Pinterest & Instagram

The Visual Networks
What is Pinterest?

- A virtual pinboard used to create theme-based image collections – hobbies, interests, events
- Users follow other pinners or specific boards – these show in a feed
- Pinterest's mission is to “connect everyone in the world through the things they find interesting”
- Personal accounts accessed through Facebook/Twitter
- Business accounts recently released – business.pinterest.com
Pinterest Feed
Images paired with a description that links to a website

Images can be pinned:
- Via the “Pin It” button on a website
- Pin It button added to your toolbar
- Uploading your own pin
- Repinned from another user

Select the image you wish to pin, choose the board and add your description

Users can search within Pinterest, ‘re-pin’ to their own boards, ‘like’ and comment on pins
Learning with Purpose
Boards help organize pins by theme, ex:

- Alumni Adventures
- Campus Events
- Discover Lowell
- Dorm Style
- Holiday Gift Ideas
- Instagram
- School Spirit
- Student Life

Choose a category for each board

Leverage board covers to create interest
Campus Beauty Shots
A collection of photos snapped around campus.
UMass Lowell on Pinterest
Why Should You Be P-interested?

- Great way to share images and information your followers are interested in
- Become a resource for your followers
- Increase exposure of your department
- Drive traffic to your site
  - Pinterest recently surpassed Yahoo, becoming the 4th largest traffic driver worldwide
- Create contests and increase engagement
Things to Remember

Think about your audience:
• Who are they?
• Why are they following you?
• What are their interests?

Be descriptive with your pins

Always credit your source (don’t pin from Google images)

Be creative & have fun!

www.pinterest.com/about
Check out...

Pinners Doing it Right

- Drake University [link]
- Marquette University [link]
- University of Oklahoma [link]
- Pitt Career Services [link]
**Instagram**

**Overview**

- Free, mobile-based, photo-sharing social network
- Users take a photo, apply a digital filter and share – can feed to Facebook, Twitter, Tumblr, Flickr & Foursquare
- Images confined to square shape
- Photos can be taken through the Instagram app or uploaded
- Hashtags are used to categorize photos and to search photos
Learning with Purpose
Example

Mill view from the canal. Created by UMass Lowell Society of Women Engineers at Habitat for Humanity's 7th Annual Gingerbread Fair. #umasslowell #uml
Interaction

- Users have the ability to like and comment on photos
- #uml = 451 (Aug.) | 1,851 photos
- #umasslowell = 212 (Aug.) | 806 photos
- Instagram recently rolled out profiles on the web:
  - instagram.com/umasslowell [link]
Questions?

- Email Social@uml.edu
- www.uml.edu/getsocial