Dave Thomas Foundation For Adoption®

Finding Forever Families for Children in Foster Care

Why we're on

We were playing. It worked.

9%

How much more productive workers who take short internet breaks are than those who barrel through the day without a diversion.

Online diversions restore mental capacity and provide a feeling of autonomy which boosts effectiveness.

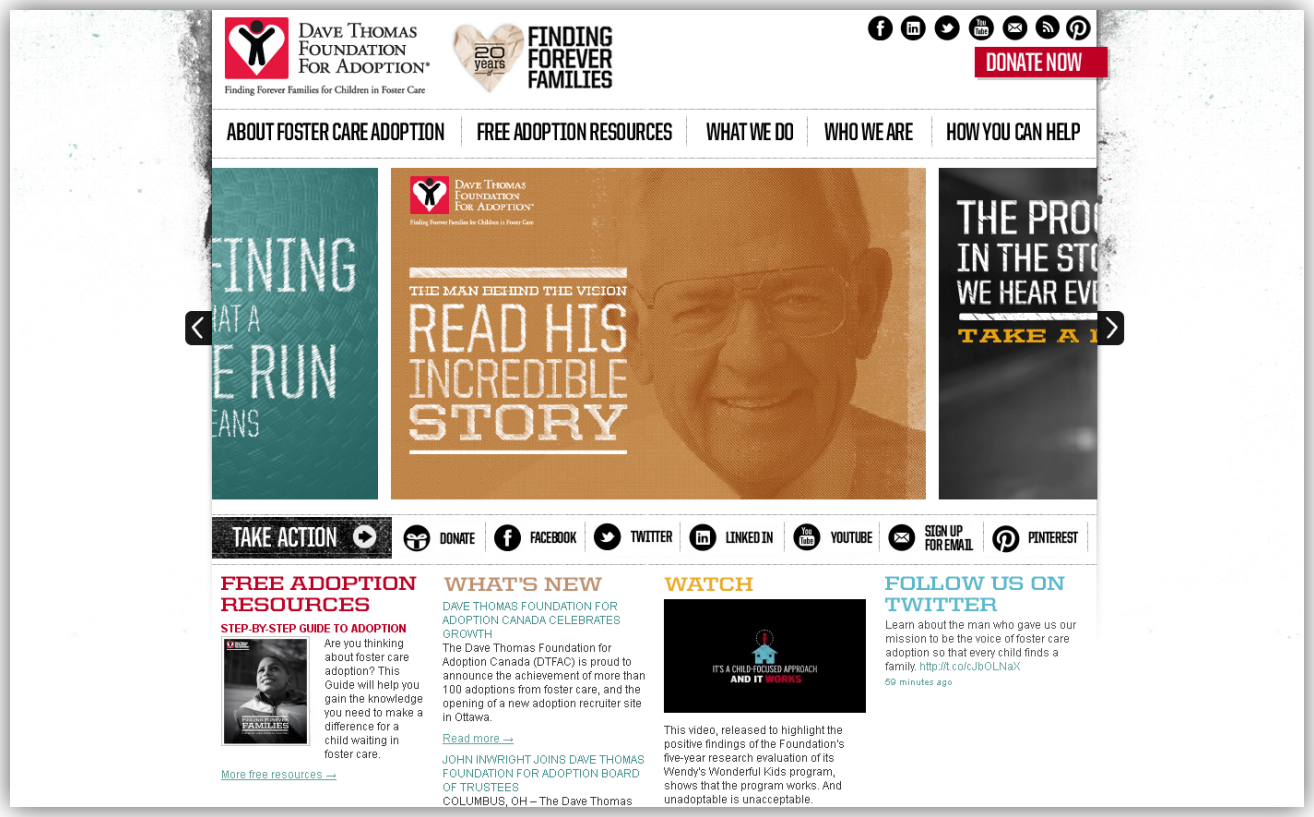
-- *New Technology, Work and Employment*

How to get started: the basics

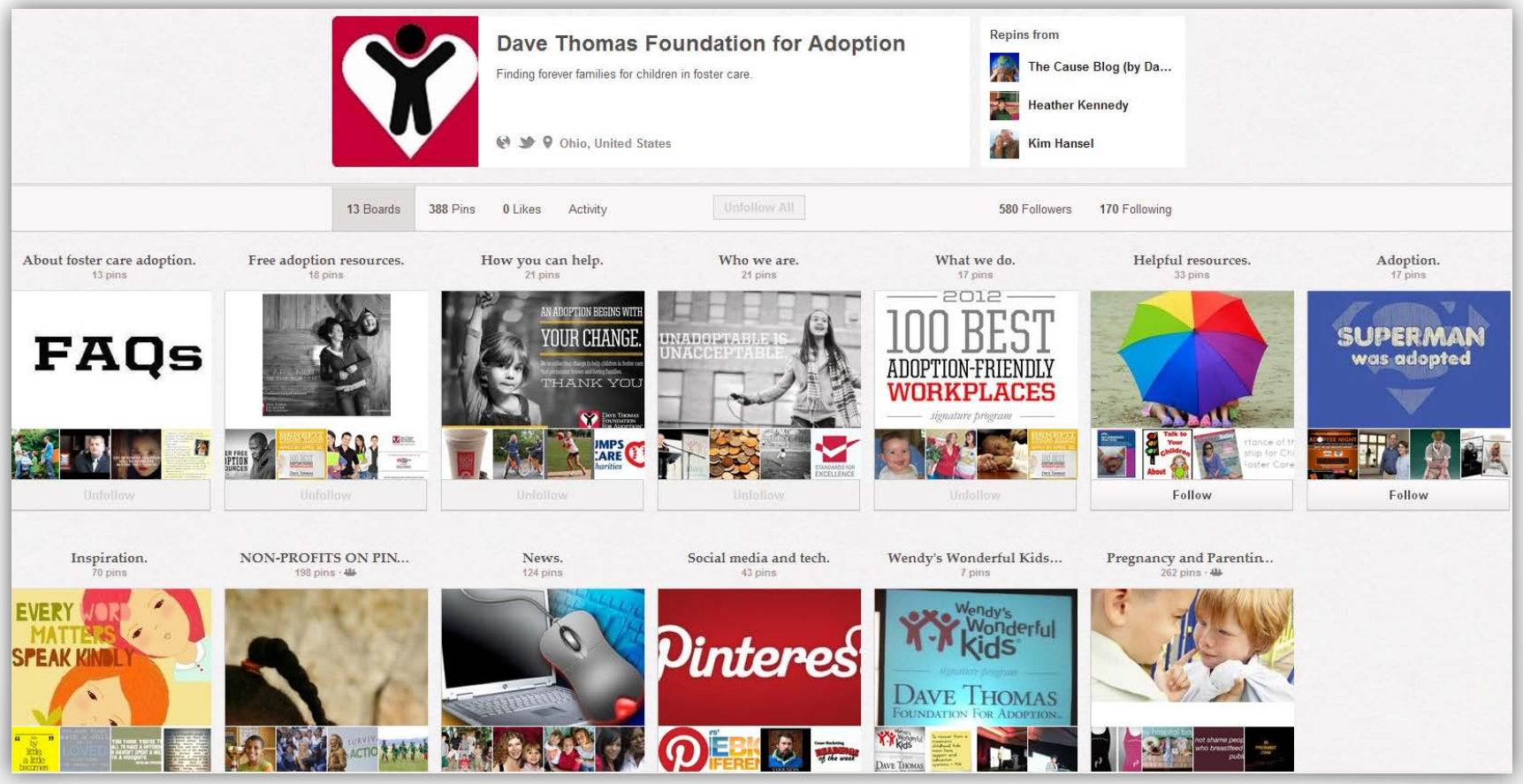
- Pinterest is a “virtual pinboard that lets you organize and share things found on the web”
- To register, request an invite from Pinterest, or ask a current user to send an invite
- Start thinking about how to organize your pin boards
- Look for inspiration from other pinners
  - See what others in your industry are doing
  - Check out AARP’s boards -- great example of how to expand a seemingly bland topic into something vibrant

How to get started: plan your boards

Use your website as a guide (follow navigation)

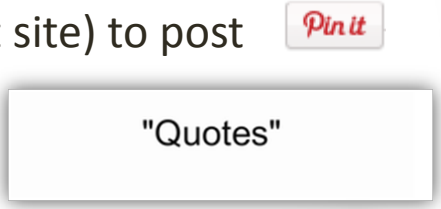


How to get started



How to manage Pinterest

- Start following other pinners
- Comment on pins
- Post once or twice a day
- Install the Pin It button on your toolbar (from Pinterest site) to post easily from other websites



- Use free tools that make pins more interesting and to create images
  - Pinstamatic
  - Share as Image
  - Snapito

- Track progress with analytics
  - Pinerly (free, campaign-based)
  - Google analytics

Helpful links

Ways to track traffic: http://mashable.com/2012/03/13/pinterest-track-traffic/?WT.mc_id=en_social-media&utm_campaign=Social%2BMedia&utm_medium=email&utm_source=newsletter

Tools

Pinstamatic: http://pinstamatic.com/
Share as Image: http://shareasimage.com/quote/share-as-image-176
Snapito: http://snapito.com/
Pixlr: http://pixlr.com/express/
Phixr: http://www.phixr.com/
BeFunky: http://www.befunky.com/
Pinwords: http://www.pinwords.com/

Analytics

Pinerly: http://www.pinerly.com/
Google analytics: http://www.google.com/analytics/

Contact info

Staci Perkins
Senior Director of Marketing & Communications
Dave Thomas Foundation for Adoption
614.764.8406

staci_perkins@davethomasfoundation.org

@perkista

@dtfa