Using Pinterest to Share Disaster Education Resources

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1. Set Up

- C.A.R.S. – Complete Attractive Relevant Searchable
- Optimize board titles and descriptions
- Organize – by stages of disaster, relevant state resources, Spanish
- Social Targets – people to follow and repin

2. Manage

- Prepin – optimized pin titles and descriptions in a Google Doc for SEO
- Images – upload high quality images, use text overlay if necessary
- Link images to on-site resources, use tracking links (see #3 below)
- Repin relevant resources carefully, test every link...beware affiliates!
- Move your resources to top of board - occasional or seasonal – use temporary board work around
- Be neighborly – share, repin, discuss, answer

3. Track

- Google URL Builder – source: pinterest, medium: social, campaign: 2014_october, then use Google Analytics to view referrals
- Pinterest Analytics – impressions, repins, clicks and likes

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1. SlideShare.net. Pinterest Dash - How to Drive Traffic to Your Site with Pinterest. Available at: http://www.slideshare.net/PinterestingCynthia/pinterest-dash-how-to-drive-traffic-to-your-site-with-pinterest