PINTEREST TECH

Using Boards

PINTEREST BOARDS
Although Pinterest is a visual medium, great visuals alone are not enough to create engagement. Make the most of the description field by telling viewers exactly what they will get if they click through to the linked content on your site. Make sure to include your most important keywords to help your Pins appear in search, but do this in a natural and helpful way rather than engaging in keyword stuffing.

PERSONAL VS GROUP BOARDS
There are 2 types of boards on Pinterest: personal boards and group boards.
- Personal boards are those that you own. You are the only person that can add Pins to them and edit them.
- Group boards an be owned by you or someone else and have multiple contributors. They are a great way to collaborate with others in your niche.

PERSONAL BOARDS
Create boards to pin your content on. As a minimum you should have:
- Best of <your blog>
- 2 boards per blog category
- 2-3 boards that any of your blog Pins can reside in

GROUP BOARDS
Join a few high quality boards with a small group of contributors in your niche. Never sacrifice your personal boards for group boards. Follow this rule: Join less boards, of better quality, and actively engage on them.

PINTEREST TECH

Evaluating Group Boards

Save this information for your use with Tailwind.

Group boards can be a welcome asset to your Pinterest marketing, but you have to know which ones perform the best.

Here's what to look for in Tailwind analytics:Virality score – This shows the number of re-Pins per Pin on the specific board. If this score is high, then you are getting a broader reach.

VIRALITY SCORE:
This shows the number of re-Pins per Pin on the specific board. If this score is high, then you are getting a broader reach.

ENGAGEMENT SCORE:
This is the number of re-Pins per follower on the specific board, which allows you to see if your followers are actually engaging with this content, or is it just Pinterest overall? A higher score on this metric means you are reaching your target audience.

IMPORTANT NOTE:
Focus on your personal boards first. Never sacrifice them for group boards.

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