



FAIR TRADE CAMPAIGNS

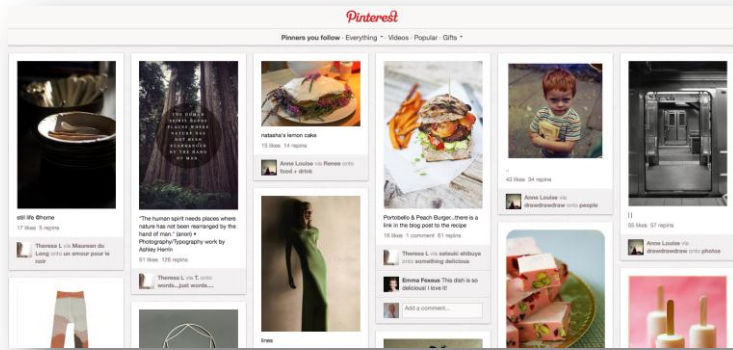
Pinterest Best Practices

Pinterest is a visual discovery tool that people use to collect ideas for their different projects and interests. People create and share collections (called “boards”) of visual bookmarks (called “Pins”) that they use to plan trips and projects, organize events or save articles and recipes. Because Pinterest is entirely based on visual appeal, this makes it a great place to share photos and infographics, highlight Fair Trade products and recipes, and use photos to link to articles and blogs about Fair Trade.

Setting Up Your Pinterest

- **Pins** are images you want to share. It can be something you create and upload yourself, or found on another website or Pinterest page. Pins usually contain links to external websites—for example, an image of a pineapple cake might lead to a recipe on a food blog.
- **Pinning and Re-Pinning** means you want to post something to one of your Pinterest boards. Re-pinning means you are not uploading original content, rather you are re-posting content from another source or another user’s board. Clicking the “Pin it” icon on an image that you see on Pinterest or on another website opens up a window where you can choose which of your boards to attach the Pin to.
- **Boards** are groups of pins often with a specific focus (e.g. Recipes, Wish List, Sustainable Goods, etc.). People can choose to follow your profile OR individual boards, so it is important to keep boards neatly organized and segregate content according to what board it best fits.





This is what your home page will look like when you open Pinterest. You can browse for re-pins here.

This is what will pop up when you click the Pin It button on a pin.

This is where you choose what Board to add the pin to, and where you write your description.



It is important to keep in mind that Pinterest is a heavily visual platform.

Pinterest users are looking for attention-grabbing, inspirational and thought-provoking material. Reward quality over quantity. Keep descriptions short and snappy, and don't forget to include tags and links to other organizations or relevant web pages.

Build Your Audience

- **Follow other boards and organizations** that will provide relevant content for you to re-pin.
 - Search for key words like “fair trade” or other relevant hashtags (e.g. #FairTrade)
 - Use the “Find Friends” feature on the home page to browse for other organizations to follow.
- **Get people to interact with your Profile:**
 - **Use hashtags** when you post to increase searchability.
 - **Use links** in your description to easily direct people to your website for further information.
 - **Use tags** in the description by using the @ symbol followed by the name of the person or page. Tags are used to alert people/businesses that you are talking about them and to increase interaction by directing traffic to their pages.
- **Like/Comment on posts** if you don't want to re-pin or follow them, but still want to form a connection.
- **Refine your boards.** Boards centered on a specific topic increase interaction by refining the target audience. People want to follow boards that cater to their specific interests.
 - Example: a “Coffee” board would draw a specific audience, while a “Fair Trade Products” appeals to a more general population, so having the two of them together increases overall viewership.

Know your Audience! Before you get your campaign started on Pinterest, you need to know who your audience is and why they follow you (put yourself in their shoes).

1. **Identify who is in your network:** Seek out and follow the boards of other local campaigns, fair trade businesses and Fair Trade organizations, as well as other relevant boards that will supply you with a variety of appealing visual material.

Content:

- **Ask yourself:** Does this post **engage** people? Is it something they would want to **save** or **share** with others?
- **With that in mind, pin and re-pin things people will find interesting or inspiring.** Your followers are more likely to re-pin inspirational quotes, Fair Trade facts, yummy products, and unique fun event ideas.
- **Don't forget the descriptions.** A thoughtful, detailed description makes it more likely that your pin will be re-pinned. Additionally, Pinterest activity helps boost search engine ranking on Google, so remember to use keywords on pins and in board titles, captions, and links.
- **Vary your content.** Try to alternate between uploading and re-pinning, and remember that we have several different boards for a reason – it allows for lots of different kinds of content!
- **Make a Call to Action.** When you ask people to Like or Re-Pin in your description, they are much more likely to do so. **Don't abuse this trick though!**
- **Try to post material to Pinterest a few times a week.** Stay away from clogging your followers' feeds by mass posting in a single session. Instead, post a few different things 4-5 times a week. Make sure to post when the material is **time-sensitive**, like after a big campaign achievement.
- **Interaction with other social media platforms is key.** Make sure material from Facebook, Instagram, the Blog, and the Fair Trade Campaigns website is also posted on Pinterest.
- **Be attention-grabbing and direct.** Hook your followers so they want to save and share your Pin or follow the link to the external source material.

Resources

- Shorten Your links: <https://bitly.com/>
- **Photo Filters**