

Know the Lingo! – Basic Pinterest Terms

Pinterest – A bookmarking tool that helps users find and save articles and pictures that interest them.

Pinner – Other people on Pinterest.

Profile Page – The page that lists all your Boards along with specific information you choose to show. This can include links to your website and social networks. Other Pinner can see your profile page and explore your boards.

Categories – Communities formed around a specific interest. You can follow topics such as Fitness Motivation, Tatting Lace, Senior Photography, and many, many more.

Clicks – When people click on a pin to get to your website.

Follow – Pinner select what interests them by clicking on a Follow button. You can follow a Topic, Pinner, or Board.

Homefeed – A feed that shows pins from the Topics, Boards, and Pinner you follow. This feed is customized based on your interests.

Impressions – The number of times a pin has appeared in Pinterest Homefeeds, category feeds, or searches.

Types of Pins

Original Pins – When a person pins something directly from your website. This can be a picture or an article. Items can be pinned from many social platforms including websites, Facebook, Instagram and more. Users can also upload pictures directly to Pinterest.

Pin It Button – A button found on websites, usually placed over pictures for people to pin the content they find to their Pinterest Boards.

Related Pins – Pins that are similar to the one you selected. When you select on a pin to learn more about it, Related Pins appear below it.

Repins – When someone adds an existing pin found in their Homefeed or on another Board to their board. Repins are how most content is shared across Pinterest.

Type of Boards

Standard Boards – Where people digitally collect articles and pictures on a specific topic. Boards are like idea boards or scrapbooks.

Secret Boards – These are boards you create that cannot be seen by other Pinner. They appear at the bottom of your Profile Page but will not appear if someone other than you views your Profile.