

A blue rectangular sign with white text that reads "PINTEREST FOR MARKETING". The sign is mounted on two black posts.

PINTEREST FOR MARKETING

Welcome to '*Pinterest for Marketing*', one of the training modules from Community Literacy of Ontario's *Social Media Marketing* project.

This project is designed to develop resources to help Ontario's literacy agencies, and others, use social media for marketing.

[Click here](#) to access our resources.

Using Pinterest for Marketing

With its powerful visual images that are easily shared, Pinterest is a very useful tool for marketing. Pinterest is widely used by nonprofit organizations, educational institutions, individuals and the private sector to promote brands, causes, issues, and stories that are important to them.

Pinterest is rapidly growing in popularity, and it is now the third most popular social media tool, after Twitter and Facebook. To date, only a minority of literacy organizations are using it. By not doing so, we may be missing out on a new opportunity to market our services!

Literacy organizations can use Pinterest to:

- Promote their services to adult learners
- Promote their services to other service providers, their communities, donors and funders
- Raise awareness of literacy
- Promote fundraising events
- Increase support for their organization
- Raise awareness of special events
- Link with other organizations and individuals who have common interests
- Appeal to people who learn best via visual images

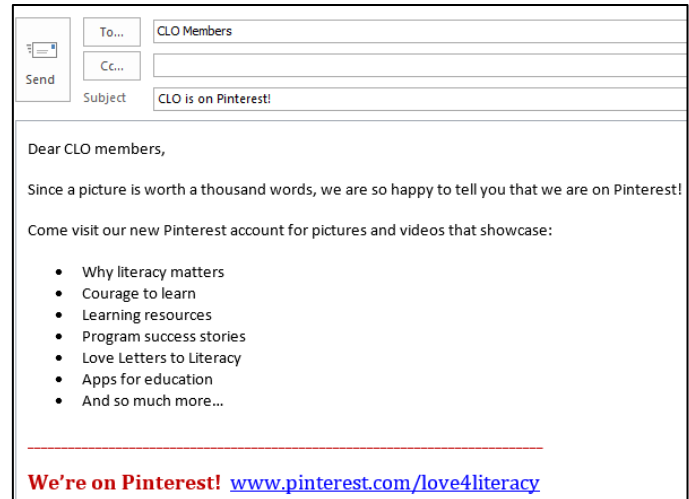
We would recommend starting small. Think about your target audiences and assess the most important groups you would like to reach. Then, create boards and Pins that meet their needs and interests using the step-by-step process described in our [Pinterest 101](#) training module.

Promoting Your Boards and Pins

Once your Pinterest account is set up and ready to go, you'll need to let people know you are on Pinterest.

Be sure to include a link to your account in your email signature, on your website, on your Twitter feed and on your Facebook page.

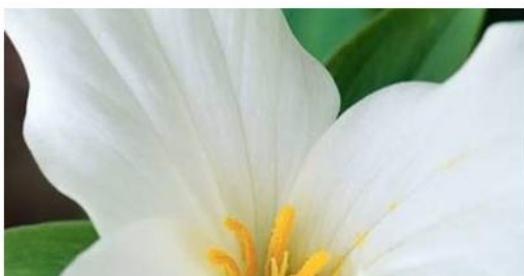
In short, anywhere you have a web presence, let people know that you are on Pinterest!



It is also a good idea to add the "Pin It" button to your website in order to make it easy for people to pin things from your website to their Pinterest boards. Click [here](#) to learn how to do this.



Search for:



Community Literacy of Ontario (CLO) is a provincial literacy network of 100 community literacy agencies across Ontario. CLO was founded in 1994 and our office is located in Barrie, Ontario.

We provide many services to Ontario's community literacy agencies such as: sharing information via ebulletins and newsletters, producing exemplary resources and tools to support literacy agencies, hosting two websites, providing online training and holding an annual training event, and researching the needs and priorities of our members. CLO has grown to be an organization that is respected both provincially and nationally.

Sharing Your Boards and Pins

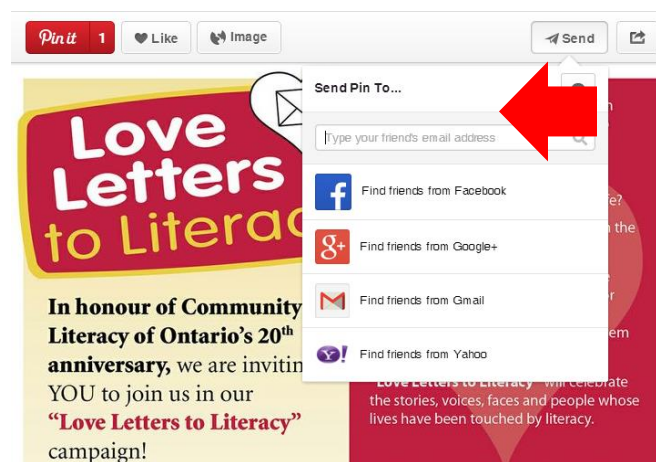
Remember, your Pins and boards are not only available on Pinterest; they can be actively shared on other media, including email, Twitter, Facebook and other social media. Pinterest makes it extremely easy to share your Pins with your stakeholders – and the world!

Here is an example of how CLO's entire "Literacy – Why it Matters" board could be easily shared via email, Facebook and other social media, by just clicking "Send Board".



Individual Pins can also be shared, via Twitter, Facebook, email and other types of social media.

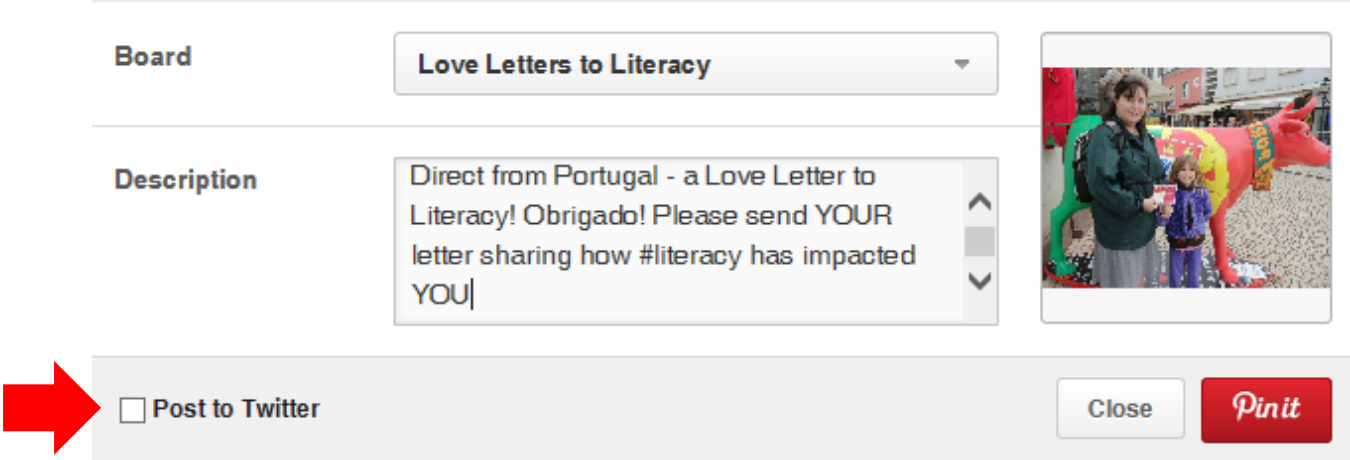
By clicking "Send Pin", you could easily share a Pin with stakeholders to promote agency events, share success stories or engage in other marketing activities.



Pinterest for Marketing



When you post new Pins to your boards, Pinterest will give you the option of also sharing them on Twitter. We recommend only occasionally posting your Pins to Twitter, so as not to overwhelm your followers. You can select “Post to Twitter” for a photo that you do want to share, then deselect that option for other Pins.



When you find Pins you like on boards belonging to others, Pinterest not only lets you easily pin them to your own boards, but they can also be quickly shared via Twitter, Facebook, email, or your website by clicking “send”.



Marketing Examples

Here are some examples of how literacy organizations, employment services, other nonprofit organizations, the business community, and the “social media greats” are using Pinterest for marketing.

Literacy Examples

Community Literacy of Ontario

- Community Literacy of Ontario created various boards to help us market issues of importance to us. Our board “[Literacy – Why It Matters](#)” is designed to *promote the importance of literacy to the general public*. It includes statistics and information on literacy issues in Ontario, Canada and beyond.
- CLO created its “[Love Letters to Literacy](#)” board to market this campaign to *community stakeholders*.
- We developed our “[CLO E-Books and Other Resources](#)” board to promote our E-Books and other online resources to *members and external customers*.



Here is our "Love Letters to Literacy" postcard. It's been fun receiving them from various people and places! Send us your postcard or #literacy story to: www.communitylite...

↑ 1

Uploaded by
Community Literacy of Ontario

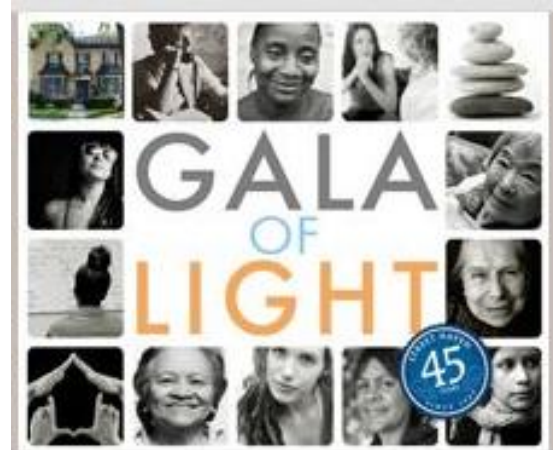
Brant Skills Centre

- The Brant Skills Centre has a dynamic Pinterest account that they use for promoting their learning centre and sharing instructional resources on topics such as reading, writing and math.
- The centre also uses Pinterest to promote a *fundraising event*: their annual Spelling Bee.



Street Haven Learning Centre

- Street Haven Learning Centre has a number of motivational boards which they use for marketing purposes. They eloquently explain their goals for setting up a Pinterest account: *"We are using Pinterest in our class in the hope of bringing the world at large into our conversations about dreams and goals"*.
- Their board "[I am Woman...](#)" features inspiring women and quotes that are sure to **appeal to clients and supporters** of their Centre and services.
- Their "[Adult Literacy and Learning](#)" board promotes **literacy and programming** they offer.



Come enjoy an evening with Street Haven at our 1st annual Gala of Light!

Literacy Council of South Temiskaming

- The Literacy Council of South Temiskaming has a variety of interesting boards, on topics such as literacy information, inspirational quotes, writing activities, grammar, job search and more.
- In terms of marketing, check out their board "[Little Free Library](#)". This board markets a **special literacy initiative**, namely, LCST's Little Free Library.



Employment Services

The Employment and Education Centre

- The Employment and Education Centre has several boards which provide a quick and easy method for *promoting their services and resources to clients*. Their “[Services, Workshops, Classes, Webinars](#)” board gives an overview of the numerous opportunities available through The Employment and Education Centre.
- They also offer a great board called “[How to/What to do if...](#)” that *provides information for clients* on accessing community services such as legal aid, clothing, meals, shelter services, etc.



If you need clothing....visit May Court Thrift Shop

Employment Services of YMCA Simcoe-Muskoka

- Employment Services of YMCA Simcoe-Muskoka’s Pinterest account is geared towards *marketing the services they provide to job seekers*.
- Their Pins include overviews of their services such as job search support, workshops, job listings, assistance in writing resumes and cover letters, and more.



The YMCA Employment Services program has developed programs to help you get back to work.

Pinterest for Marketing



Nonprofit Examples

Imagine Canada

- Imagine Canada has an abundance of boards that showcase their programs and services. One great example is their board "[Member Profiles](#)" where they *promote their member organizations*.
- Their board "[Corporate Community Investment](#)" promotes their *donors and corporate* relationships.
- They also have a board dedicated to "[Volunteers](#)" which is loaded with valuable resources and information promoting the importance of *volunteer involvement*.



Telus Commits \$5.4 million to GTA Charities

Toronto Public Library

- The Toronto Public Library has an interesting and entertaining presence on Pinterest, with boards showcasing vintage posters and postcards, books and architecture.
- Their "[Kids Reading Fun](#)" board is full of creative and fun literacy information that *markets their services to clients* with children.
- The board for "[Special Events at the Bram and Bluma Appel Salon](#)" includes a wide assortment of Pins *promoting special events*.



Toronto Public Library Foundation /
Tribute Giving Yorkville Branch
Library



Business Examples

Better Homes and Gardens

- Better Homes and Gardens is very well represented on Pinterest. They have a great number of boards aimed at marketing to their customers.
- Their [many boards](#) are set up to *engage readers and customers* and give them the opportunity to create their own boards with content from the Better Homes & Gardens website for chances to win.
- They showcase their customers on Pinterest via creative campaigns and special boards.



Starbucks

- Starbucks has a number of boards aimed at *engaging their customers* in the Starbucks brand and atmosphere. Interestingly, their boards are not aimed at directly marketing their products or stores, but are rather geared towards marketing a feeling or image to their customers.
- They share the things that inspire them and market their brand image. Examples include their boards "[Sharable Joys](#)" and "[Holiday](#)".



Sun warms the skin. #PSL warms the heart.

Pinterest for Marketing



Michaels

- Michaels Stores lend themselves well to Pinterest marketing. They have pinboards packed full of tips and tricks, “how-to” videos, and tutorials which generally feature products that can be found in their stores. They also directly *market to their customers* with pinboards such as “[DIY Kids Crafts](#)” which features popular items for kids that they feature in their stores.
- Another example is their pinboard “[Cricut Projects](#)” which is designed to *promote the popular Cricut machines to both online and in-store customers*.



Michaels Pinterest Party
Countdown Calendar

Examples from the Social Media Greats

The following organizations are well-known in Pinterest circles for their effective and engaging boards. Be sure to check out these helpful examples of Pinterest excellence.

American Cancer Society

- The American Cancer Society has a variety of boards that support their marketing efforts. The following boards increase awareness about cancer, share stories of hope about people facing cancer, encourage fundraising, and support volunteering.
 - [Stories of Hope](#)
 - [Run with us](#)
 - [Share fundraising ideas](#)
 - [Become a volunteer](#)



Volunteers can help with the Road to Recovery program by serving as volunteer drivers or coordinators. [www.cancer.org/...](http://www.cancer.org/)



World Vision

- World Vision presents inspirational photos via boards that tell people about their mission, highlight their work in the world, encourage child sponsorship, and highlight the benefits of donating to their organization:
 - [Why World Vision](#)
 - [Sponsorship](#)
 - [Economic Development](#)



San San Win Cho, a World Vision sponsored child in Myanmar, holds a greeting card from her sponsor. (Photo: Khaing Min Htoo/World Vision)

World Wildlife Fund

- World Wildlife Fund uses Pinterest for marketing by creating boards that raise awareness of their cause, showcase their organization, and encourage donations:
 - [Help our Planet](#)
 - [Gifts for a Cause](#)
 - [WWF Videos](#)



Symbolically adopt an emperor penguin chick from WWF!



Additional Marketing Resources

- [How to Use Pinterest to Gain More Attention for Your Non-Profit](#) (by the Fundraising Authority)
 - Read about the “whys” and “hows” of setting up a Pinterest account as a nonprofit organization. It also shares advanced tips for using Pinterest as a nonprofit.
- [10 Creative Ways to Use Pinterest for Marketing](#) (By Susan Gunelius, Sprout Social)
 - Learn how to use Pinterest for both direct and indirect marketing.
- [Pinterest 101](#) (By Deepend)
 - Learn the basics of Pinterest, and see statistics, successful marketing examples, and how it has been used to create brand recognition.
- [11 Types of Photos Nonprofits Should Post on Social Media](#) (By Nonprofit Tech For Good)
 - To help your board stand out from the crowd, read this article to learn about best practices in pinning!



Pinterest for Marketing



80 Bradford Street, Suite 508, Barrie, Ontario L4N 6S7

EMAIL info@communityliteracyofontario.ca

TEL 705-733-2312 | WEBSITE www.communityliteracyofontario.ca

TWITTER @Love4Literacy | FACEBOOK www.facebook.com/CommunityLiteracyOntario

Acknowledgements

Pinterest for Marketing was written by [Joanne Kaattari](#) as part of [Community Literacy of Ontario's](#) Social Media Marketing project. All information and websites provided in this module were accurate at the time of publication. Date of Publication: March 2015.

©Copyright Community Literacy of Ontario

CLO's Social Media Marketing project was funded by the [Ontario Trillium Foundation](#).



An agency of the Government of Ontario.
Un organisme du gouvernement de l'Ontario.

Connect with Community Literacy of Ontario via:

