

po

THE TRANSFORMATIVE STUDIO

PINTEREST BOARD  
CREATION



HELLO THERE!



When it comes to understanding the qualities and essence within your brand it is often helpful to create a collection of visual images that really connect your thoughts, emotions and experiences of what your brand truly means to you.

This guide will walk you through the step by step process of creating a board via Pinterest: an on-line digital platform and how to easily add (pin) images to your boards.

This is a really fun activity. Happy Pinning.

Raphaelle



# DIGITAL COLLECTION

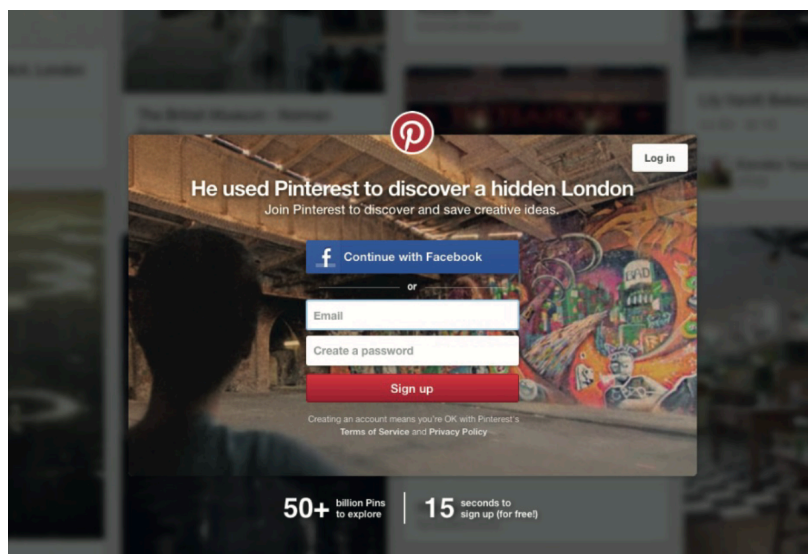
You may already have a Pinterest account, if so create a new board and give it a name perhaps **My Brand Board**.

If you don't have a Pinterest account, these next few pages will take you through the exact steps to follow, in order to set up an account and start pinning to your first board.



# SETTING UP A PINTEREST ACCOUNT

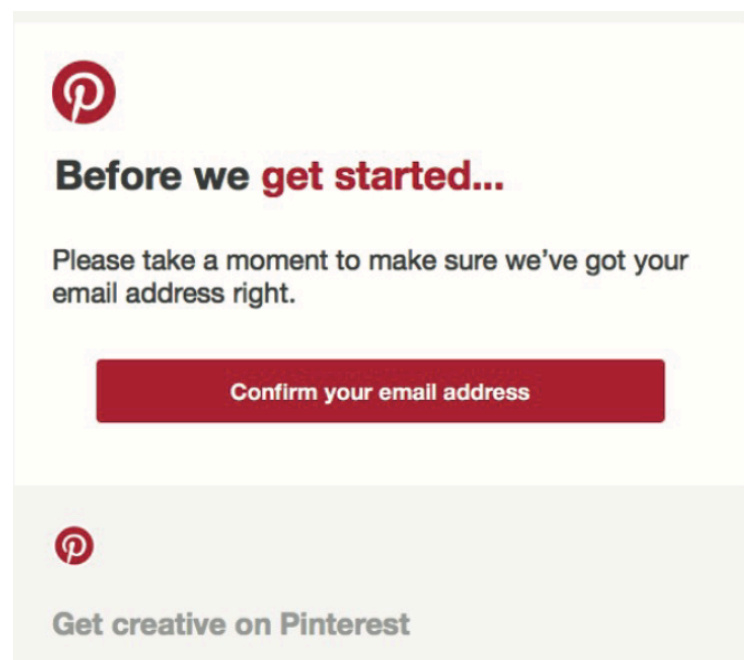
Open a new window in your browser and type in [www.pinterest.com](http://www.pinterest.com), you will then see a page similar to the one below. Type in your details and press the 'sign up' box.





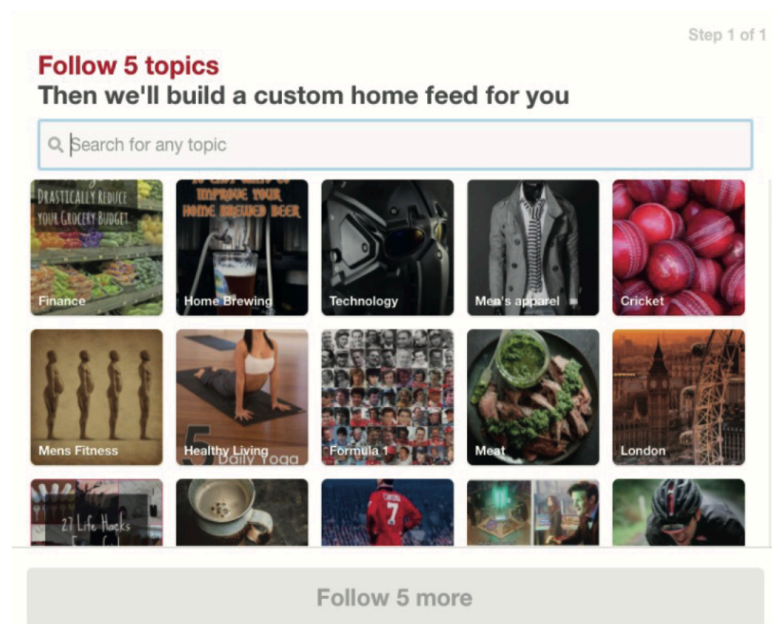
# SETTING UP A PINTEREST ACCOUNT

At this point you will receive an e-mail from Pinterest asking you to confirm your e-mail your e-mail address. Click on this e-mail to activate your account.



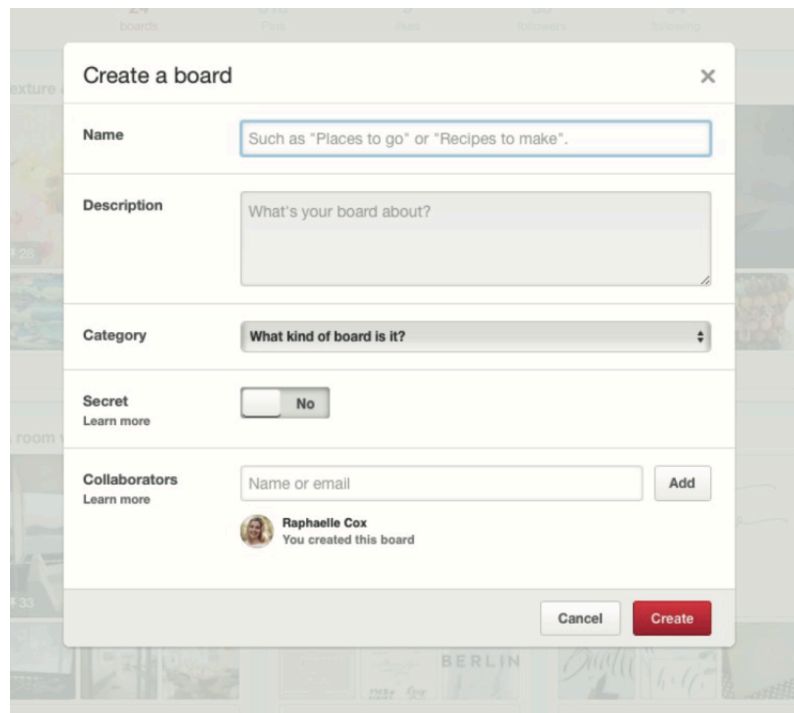
# SETTING UP A PINTEREST ACCOUNT

You will then be asked to confirm 5 topics of interest to help you get started. Do not think too long about this part it is purely a prompt to get your started.



# CREATING YOUR FIRST BOARD

You are now ready to create your first board. You can name the board, add a description, position it within a certain category, and decide if you would like the board to be Public, so everyone can see it or Secret, so only you and selected others see it.



The image shows a 'Create a board' dialog box with the following fields and options:

- Name:** A text input field with a placeholder: "Such as 'Places to go' or 'Recipes to make'".
- Description:** A text area with a placeholder: "What's your board about?".
- Category:** A dropdown menu with the text "What kind of board is it?".
- Secret:** A toggle switch currently set to "No". Below it is a link "Learn more".
- Collaborators:** A section with a link "Learn more" and a text input field for "Name or email" with an "Add" button. Below this, a user profile for "Raphaelle Cox" is shown with the text "You created this board".

At the bottom right of the dialog are "Cancel" and "Create" buttons.

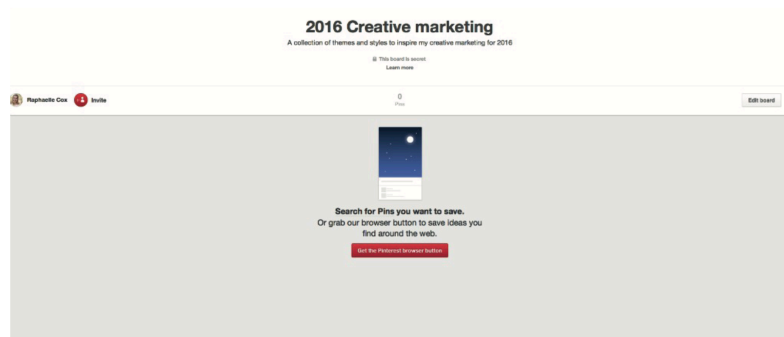
You can allow another Pinner to view your Secret board. Go to your secret board, click EDIT.

Under **Collaborators** enter the person's first and last name or e-mail address. Click Invite/Add. They will then be sent a notification.

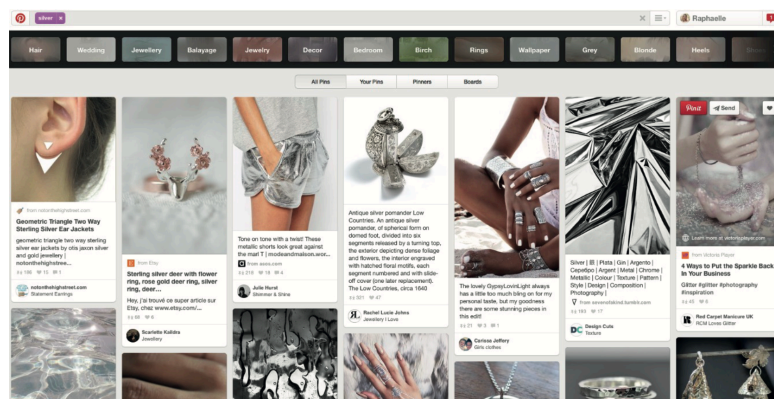


# SEARCHING FOR YOUR KEY WORDS

The image below shows what your board will look like before you start pinning to it. You can now begin to search for pins to add to your board/s.



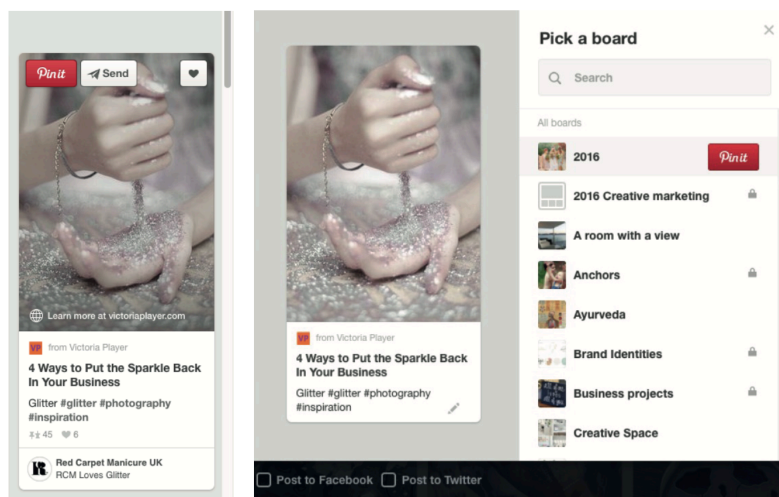
You are now ready to search for pins. Type into the top box next to the red P symbol on the left hand side, key words that relate to your brand values. Pinterest will then auto select the most appropriate pins within that category.



# PINNING YOUR IMAGES TO YOUR BOARD

Once you find a pin that resonates with you, click the red rectangular **Pin it** symbol in the top left of the image. You will then be asked to select the board you would like the image saved to.

See the list on the right hand side of the new pin.

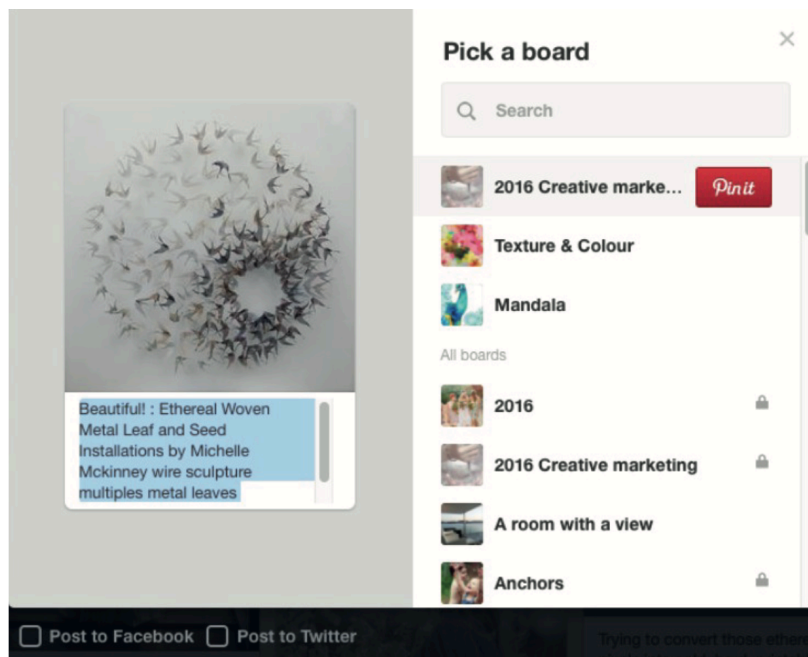


You will notice a grey padlock by all the boards that are marked private.



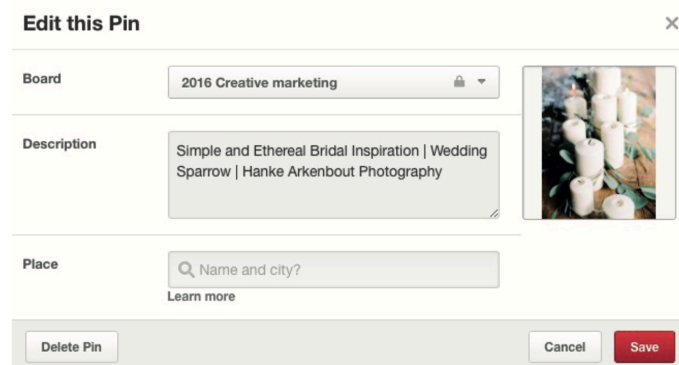
# ADDING A DESCRIPTION

You have the opportunity to change the description under the image to suit your personal objectives. See the high lighted copy in blue below.

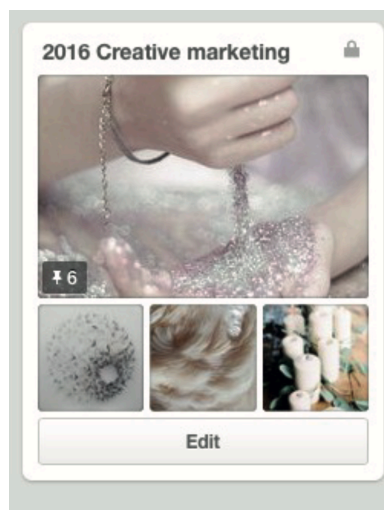


# ARRANGING AND EDITING YOUR PINS

At any time you can edit your pin to change the name, description and you can even delete the pin from your board entirely.



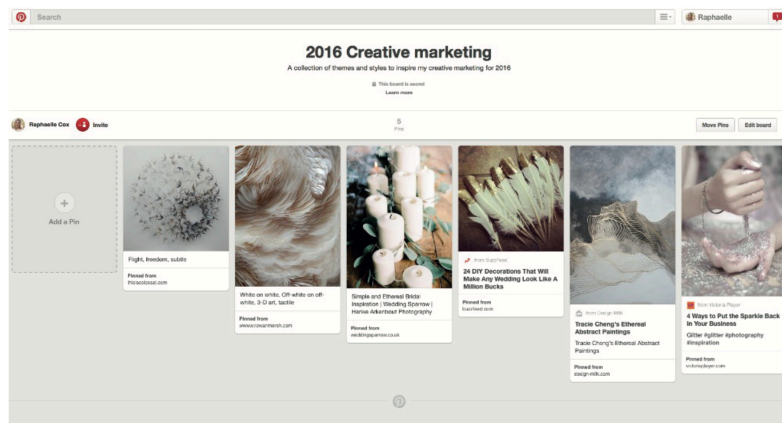
The screenshot shows the 'Edit this Pin' dialog box. At the top, it says 'Edit this Pin' with a close button (X). Below this, there are three main sections: 'Board', 'Description', and 'Place'. The 'Board' section shows a dropdown menu with '2016 Creative marketing' selected and a lock icon. The 'Description' section has a text area containing 'Simple and Ethereal Bridal Inspiration | Wedding Sparrow | Hanke Arkenbout Photography' and a small image of white candles. The 'Place' section has a search bar with the placeholder text 'Name and city?' and a 'Learn more' link. At the bottom, there are three buttons: 'Delete Pin', 'Cancel', and 'Save'.



# REVIEWING YOUR BOARD

Once you have added a few images to your board you can then click and see the whole collection coming together.

This is the beginnings of your brand's essence coming to life.





## WHAT NEXT?



### RAPHAËLLE COX

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I create soulful brand styling and visual marketing support for authentic heart centred business's.

Conversations of honesty and truth are the types of communication that interest me. If you are looking to form a deep and meaningful connection to your clients, then I can support you in every way I know how, both in regards to your business, health and your mindset.

You will feel empowered, confident and filled with self belief about who you are and what you do.

I look forward to working with you and helping you bring your brand and message to the world.

