

# Online Pinterest Workshop--Declutter and Organize

Main objectives:

- Update your profile and social media
- Label boards with broad headings to make pinning easier
- Delete or consolidate rarely-used or irrelevant boards
- Spruce up covers to be cohesive and/or branded
- Rearrange boards to keep the most popular and pertinent at the top
- Update board descriptions and categories to make them more searchable
- Move pins to a different account when necessary
- Start a secret board to save your ideas and schemes
- Leave shared boards you're not pinning to
- Delete unused secret boards
- Arrange your boards in an order that makes sense to you and is welcoming to visitors
- Put like boards with like

Useful exercises:

Revisit your Pinterest "why."

Describe the person you are pinning for. Remember, you are pinning for HER, not for you.

What do your followers most like to see from you? On AND off Pinterest?

What makes you unique...and what do people see you as the expert at...that can help you stand out? (for me, examples include color, creativity, organizing, secondhand shopping and social media/networking)

What are you promoting right now or coming up soon? Do you have a board for that? (maybe an event or a new product offerings?)

List your most popular boards or pins (check notifications, top right, under "you"):

List boards with the fewest pins under "keep/add to" or "combine:"

Keep/add to:

Combine:

List boards you need to go back and work on:

Here's a little check list for you after you watch the video.

\_\_\_ install the Pin It! button if you haven't already so you can pin while you surf the web

\_\_\_ update your profile

\_\_\_ arrange the top three rows to have your BEST content

\_\_\_ combine little-used boards

- \_\_\_ make a list of boards you want to pin to more frequently (either because they're popular or because you forget to pin to them otherwise)
- \_\_\_ move seasonal boards up or down
- \_\_\_ delete boards you no longer use
- \_\_\_ check boards for description and key words
- \_\_\_ add seasonal boards (organizing, Valentine's Day, winter, etc.)
- \_\_\_ re-name boards with broad categories to make pinning easier
- \_\_\_ move shared or private boards to the bottom
- \_\_\_ update your cover photos for maximum branding and visual impact
- \_\_\_ add your own graphics
- \_\_\_ make sure business and personal boards are mixed together
- \_\_\_ search for pins if you don't already have what you're looking for
- \_\_\_ set aside time each week for pinning as well as for following new people and pinning your own content
- \_\_\_ take time to "heart" some of your friends' and followers' pins
- \_\_\_ follow 10 new accounts (example: favorite bloggers, brands and stores)
- \_\_\_ tell people about your updates and share your boards and pins!