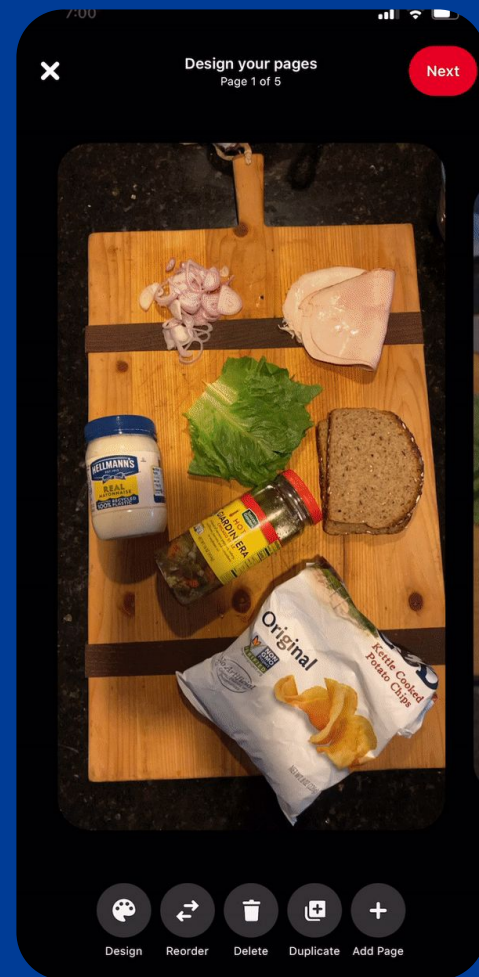
Selfie Mode Option

Step 3



After adding your first page, you can add more pages, duplicate, reorder pages or delete pages.

After your pages are created you will move into the editing phase. Where you can pinch to zoom/resize your video or image.



Creating a Story Pin

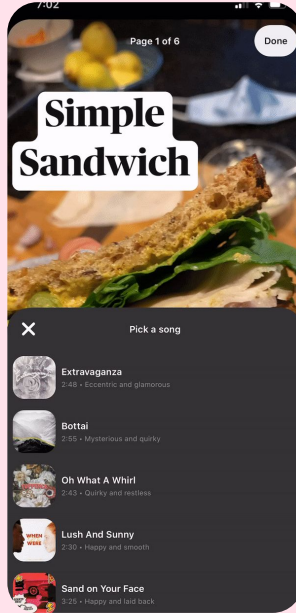
Step 4



Add text by tapping the A icon. You can choose your font and create more than one text box if needed. You can also specify text color, specify text duration and transition animation

Tip: Tap and hold the text box and drag to the bottom of the page to remove

Step 5



Add music by tapping the music note and selecting a song.

Step 6



Adjust original audio, record voice over for additional details and lay that over the song.

Step 7



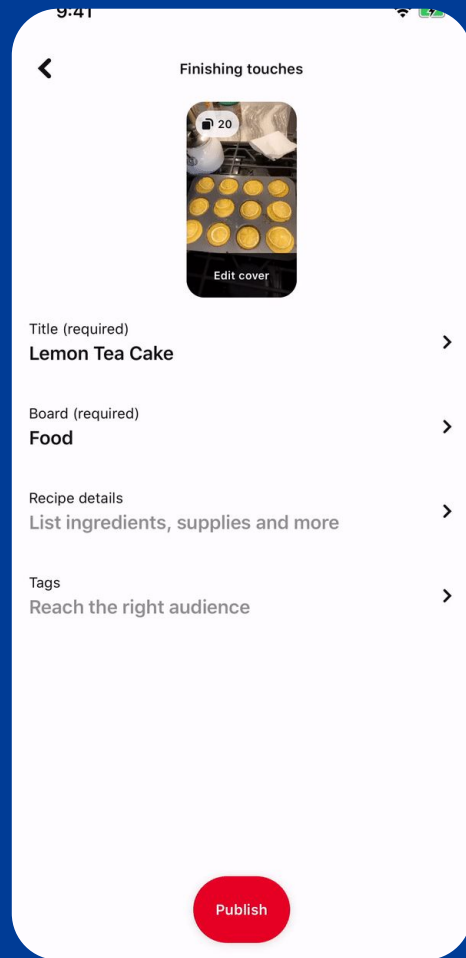
Remove adjust video quality by tapping the filter sliders.

Step 8

Once you're done, time to publish.

Within this section you can add details to your Story Pin like ingredients, supplies or products list.

Select the Board where your Story Pin will be published, add topic tags to help with search indexing and then view your final Story Pin!



Story Pins Best in Class



[Food](#)



[Home](#)



[Fashion](#)



[Home](#)

Home Story Pin Thought Starters

Not sure what content to create?
The following slides will provide
you with some ideas for creating
Story Pins.

One Room, Two Ways

Shelfie (Styling
your Shelves)

My Green Thumb

Home Tour

Tactical Tip Sheet

As you get started, look to this sheet to set you up for creation success!

1.
Plan your story in advance

2.
Use video whenever possible (including your cover page!)

3.
Cover page cannot be edited; pages can only be added, deleted, or re-ordered

4.
Shoot in vertical, with natural light and a steady hand

5.
Max 20 pages, Max 60 seconds per page

6.
Use text to provide more detail but *do not use links*

7.
Save your story pin to any of your boards and be sure to publish in public vs secret to maximize viewership

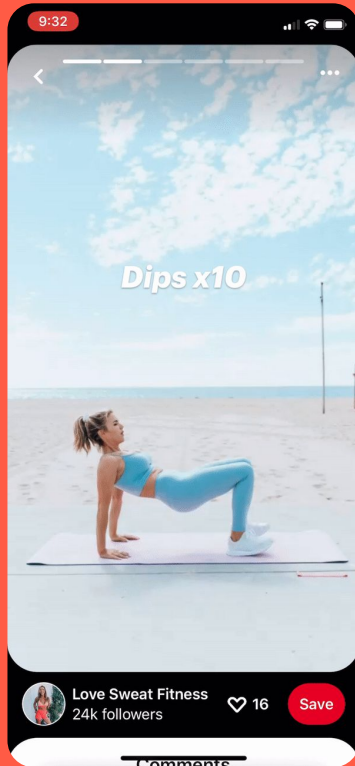
Tell A Good Story

Plan out your content like you would any other kind of story. Aim for a beginning, middle and end.

Stories are easier for Pinners to understand and act on when they're broken up into digestible chunks — aka pages.

We recommend 5+ (20 max)





Use Video

Start with a video on the first page.
It's your best chance to stand out and
hook your audience.

- Natural lighting
- Clear focal point
- Steady hand

Keep videos between :01-:59 seconds.
And don't exceed 20 pages.

Make It Personal

Story Pins are not for sterile, manicured content. Let your personal voice shine!

Pinner want to learn about you too.





Keep It Focused

Your Story Pin doesn't *need* to be a super complex topic. Focus in on one idea and make it shine.

Add Details

Optimal Copy + Keyword Inclusion helps:

- Provide context and clarity
- Make your content understandable, when audio isn't an option for viewers
- Use the “details page” at the end of the creation flow to list needed ingredients or materials.

Tip: Avoid adding links in your copy. By keeping your Story Pin link-free, you will drive on-platform engagement and grow your audience on Pinterest and beyond.



Add a Call to Action



Add a clear call to action at the end of your Story Pin.

We recommend using short, actionable phrases like comment,' or try,' to drive engagement or conversion on the Story Pin.

Got questions? We've got
answers.

Story Pin Cadence

1x per week is recommended.

Pinterest Profile Curation

2-3x Pins per week is recommended.

Are there Story Pin drafts?

Yes! You can have 1 working draft in mobile and unlimited drafts in desktop.

Pinterest Business Site

Sign up for your free business account, and apply for early access to Story Pins!

Pinterest Academy

Learn best practices, formats for creating, measuring success and more.

Creators Community

Connect with other creators and start sharing your own tips and tricks.

Follow us!

@PinterestCreators on [Pinterest](#) and [Instagram](#).

You're invited!

Pinterest Creators Festival

Join us on **October 15th at 12:30pm EST** at our inaugural event for creators, entrepreneurs and editors alike.

You're invited to hear from Pinterest experts and creators about Pinterest's latest products and tools, how to grow online communities, and turning you ideas into a businesses.

Got questions? We've got
answers.

