PINTEREST STARTER CHECKLIST

BY

Sophie Ingleby

VIRTUAL ASSISTANT

- ☐ SWITCH YOUR ACCOUNT TO A BUSINESS ACCOUNT AND CLAIM YOUR WEBSITE

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- ☐ RESEARCH YOUR TARGET AUDIENCE SO YOU KNOW WHO YOU'RE ATTRACTING

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- ☐ MAKE SURE YOUR PROFILE/ PINS ARE ON BRAND & ATTRACT YOUR TARGET MARKET

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- ☐ RESEARCH YOUR PROFILE/ PINS/ BOARD KEYWORDS VIA SEARCH & PINTEREST TRENDS

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- ☐ USING PERSONAL BOARDS THAT AREN'T ON BRAND? KEEP THEM SECRET/ HIDE THEM

- ☐ STANDARD PINS: A SINGLE PIN WHICH HAS AN IMAGE, TEXT, OR BOTH

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- ☐ VIDEO PINS: PINS THAT HAVE A MOVING PART. A VIDEO, OR ANIMATED TEXT

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- ☐ CAROUSEL PINS: PINS WITH MULTIPLE SLIDES THE USER CAN SWIPE THROUGH

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- ☐ IDEA PINS: SHORT VIDEO/ TEXT PINS (MAX 20) THE USER CAN TAP THROUGH

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- ☐ USE A RANGE OF ALL TYPES OF PINS IN YOUR BOARDS TO KEEP AUDIENCE ENGAGED

ONGOING PINTEREST CHECKLIST

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☐ BOARD TITLE: SHOULD DESCRIBE WHAT THE BOARD IS ABOUT/ CONTAINS. USE RELEVANT KEYWORDS

☐ PIN DESCRIPTION: FURTHER DETAIL. WHO IT'S FOR, HOW IT HELPS, HOW IT FITS INTO THEIR LIVES.

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☐ BOARD DESCRIPTION: GO INTO FURTHER DETAIL ABOUT WHAT THE BOARD IS ABOUT & HOW IT CAN HELP

☐ USE RELEVANT HASHTAGS AT THE END OF PIN DESCRIPTION. ADD CALL TO ACTION - EXPLORE, READ MORE

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☐ PIN TITLE: EXPLAIN CLEARLY WHAT THE PIN IS ABOUT, USING WORDS THEY'D USE TO SEARCH

☐ SCHEDULE YOUR OWN PINS USING PINTEREST SCHEDULER. SCHEDULE OTHER PEOPLE'S PINS USING TAILWIND.