

## An Introduction to PINTEREST AND INSTAGRAM

### What does Pinterest and Instagram offer?

These are visually led social media networks, allowing you to share photographs and images with others.

Since most people are led by images rather than words, these sites can be a powerful weapon in your social media marketing toolbox, appealing to emotions, creating intimacy and engaging with your audience.

### What must I think about before posting content?

Just like any other platform, these sites reward providers of new and exclusive content.

Content must be aesthetically pleasing and, of course, relevant.

Don't forget to make sure you check the copyright restrictions on any images you don't own before posting.

### What's special about Pinterest?

- Users categorise content on boards, so Pinterest can be used to curate visual content such as infographics, videos and blog posts. The boards mean that you can organise content to be visually appealing.
- Pages can be used as the landing page for a presentation, event or campaign.
- Adding adjective-rich descriptions and keywords to pictures make pins searchable.
- Pinterest allows you to target a visually focused audience that may not be engaging on Facebook or Twitter.
- Designers are one of the most active groups on Pinterest, so get your creative team involved.
- Marketeers can use it to showcase their own campaigns and to make boards with pins of other inspirational campaigns.

### What's special about Instagram?

- Instagram is a photo sharing app owned by Facebook.
- It has more than 27 million users, and can be used for capturing event and office culture pictures.
- Before you snap, think about what images will help fans engage in a positive way. When you do post, make it exclusive and personal.
- Hashtags act as keywords, directing search traffic, so use those unique to your brand or sector as well as those that are popular keywords.
- Instagram is great for sharing pictures of your events, engaging with your audience through the use of the geolocation feature, running scavenger hunts and competitions, and solving picture puzzles.

### Why should I consider Pinterest?

It will help with SEO, it will pick up different audiences from other sites, and it will position you as creative and design-led.

### Why should I consider Instagram?

It creates engagement and picture sharing in an informal and highly personal way.

### Want to know more?

To find out more about how Pinterest and Instagram could help you engage with your customers contact us for a free no obligation chat.

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