

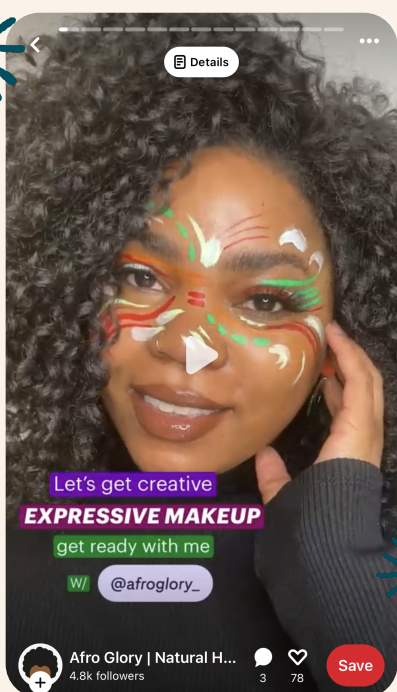


Idea Pin best practices

1. Share the right details



Idea Pins help people go from inspiration to action, whether you're sharing a recipe, outfit, travel guide or helpful tip. Pinner love that they can find all the elements of an idea right on the Pin, without ever having to leave the app. Don't hide helpful details behind links, as people might not click out—and then they won't be able to act on your idea. Instead, include details like ingredients and instructions right on your Idea Pin. People will swipe through different pages to dive deeper.



2. Think video first

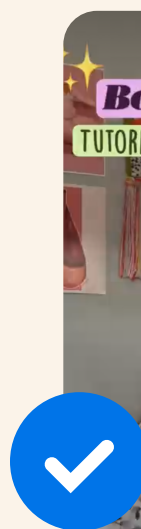
That's it. That's the tip. Here's why: Video's great for telling a story, showing how to do something or talking to your viewers. Start with a video on the first page—it will stand out. Also make sure that any videos in your Idea Pin have text overlay, since people might view your Pin with their audio off. Your Idea Pins can house up to 60 seconds of video per page, so make sure your content shines with sight, sound and motion!



3. Show your personality



With any great idea, the more people who engage and build on it, the better. Give people a chance to get to know the creator behind the idea by narrating your Pin or even showing your face. Use your Idea Pin to drive interactions with your audience, like encouraging follows and saves or engaging with comments and responses. The more your audience engages with your content, the more it'll be seen by others looking for ideas like yours. For optimal organic distribution, make sure your content is authentic and not overly promotional.



Follow



4. Make your own content

Our new tools make it easier for you to publish directly from within the Pinterest app. You can use special tools for video recording, editing, stickers, special effects and filters. Make sure to create original Idea Pins directly within Pinterest—don't just upload content from somewhere else. Content that's clearly watermarked or repurposed doesn't perform well with people who are on Pinterest to look for new, original ideas. And, of course, only use content that you have permission to use. Full stop.

5. Check, check, check ✓

Idea Pins are meant to feel more authentic and straight-from-your-phone. That said, here are a few things to keep in mind before you publish a new Pin:

- Check your borders. Are the edges of the screen covered? If not, pinch the screen to resize.
- Is the lighting the best it can be? Natural light does wonders.
- Do the videos and images in your Idea Pin fit together style-wise? If not, filters help.
- Make sure to cover design basics: High-resolution images, no typos, no blurry videos, etc.

