



Pinterest is a very simple social media platform. Unlike other social media networks, Pinterest is heavily dominated by women. More than 80% of its users are women.

Pinterest is a much more static platform than other social sites. Users don't necessarily engage with one another in the same way they do on Facebook or Twitter, but there is a very loyal user base.

Pinterest is a popular place to get recipes and find family activities, making it a great place for WIC to be.

## PINTEREST QUICK-START GUIDE

1. Go to [pinterest.com](https://pinterest.com).
2. In the top right corner, click Sign up.
3. In the pop-up menu, follow the links for setting up a business account.
4. Fill in the details for your agency/clinic.
5. Select five topics to follow  
Note: These topics don't impact what others see from you. They are simply used to help Pinterest understand what to show you.
6. Once on your page, click on the hexagon above your name or the round profile image to get to your settings.
7. Fill in the account and profile settings.

## PINTEREST VOCABULARY

Now that your profile is set up, it's time to get to the fun stuff! But first, it's important to understand a few key terms.

- » **PIN/SAVE:** Pinterest is an online bulletin board, so when something is "pinned," it's being saved to an online board.
- » **BOARD:** a way of organizing pinned items.
- » **SEND:** Send a pin directly to another person or to one of your other social media accounts.

# PINTEREST

## GETTING STARTED

Create a few boards, and start pinning! Some WIC agencies have created a board for each element of the food package, picky eaters, food allergies, family activities, etc. Every pin must have a link associated with it, so if you are creating pins, you will need to decide what URL to use with it. Keep in mind that you don't need to create all of your pins; if there are great recipes online you'd like to share, you can pin directly from many websites.

## TIPS AND TRICKS

- » Search WIC in Pinterest. You'll notice there are already a lot of pins using WIC. Many are from moms who are sharing tips for using WIC foods. This can serve as a guide for what people may be looking for.
- » Look at other WIC agencies' Pinterest boards.
- » [Help.pinterest.com](https://help.pinterest.com) is a great resource. They do an exceptional job of providing step-by-step tutorials.

