

S O C I A L C H A N G E  
c o n s u l t i n g

Pinterest Best Practices for Small Nonprofits

# Most nonprofit social media best practices are based on the largest nonprofits in America

charity: water

United Way

American Red  
Cross

Unicef

LiveStrong

Amnesty USA

**But what about  
nonprofits with no  
social media  
budget and limited  
resources?**

**We've captured a few of  
the more successful  
campaigns and outlined  
their best practices  
because**

***You don't need a  
big budget to  
succeed in  
social media -  
but you do need  
a plan.***

http://pinterest.com/ — Pinterest / Home

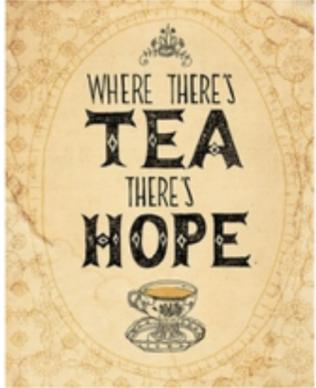
Inbox (4) - niki@socialchangecon... Social Change Consulting | Chang... Pinterest / Home The 2012 Facebook Advertising R...

Search English About Login

**Pinterest**

Everything Videos Books Gifts

Pinterest is an online service that allows you to collect photos, videos and websites to share with others.



hope  
135 likes 6 comments 552 repins

little baillie onto tea

Leisa Den Beste Big Sis you were the first one that came to mind... :)

Bethany Ames is it possible to buy this in poster form?

Nadine Stolaski Hmm, love my tea :)

Reina Nelke Nice pin!

Laurie Davidson Nothing like a cup of tea and a sigh of hope.

All 6 comments...



Modern Family  
464 likes 15 comments 1697 repins

Carrie onto Television

Reta Matsubara yes thats great

Colleen Park This was great!!!

Claudia Trevizo Ahaha love this episode

Linda Woods awww

k w Love this show!

All 15 comments...



hippy  
109 likes 3 comments 680 repins

Shifra Rothenberg onto Stylin'

Kua Averell that I would like to be ♡

Cindy I had a purse like that!

Katrina Stoll RICH hippy. :)



Preachers Rock, Preikestolen, Norway  
110 likes 15 comments 461 repins

Emily Ratchford onto Bucket List

Cheryll Bucur OMG - simply beautiful! I might even say awesome...

Vilma Backman nästa gång jag ska åka dit

Kathy Dietz Thank you for this wonderful board !!

Jairo Price everything cool

Isabella Nguyen Great Idea

All 15 comments...



AN ARROW CAN ONLY BE SHOT BY PULLING IT BACKWARD. SO WHEN LIFE IS DRAGGING YOU BACK WITH DIFFICULTIES, IT MEANS THAT IT'S GOING TO LAUNCH YOU INTO SOMETHING GREAT. SO JUST FOCUS, AND KEEP AIMING.

109 likes 5 comments 648 repins

Iris Hanu onto Soon and Now.

Darlene Miller So true:)

Shelli Harris That's what I keep telling myself.

Mary Williams Positive inspiration...I love it!

kawaunStamps You're an inspiration

Patrick Keefe So stupid...



Tulle cake stand  
42 likes 3 comments 259 repins

Maria Flores onto Party Ideas

Natasha D Love it @Shannon Joshi



Slide they said  
It will be fun they said

138 likes 2 comments 661 repins

http://pinterest.com/twitter/?oauth\_token=F5NmnpBlu2GESiWbzGxKOOa2nPBGfkOT2oKAYml4l&oauth\_ver... — Pinterest - Create Account

Inbox (4) - niki@socialchangecon... Social Change Consulting | Chang... Pinterest - Create Account The 2012 Facebook Advertising R...

**Pinterest**

## Create Pinterest Account

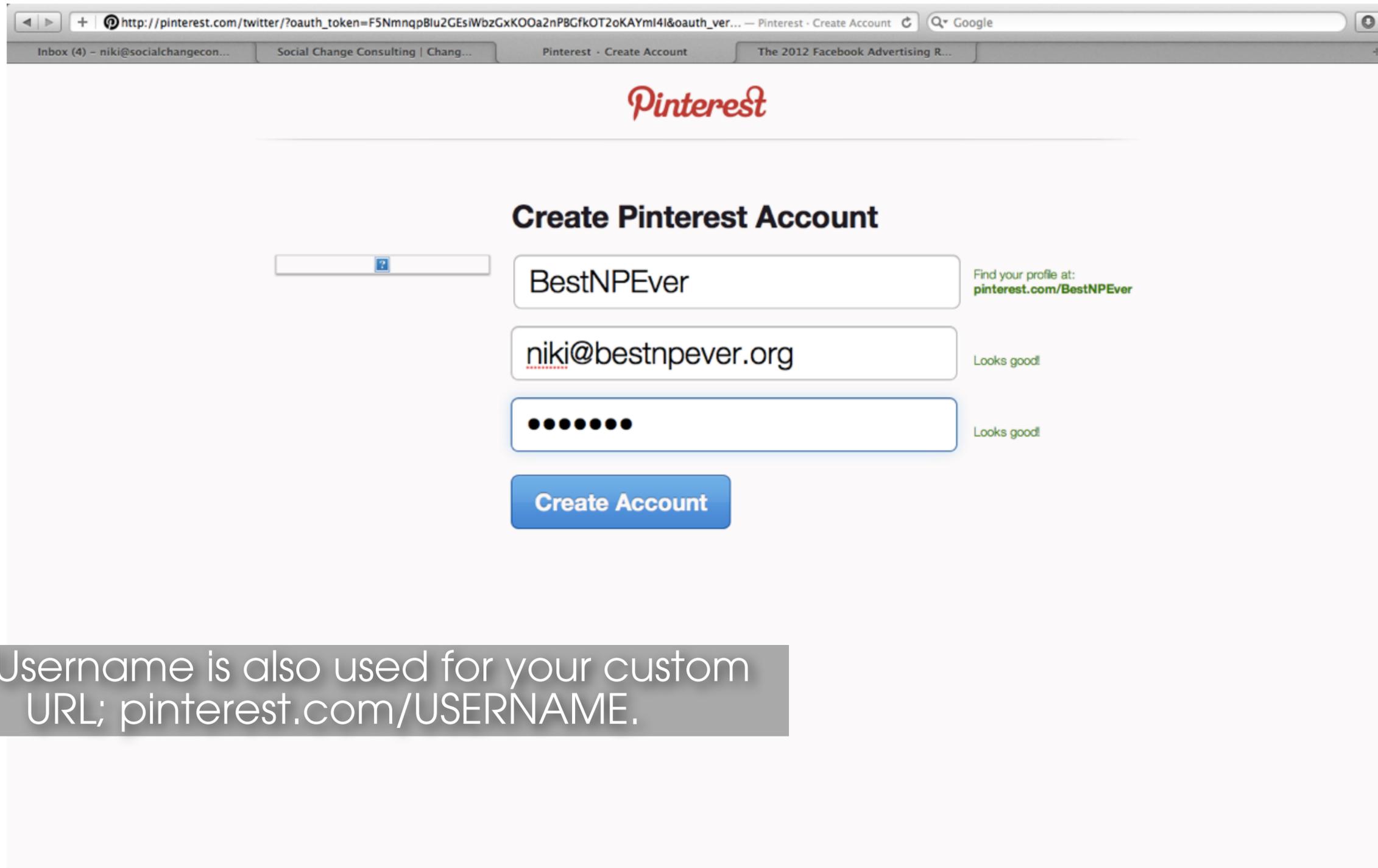
Username Please use at least 3 characters

Email

Password

Create Account

You next need to create a Username - one that best represents your organization.



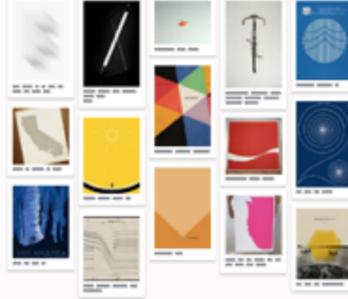
This Username is also used for your custom URL; [pinterest.com/USERNAME](http://pinterest.com/USERNAME).

http://pinterest.com/welcome/boards/ — Pinterest · Create Account

Inbox (5) — niki@socialchangecon... Social Change Consulting | Chang... Pinterest · Create Account The 2012 Facebook Advertising R...

**Pinterest** 1 People > 2 Pinboards > 3 Button

### Create Your First Pinboards



Pinboards are visual collections of things you love.

Products I Love

Favorite Places & Spaces

Books Worth Reading

My Style

For the Home

Add **Create »**

**Other Pinboard Ideas:**

- + Dream Home
- + Neighborhood Finds
- + Wedding Ideas
- + Favorite Recipes
- + Craft Ideas
- + Things for My Wall
- + Places I'd Like to Go
- + People I Admire
- + Party Ideas
- + Kid's Room

Next, you name your "Boards." These are the spaces that your pins are collected in.

https://pinterest.com/settings/ — Niki Kidd

Search

**Pinterest** Add + About ▾ Niki ▾

### Edit Profile

If you connect your Pinterest account to either Twitter or Facebook, it automatically sets up your name as the default for the profile. Be sure to change it back to your organization.

Language

First Name

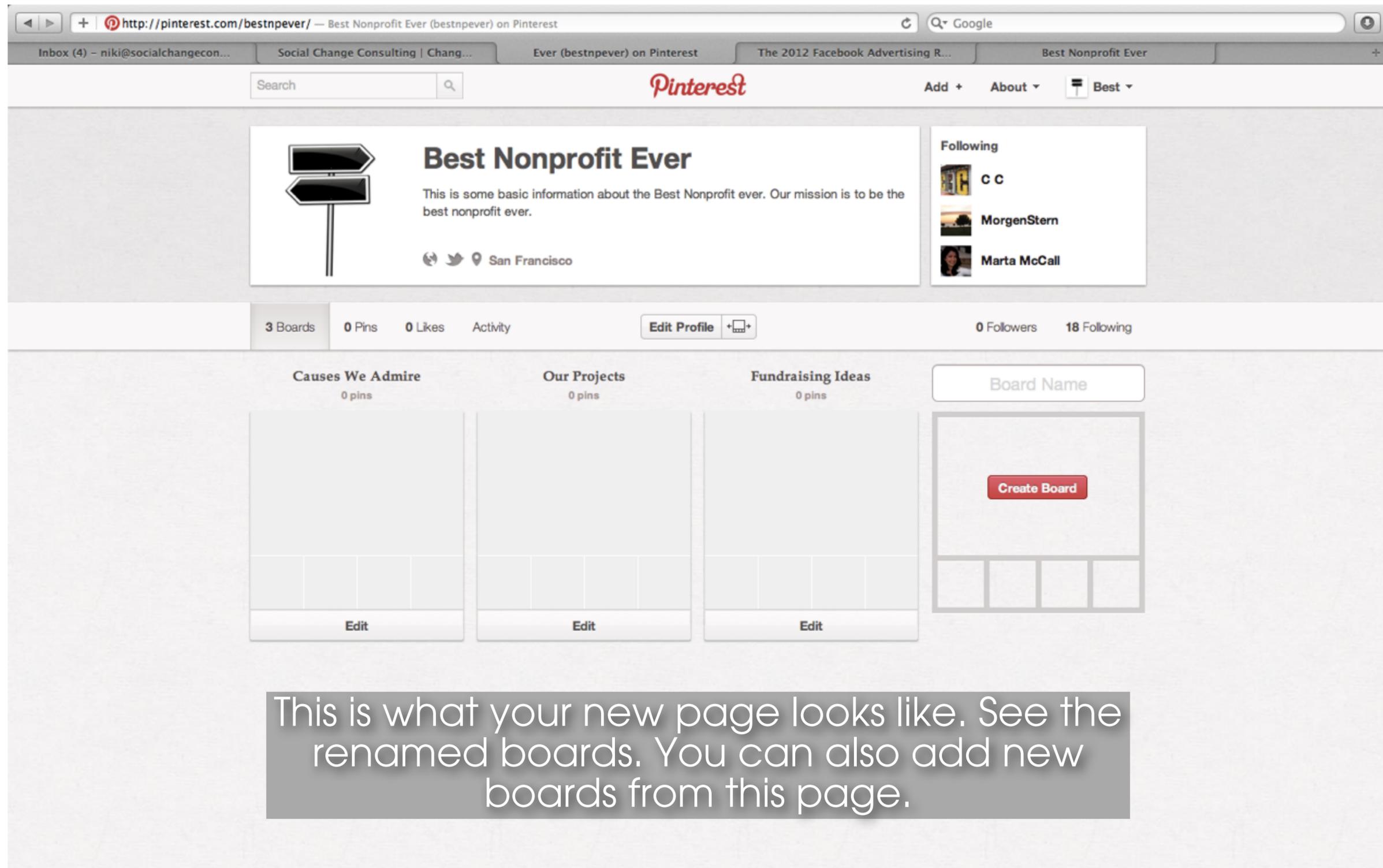
Last Name

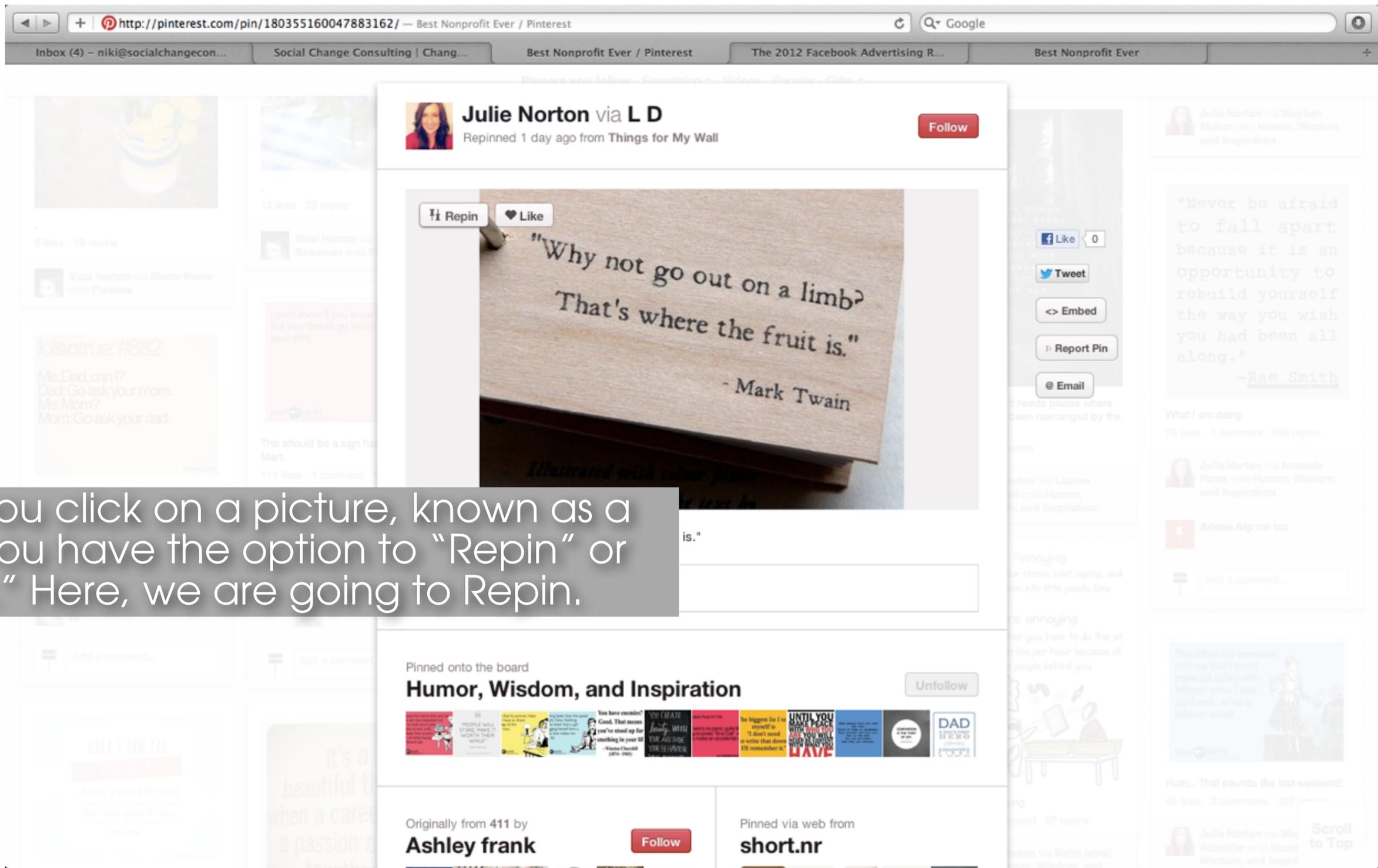
Username  <http://pinterest.com/username>

Gender  Male  Female  Unspecified

About

Location  e.g. Palo Alto, CA





When you click on a picture, known as a "pin," you have the option to "Repin" or "Like." Here, we are going to Repin.

You have the opportunity to share to a specific board, as well as click to share with whatever other networks you have linked.

Julie Norton via L D  
Repinned 1 day ago from Things for My Wall

Repin



Humor, Wisdom, and Inspiration

Originally from 411 by Ashley frank

Pinned via web from short.nr

http://pinterest.com/bestnpever/ — Best Nonprofit Ever (bestnpever) on Pinterest

Inbox (4) - niki@socialchangecon... Social Change Consulting | Chang... Ever (bestnpever) on Pinterest The 2012 Facebook Advertising R... Best Nonprofit Ever

Search  Add + About ▾ Best ▾



## Best Nonprofit Ever

This is some basic information about the Best Nonprofit ever. Our mission is to be the best nonprofit ever.

   San Francisco

Repins from



**Julie Norton**

4 Boards 1 Pin 0 Likes Activity [Edit Profile](#)  0 Followers 18 Following

### Inspiration

1 pin



[Edit Board Cover](#)

[Edit](#)

### Causes We Admire

0 pins

[Edit](#)

### Our Projects

0 pins

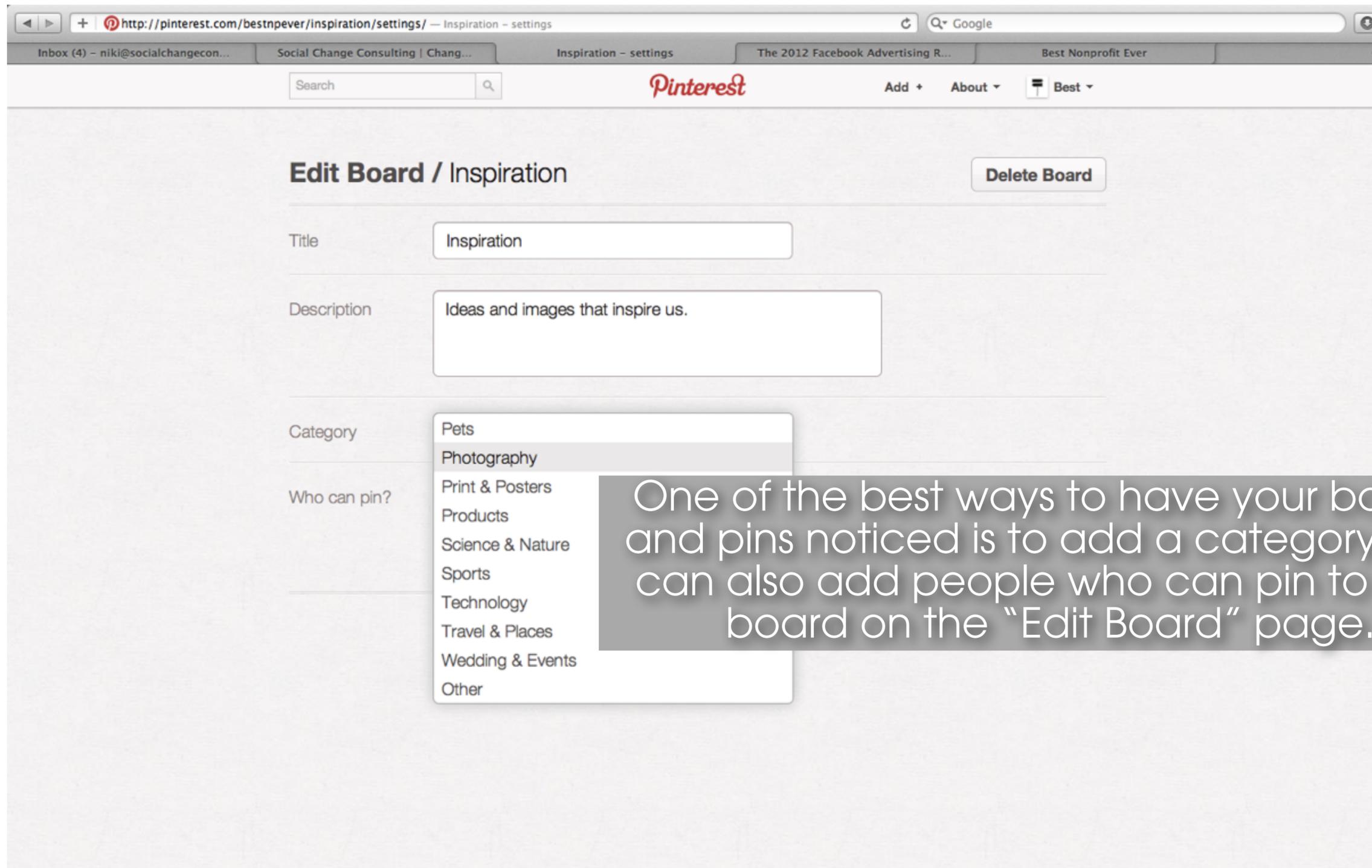
[Edit](#)

### Fundraising Ideas

0 pins

[Edit](#)

Back on your profile page, the pins you have collected start to appear.

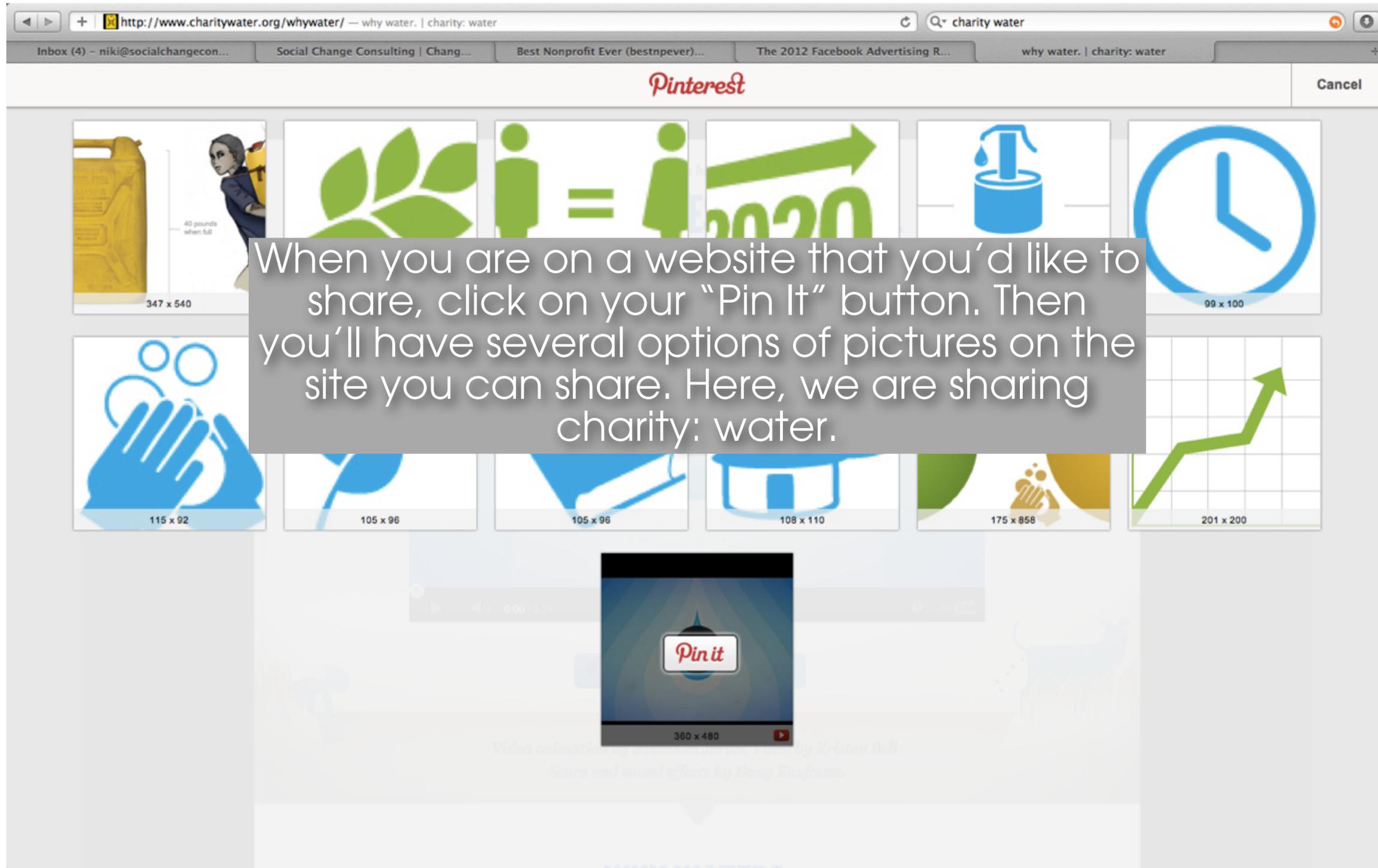


http://www.charitywater.org/whywater/ — why water. | charity: water

Inbox (4) - niki@socialchangecon... Social Change Consulting | Chang... Best Nonprofit Ever (bestnpever)... The 2012 Facebook Advertising R... why water. | charity: water

Pinterest Cancel

When you are on a website that you'd like to share, click on your "Pin It" button. Then you'll have several options of pictures on the site you can share. Here, we are sharing charity: water.



347 x 540

99 x 100

115 x 92

105 x 96

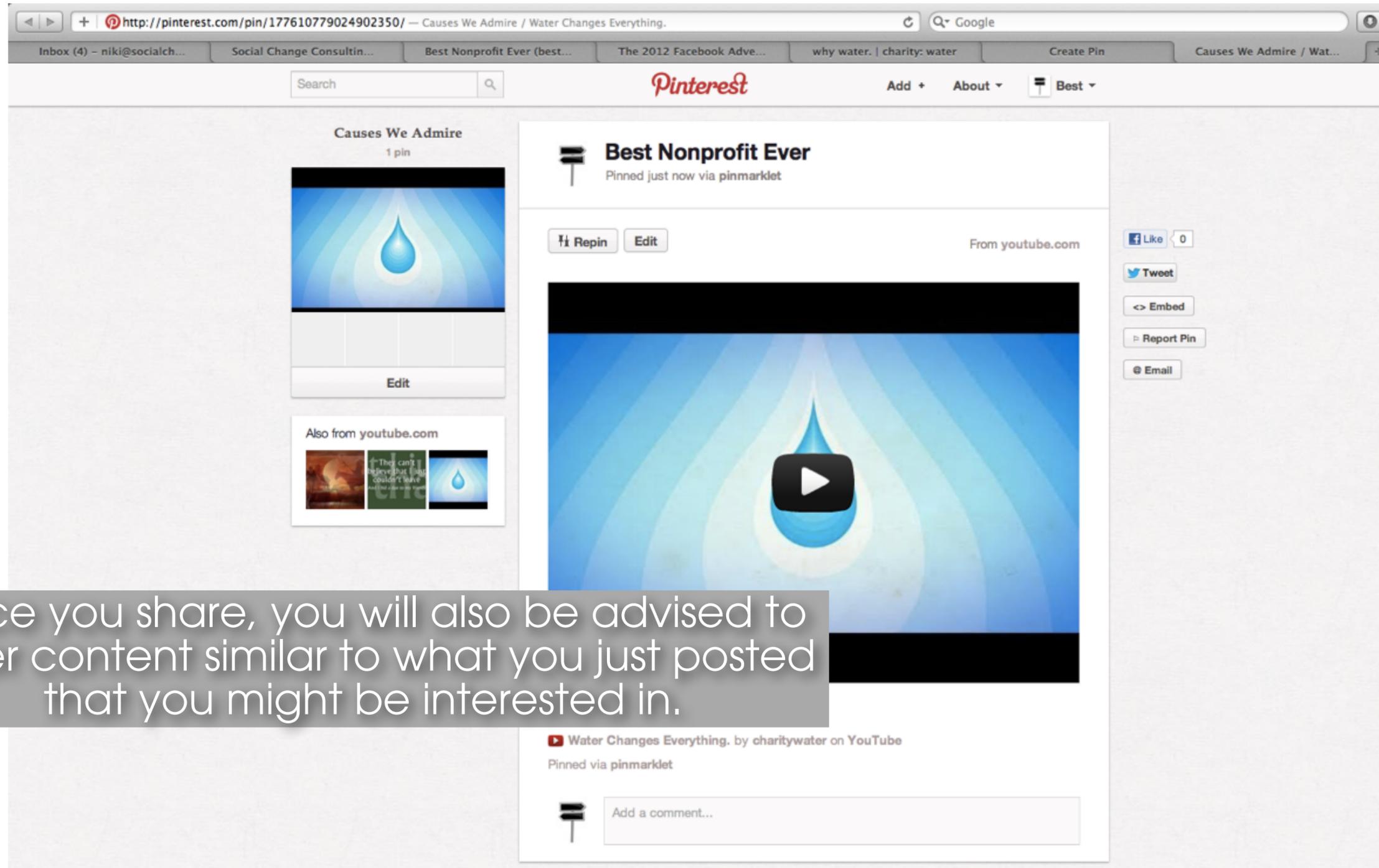
105 x 96

108 x 110

175 x 858

201 x 200

360 x 480



Once you share, you will also be advised to other content similar to what you just posted that you might be interested in.



<http://pinterest.com/cici/> — Cici Absolutely white (cici) on Pinterest

Social Change Consulting | Ch...    Best Nonprofit Ever / Pinterest    Cici Absolutely white (cici) on...    The 2012 Facebook Advertisin...    Pinterest / Facebook

76 Boards    20492 Pins    137 Likes    Activity    **Follow All**    407428 Followers    847 Following

**Follow**

**Origami**  
32 pins

**Follow**

**Etsy tips**  
27 pins

**Follow**

**Body inspiration**  
31 pins

**Follow**

**Spring ModCloth Wedding**  
21 pins

**Follow**

**Videos**  
3 pins

**Follow**

**Delicious gifts**  
10 pins

**Follow**

**Garden**  
36 pins

**Follow**

**Follow**

**Follow**

**Follow**

**Follow**

**Follow**

**Follow**

**Scroll to Top**

When you find a board that might be of interest, you can follow just that board vs. all of the pins from that user.

<http://pinterest.com/bestnpever/fundraising-ideas/> — Fundraising Ideas

Search

Pinterest Add + About ▾ Best ▾

## Fundraising Ideas Like

Best Nonprofit Ever Edit Board 4 pins

**Social Giving**

U.S.-Based Online Event Fundraising

Average Donation Size

Individuals vs. Teams

Returning Participants

charity fundraising ideas  
better-fundraising-ideas.com

**Event Fundraising**

Event Types

Online Fundraising

Individuals vs. Teams

Email

Returning Participants

KEEP CALM AND FUNDRAISE ON...

Fundraising!  
besthandlotion.org

Finally, be sure to share your pins across your other social media to help spread the word about your involvement in this new space.

**Want to learn more?  
Let us help.**

S O C I A L **C H A N G E**  
c o n s u l t i n g