



Hi, all!

I'm Danielle, a blogger at Sweet Frivolity, and I'm here to talk with you about Pinterest!

Welcome to our lesson on making a Pinterest post go viral!

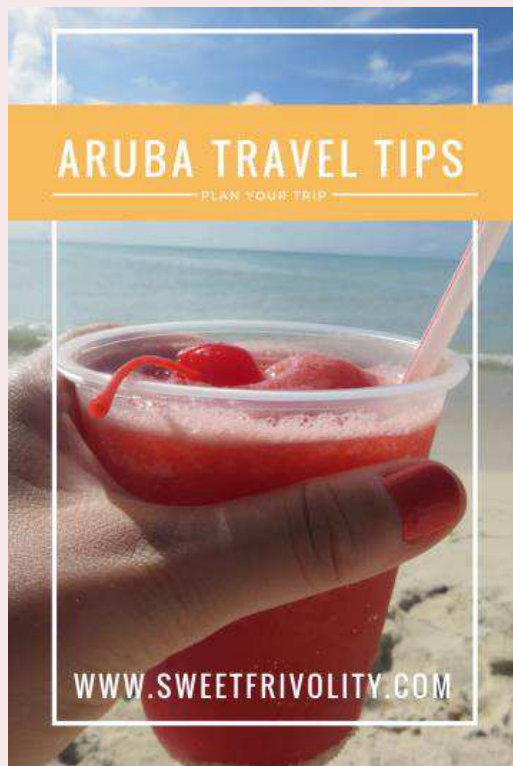
We're going to cover some basics to help you hone your Pinterest skills and significantly boost your traffic, all in the name of making pins go viral.

Ready to get started?

1. Use Real Photos.

Using real, high-quality photos is THE MOST IMPORTANT thing you can do to make pins pop.

If at all possible, take your own pictures with a camera, not your phone. Resolution should be HIGH. A general rule of thumb for images is that they should be 300 dpi at a size of 3" by 5". You can check this with Photoshop; simply go to "Resize image" and change the size to 3" by 5". If the photo's dpi is 300 or higher, you're golden!



A great pin size is 976 pixels by 3642 pixels. If you're not sure how to get your pins to be the right size, give Canva a try. Canva is free and offers preset templates for pins.

Upload your own text and photos, and you're on your way to viral-pin fame!

I made this pin with a photo I took with my Canon digital camera and with a Canva template.

2. Create Compound Pins.

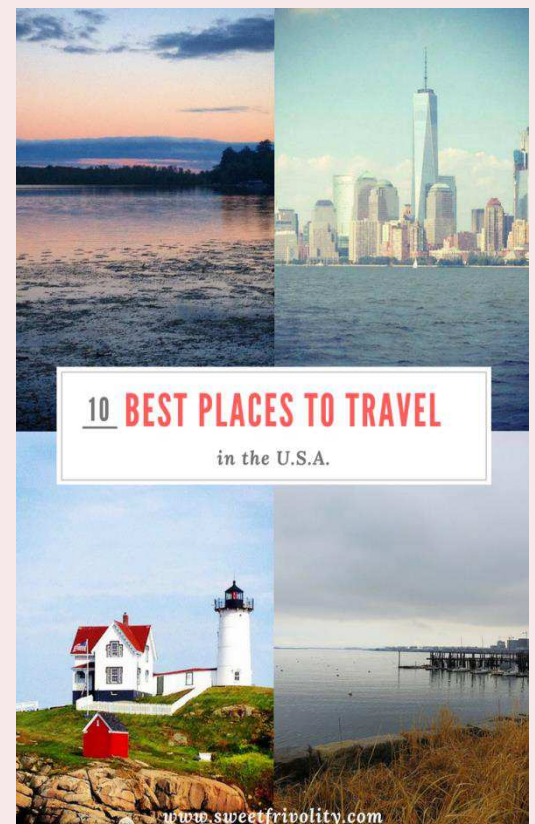


It isn't enough anymore to use pins that are made of just a great, high-res photo and a catchy title. You really need to create a pin that incorporates multiple images into one.

Put yourself in the shoes of your reader. Which of these pins grabs your attention the most?

Canva is a great tool for creating a compound pin. There are many pre-set templates with slots for multiple images. All you have to do is take high-quality images and then upload them to the program. You can also use a variety of image layouts, which is great.

The more customized you can make your pin, the better! It's best not to use any program's standard templates and do no tweaking. Other pinner will likely be using the very same templates, and that can detract from your pin. You want it to stand out in a sea of pins, so the more it pops, the better!



3. Use an Engaging Title.

Aside from your pin's photos, the first thing a reader is going to notice is your title. It's critical to have a title that incorporates the four "c"s:



- **Catchy:** Is your title interesting? Will it spark your readers' interest and grab their attention as they're scrolling through a sea of pins?
- **Concise:** Does your pin's title get to the point? "10 Best Places to Travel in the U.S.A." is a much better title than "The Top Ten Places That Should Be on Your Bucket List in the United States." It just gets the message across faster!

- *Clear: Does your title accurately describe the article it links to? There's nothing more frustrating for a reader than when they think they've found a great article on a topic of interest and are instead led to a post about something totally different (or worse, an ad or self-promotional post).*
- *Consistent: Is your title consistent with the niche you cater to? Is it consistent with your photo? Is it consistent with the board you'll be pinning to? These are all important things to keep in mind.*

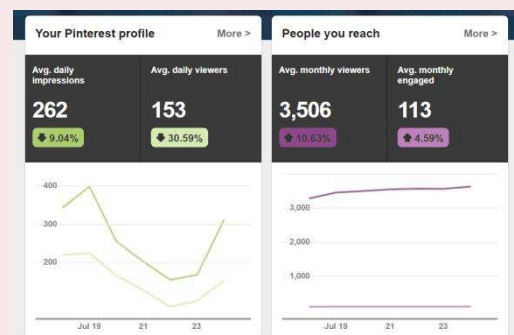
When you're thinking about your title, don't forget to think of a great description to go beneath your pin, as well! And always include your blog link in the description!

4. Timing

Once you post a pin, you have a very short window before it is lost in the sea of other pinners' feeds. In about 20 to 30 minutes from when a pin is posted, it is overtaken by newer pins. Therefore, it's important to pin at the right time!

If you do any research online, it seems that pinning between 8pm and 1 am, particularly on Saturdays, might be a good time. However, this is highly dependent on your niche. Who are your readers? If you're a blogger focusing on parenting, you might have moms repinning what you post once their kids have gone to bed or while they nap in the afternoon. If you blog about high-end travel, many of your readers might have 9-5 jobs and only browse Pinterest after work and on weekends.

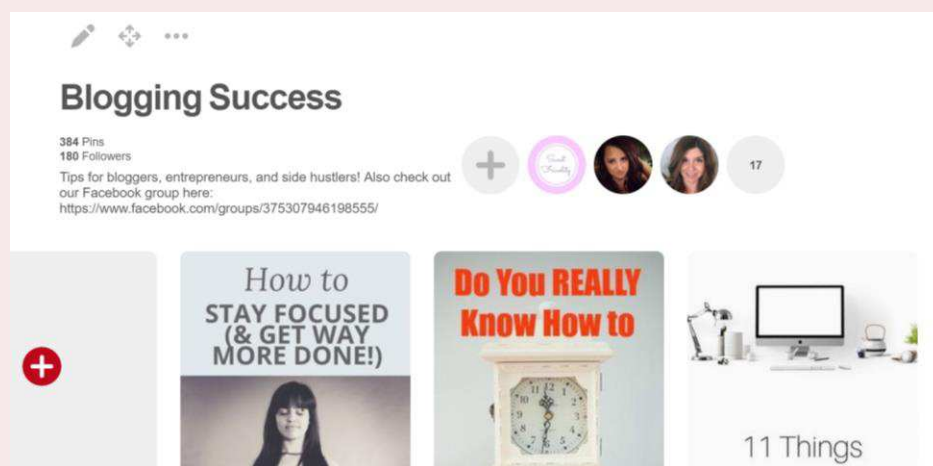
I highly recommend using Pinterest analytics to determine when your pins are best received. If you change your Pinterest account to a business account, you'll have access to a wonderful panel with stats and analytics. Use that information wisely, and schedule your pins at the right times to maximize their chances at going viral!



5. Advertise Your Pin and Encourage Engagement.

It isn't enough to create great pins and expect them to go viral overnight. You have to put in more work to be sure they are seen. Here are some excellent places to share your pins and generate engagement.

- **Group boards:** There's great power in Pinterest group boards. See the "17" all the way at the top right of the below screen shot? That means this group board has 17 members. And that means 17 people are pinning here frequently and seeing what everyone else has pinned. Join as many group boards as you can that are relevant to your niche (as long as you plan to stay committed to them) and pin new content as appropriate. Since other members of the collab board will be checking back frequently when they share their own work, it's a great place to get exposure.



- Facebook groups: Join a few (or many) high-quality blogging and entrepreneur support groups and use their themed share days to get your pins out there. Many groups have a day devoted specifically to Pinterest shares. Interact with other members' content if you can—this will encourage them to interact with yours! However, try to avoid “like for like” threads if possible; you want to grow genuine engagement. That's what's going to help your pins go viral!
- Engagement pods: Facebook, Twitter, and Instagram engagement pods are a great way to get to know other bloggers in your niche. Again, though, be careful to engage only with pods that fit your target audience. This is critical to finding that viral sweet spot!
- Add a Pinterest button to your website: You want to make it easy for your readers to share your amazing content on their own. Add a Pinterest button to your website, and be sure that each post includes easily pinnable graphics with your catchy title and website name!
- Share your pin on Facebook and Twitter: Sharing your pins on other social media sites can help explode growth. Be sure your link and preview display properly for maximum interest!
- Pin frequently: Being active on Pinterest is key to keeping your content out there. Stay relevant and engaged. Try to log on at least once a day and keep your boards growing!

Over time, this will encourage visitors to your profile and will help viral pins grow even faster!

And there you have it!

These give key strategies will help put you on the right track to creating high-quality, viral pins. With a bit of pre-pinning strategy and a bit of follow-up, you'll be well on your way to making a viral Pinterest post!

Use the worksheet below to help you plan your next viral pin!



The basics of a great post:

- _Images are 300 dpi at 3" by 5"
- _Compound pin
- _Attractive Layout

Is the title...

- _Catchy?
- _Clear?
- _Concise?
- _Consistent?

Pin Marketing and Follow-Up:

- _Posted at the right time
- _Shared on Facebook
- _Shared on Twitter
- _Shared on Instagram
- _Shared in an engagement pod
- _Pinned to a Pinterest group board