



## Pinterest

Pinterest is a fast growing new segment of social media. It has quickly grown to the third most often used US social media platform, though, like Twitter, its audience tends to be smaller and highly specific. It is currently on the rise among church use and is being used in many different ways by different churches and ministries. Basically Pinterest is a virtual pin board. It is a place where a person or business can collect ideas marked by images that link back to their internet sources.

## Time Commitment

25-30 minutes to initially set up a ministry account

20-30 minutes per board to set up and start pinning to a particular board

~1 hour/week to create new boards and/or add to existing boards as well as comment on and repin

## Who uses Pinterest?

- 150 million monthly active Pinterest users
- 81% of users are female
- Millennials use Pinterest as much as Instagram
- There are over 75 billion ideas on Pinterest
- Average time spent on Pinterest per visit is 14.2 minutes.

## Church-Related Pinterest Audiences

- People looking for additional resources after sermons or events
- Creative types—persons who are into crafts, decorating, cooking
- Those who like to collect resources and keep things orderly and organized
- Teachers/educators/leaders who need/like having quick places to grab ideas
- Volunteers looking for more information and resources about their ministry area

## Churches can use Pinterest to share or compile

- Extra resources that go with a particular sermon, sermon series, or church study
- Inspirational quotes, thoughts, art (be careful here!)
- Resources for future events/studies (Create a 'board' for Advent studies so that others can explore resources and help decide which to use. Create a board with a collection of recommended books for reading)
- Wish Lists for church/ministry building/program improvements
- Sharing ideas and resources among leaders/teachers
- Craft projects for children's ministries
- Church supper recipes
- Games/events for youth/children's ministries
- Decoration ideas for church events and worship spaces (VBS! Liturgical seasons, special worship services)
- Compiling worship songs to learn and practice

## Pinterest 'How To'

Step 1: Create a Pinterest business account at: <http://business.pinterest.com/> by following the steps and filling out the form as directed. (Be sure to create a business account for your church or organization in order to have access to statistical data and be in legal compliance with terms of use. If you originally created a personal page as a church or organization, Pinterest gives you the option to convert to a business page here: <https://pinterest.com/login/?next=/business/convert/>)

Step 2: Title and create your board(s).

Step 3: Start pinning to those boards from sites around the Internet and/or repin pins from other churches or organizations.

Step 4: Visit your church website and use images from there on some of your pin boards to ensure that some of your Pinterest content is directly linking back to where people can find information about your church!

Step 5: Follow other churches, pinners, and organizations in order to share ideas and be sure that your pins are out in circulation to be seen and draw people back to your Pinterest account and ultimately to your church.

## Ways to Pin

- Directly from [pinterest.com](http://pinterest.com) when logged into your Pinterest account using the 'add pin' function.
- Using the 'Pin It' web browser extension. (Can be downloaded to your web browser from here: <http://about.pinterest.com/goodies/>)
- Using the Pinterest app for a smartphone or tablet.

## Pinterest Vocabulary

Pin (noun): an image as stored on and seen from a Pinterest board that links back to another website.

Pin (verb): to select an image from a website and save it to a Pinterest board

Pinner: someone who pins.

Board: the virtual storage area for pins on Pinterest. Pinners create different pins based on different themes. (Generally one theme per board.) i.e.: VBS ideas. Books on Prayer. Church Supper Recipes.

Secret Board: a board that cannot be seen by the general public. Only those granted access to that board may see its content.

Repin: when one pinner selects a pin from another pinner's board and by clicking the 'pin it' button, repins it to his/her own pin board.

Follow: as with other social media sites, pinners can follow others. When you follow another pinner their pins will appear on your home page for you to view and repin as you wish.

Mention: When writing a description about a pin, pinners may 'mention' another pinner by using the @ symbol and that pinner's username.

## Helpful links

<http://churchjuice.com/blog/pinterest-for-churches-part-1-the-basics>

<http://churchjuice.com/blog/pinterest-for-churches-part-2-strategy/>

<http://blog.managingyourchurch.com/2012/06/8-ways-churches-are-using-pint-1.html>

<http://churchtechtoday.com/2012/03/14/5-ways-market-church-pinterest/>