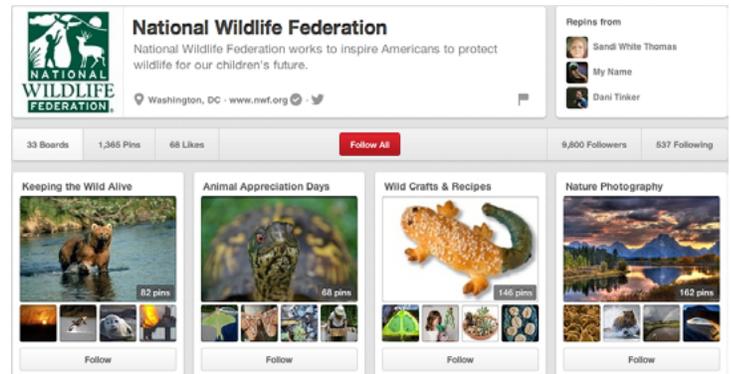


Pinterest Tips for Nonprofits

Pinterest is a social network that works like a virtual bulletin board. Users bookmark visual content on a series of pinboards organized by topic.

Organizations can use boards to showcase their work, inspire supporters to get involved, and educate people about their issues.

Photos and graphics can be pinned from any website (except Facebook and Flickr), or uploaded directly from a smartphone.



The National Wildlife Federation's pinboard is a great example of mixing advocacy, crafting, and photography to engage with their online community.

Should your organization use Pinterest?

Because it's such a visual medium, Pinterest isn't going to be the right fit for every organization. If you can answer "Yes!" to all (or most) of these questions, your organization is a good fit.

- Do you have a visual story to tell?
- Do you have photos and infographics that educate and inspire?
- Does your cause connect with women? [Women are five times more likely to use Pinterest.](#)
- Are there DIY projects or individual actions Pinterest users can take to support your organization?

How can nonprofits use it?

We love Pinterest because it lets organizations *show* their stories rather than telling them. [Check out our pinboards](#) for examples of great nonprofit pins!

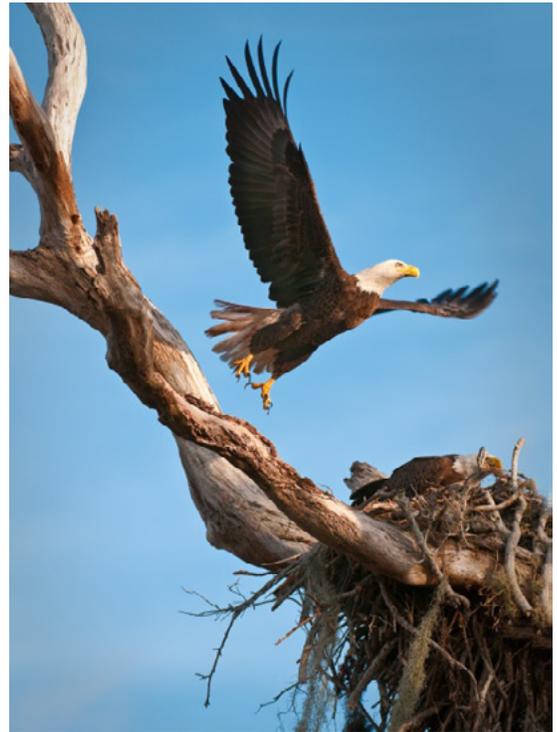
1. **To showcase their programs:** For example, UNICEF's ["Can You See Me?" board](#) features pictures and stories of real people whose lives have been impacted by their work.
2. **To promote campaigns:** The California Right to Know Campaign created a ["Mothers for Truth in Labeling" board](#), including images like the one at right, to drive home the connection between GMO crops and family health.



3. *To share testimonials:* Mercy Corps' "[Why I Give](#)" board shows handwritten signs with testimonials by their supporters, famous quotes, and images from the Internet.
4. *To raise money:* Charity:Water created a "[Creative Fundraising](#)" board to highlight supporter's fundraising efforts and inspire others to give.
5. *To inspire individual action:* Grist's board "[Ask Umbra's Green Living Tips](#)" creatively displays ways to conserve and reuse resources.

What kind of content works best?

- Information that helps people save money, protect their health, enjoy nature, etc., like [this shopping guide](#) based on Environmental Working Group's pesticide research.
- Photos than inspire awe or wonder, like [this shot of a bald eagle](#) taking flight (pictured at right), or [this one of Colorado's High Elk Corridor](#), it's more likely to resonate.
- Images that allow people to show their values, like [this pin from Amnesty International](#) about love and marriage equality, .
- Pictures and stories that put a human face on policy, like [this AARP board](#) on social security.
- DIY guides, like [this board from Women's Voices for the Earth](#) full of recipes, videos and how-tos.
- Vertical photos: They display better and are more likely to be repinned.



We're always looking for great examples of great nonprofit content for [our pinboards](#). Send us your favorites at vizcom@resource-media.org.



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