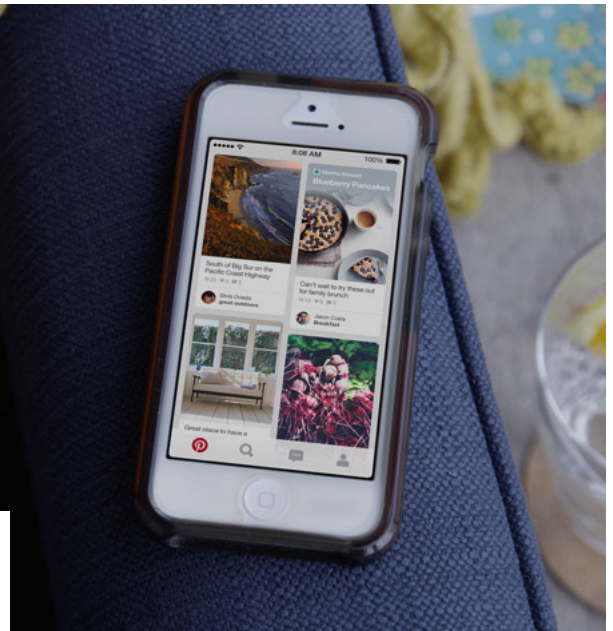


# How to make great Pins



**Pinterest is a visual bookmarking tool that helps you discover and save ideas for all your projects and interests.**

We want billions of people to live more inspired businesses—and businesses are a huge part of making that possible. Content from businesses plays a major role in helping people pursue their interests and bring their ideas to life. We want Pins from businesses to be among the best you see on Pinterest, and that’s why we’ve compiled this guide of creative tips to help. (If you’re using Promoted Pins, check out our [advertising rules](#) for more specific dos and don’ts.)

## Things to consider:

- What’s your primary goal for this Pin?
- What does your brand value?
- What is your brand’s persona? If it were a person, how would you describe it?
- What makes your brand unique?
- How do you want people to feel after interacting with your brand?
- What do you want people to remember about your brand?

## Pins should be:

- HELPFUL** • Informative and useful to people
- BEAUTIFUL** • So compelling and creative you have to look closer
- ACTIONABLE** • Helping people take action on their interests

# Pins should be helpful

Make them informative and useful to people

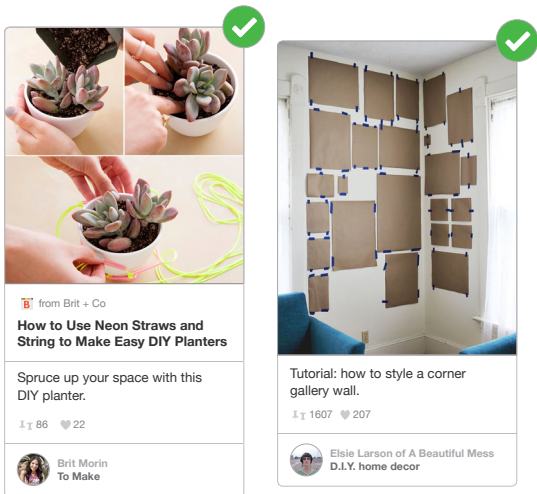
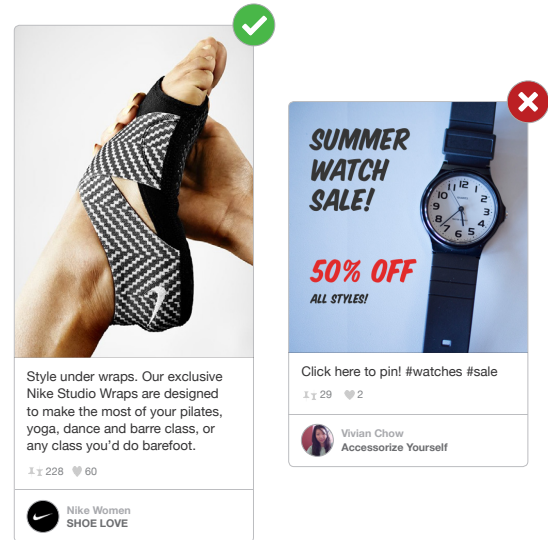
## Write thoughtful, detailed descriptions

Every Pin should have a description that gives context. The best descriptions make Pins more inspirational and also provide extra information so people can figure out if something's right for them. They should mention the most compelling aspects of the Pin and inspire people to do something. They also use correct capitalization and punctuation.

Images shouldn't contain promotional information ("10% off" or "Two for \$9.99!"), calls to action ("Call now!") or references to Pinterest functionality ("Click here to pin!").

Don't include hashtags in either the image or description.

While only about 75-100 characters of your description will appear in grid view, you can include up to 500 and they'll all appear when people click to see the Pin close-up. Generally speaking, more characters mean more helpful details and more opportunities to show up in search results.



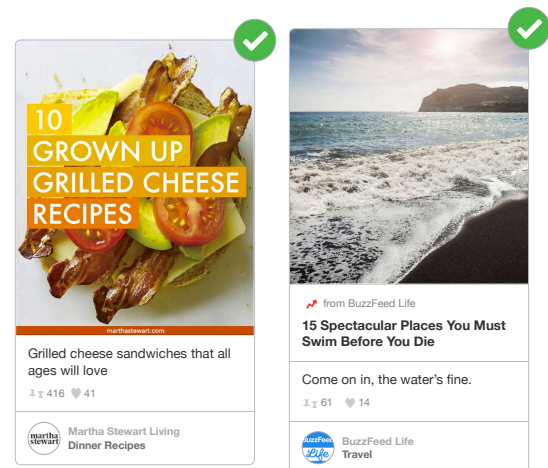
## Offer instructions and how-tos

Step-by-step instructions and other tutorials help break down complicated projects and make it easier for people to bring their creative ideas to life.

## Use lists to help curate

Curated lists are totally save-worthy because they cut out some of the work in searching for the perfect recipes, products and more.

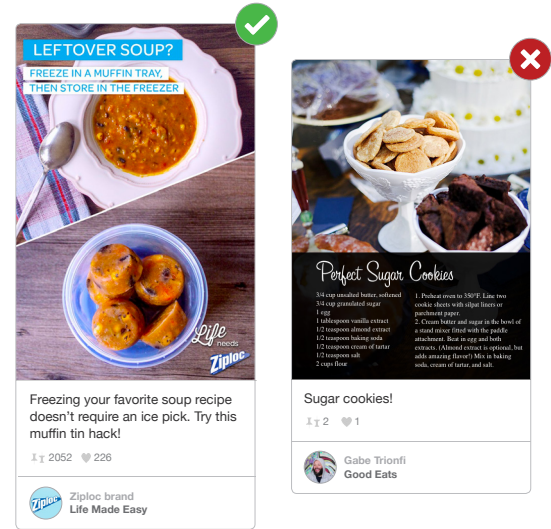
Lists are a good way to create Pins that appeal to different audiences—see which ones take off and make more like them.



## Add simple, clear text overlay

Text overlays can give Pinner a clear takeaway with a quick glance - especially when a Pin's purpose isn't obvious from just the image. Minimize the amount of text in an image, though, and if it's there, make it part of the design.

Be sure all the text is large enough to read easily on mobile or in a grid view. (Test it out on different devices to be sure!)



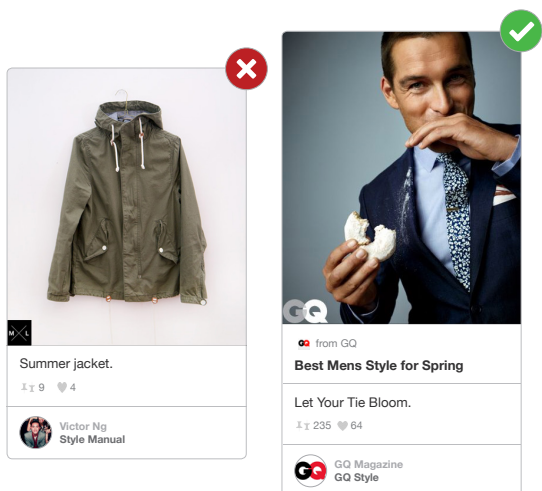
## Keep branding and logos tasteful

Done well, branding can add credibility to your Pin without being distracting or overly commercial.

If your logo is in the Pin image, make sure it's large enough to be seen in a grid view on mobile—but not so large that it takes over the image.

Use Rich Pins wherever possible so your brand stays on the Pin as it gets repinned.

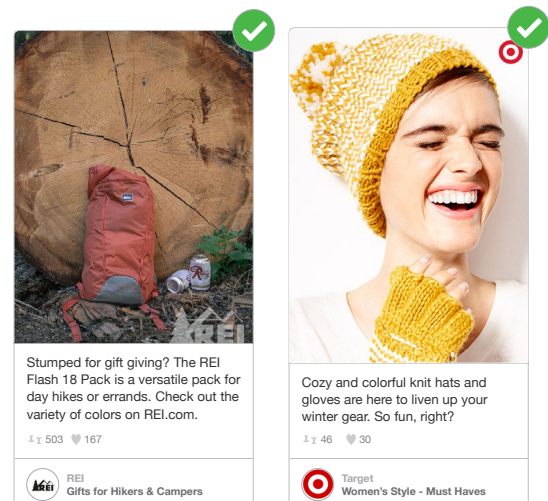
Avoid talking too much about your brand in the description.



## Use colors and settings that convey your brand

Showcase products in an inspirational context by placing them in a background that conveys the tone of your brand.

Play with photography and coloring if you're showing products on a white background.



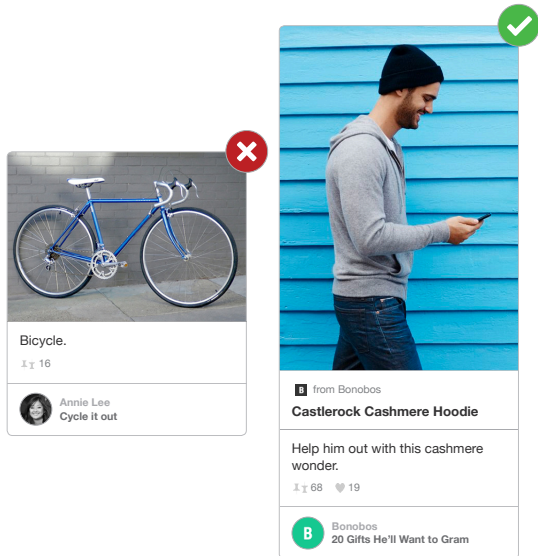
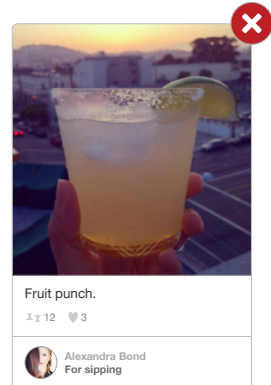
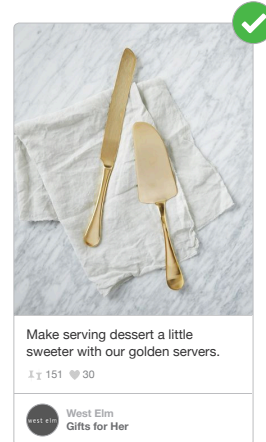


# Pins should be beautiful

Make them creative and compelling

## Use high-quality images

Use high-resolution, professional-quality photographs and illustrations. Don't use images that are poorly lit, out of focus or otherwise appear amateurish.



## Size and shape matter

Pins look best when they're vertically oriented. We recommend an image aspect ratio of 2:3 to 1:3.5 and a minimum width of 600px.

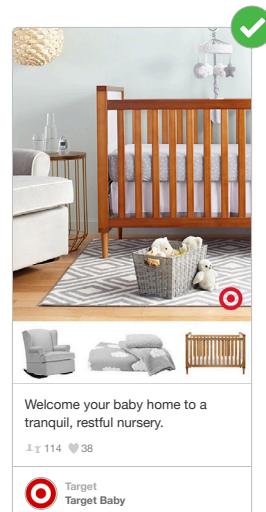
Pins get cut off in feeds if the ratio is greater than 1:3.5 so make sure the image isn't too tall. For example, an image that is 600px wide should be between 900px and 2100px tall.

## Pay attention to composition

Don't use more than four separate images in a Pin.

Images should have a focus or a clear theme—not just an assortment of random products.

Don't add a border or other alteration (like rounded corners) to Pin images.

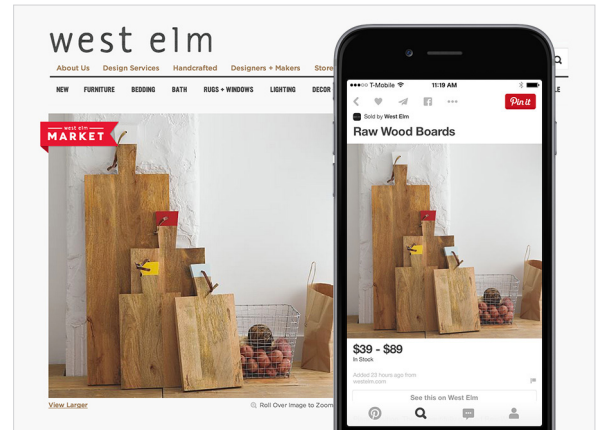



# Pins should be actionable

Help people do the things they see in your Pins

## Link out to places that help people

For example, a movie Pin should lead to the trailer or a review, and a product Pin should lead to where a Pinner can make the purchase.

Found on marthastewart.com

**Firecracker Ice Pops**  
Vegetarian • Gluten free • 10 mins to make • Makes 10  
Martha Stewart

Produce		Baking & Spices	
1/2 lb	Blueberries	1/4 cup	Sugar
1/2 lb	Strawberries	<b>Dairy</b>	

## Make them Rich Pins when possible

Rich Pins have extra details like price, availability or ingredients right on the Pin so people can do more with their Pins. They automatically update, too, so the info's always reliable.

## Avoid time-sensitive information

Pins last forever, so steer clear of including prices or words like “new” that won’t always be relevant.

