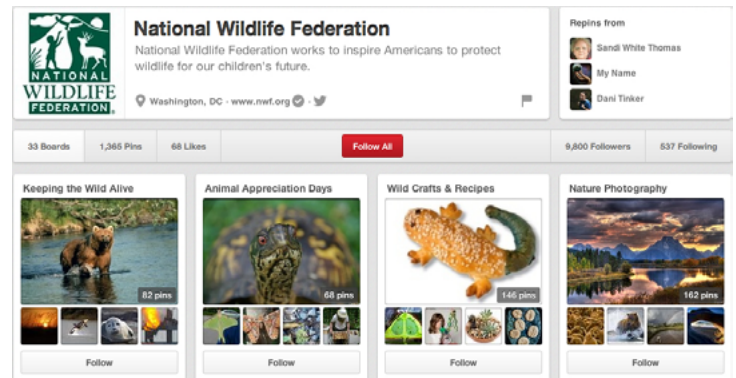


# Pinterest Tips for Nonprofits

*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!

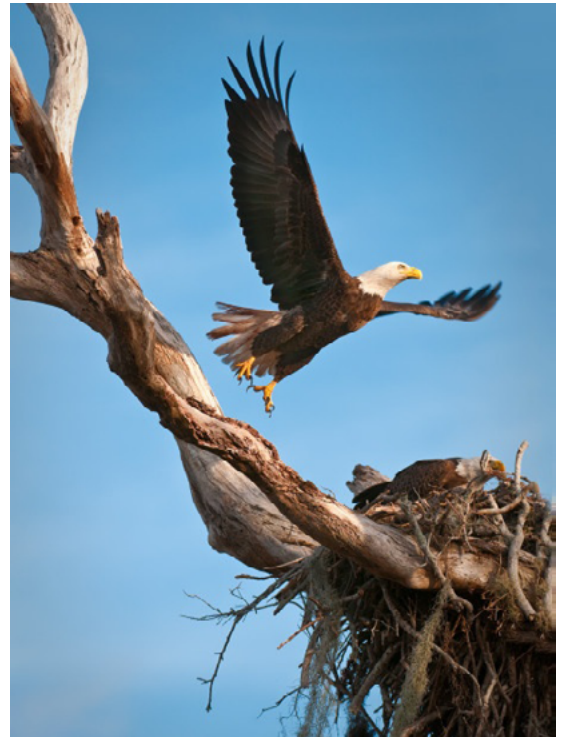
1. **To showcase their programs:** For example, UNICEF's ["Can You See Me?" board](#) features pictures and stories of real people whose lives have been impacted by their work.
2. **To promote campaigns:** The California Right to Know Campaign created a ["Mothers for Truth in Labeling" board](#), including 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](mailto:vizcom@resource-media.org).



Nicole Lampe  
Digital Strategy Director  
Resource Media  
415.341.4521  
[nicole@resource-media.org](mailto:nicole@resource-media.org)  
[www.resource-media.org](http://www.resource-media.org)