

To Pin or Not to Pin: An Exploration of Pinterest for Librarians

The Pinterest logo, featuring the word "Pinterest" in a red, cursive font, is centered within a white rounded rectangular button. The button has a subtle drop shadow and is set against a dark background.

Presented by Dawn Krause and Angela Palmer

<http://pinterest.com/dawnkrause>

<http://pinterest.com/texasdogmom>

What is *Pinterest* ?

- **Virtual pin board or a visual social bookmarking site**
- **Allows users to post images to their own space (profile, wall or board)**
- **Images are supposed to link to the original source**
- **A bit of a time suck (Just making sure you're with me. Comment if you've been up past midnight pinning!).**

Invitation Only



Sign up for an invite to join Pinterest

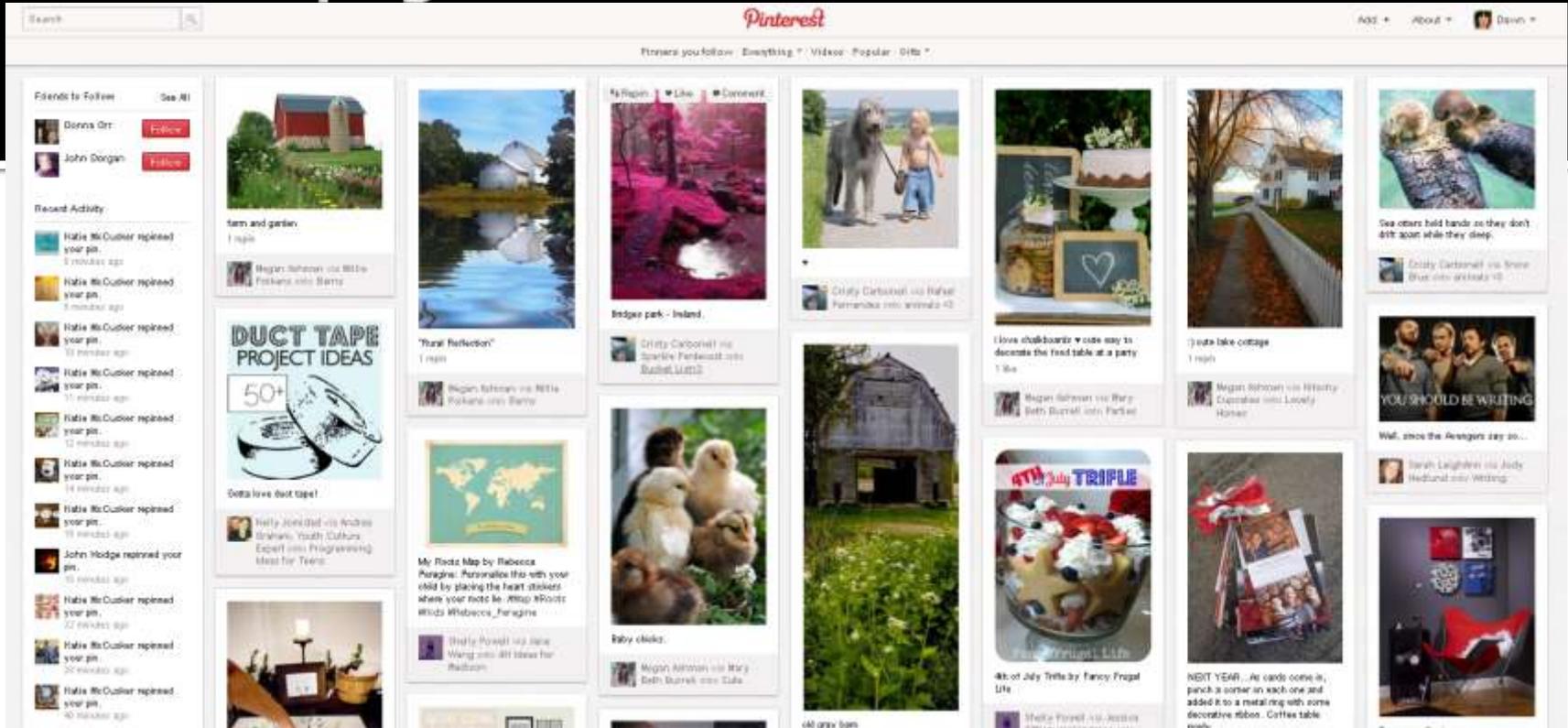
or [login](#) to your account

Request Invitation



Thanks! We'll send you an invite as soon as we can.
In the meantime, **check out some pins.**

The Homepage



- After logging in on the homepage you will see your friends most recent pins
- Listed in chronological order
- Allows you to see what your friends like in one page rather than going from profile to profile

Pinterest Profile

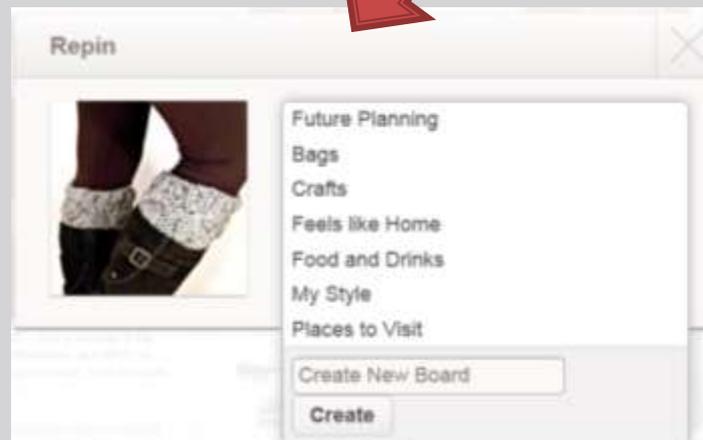
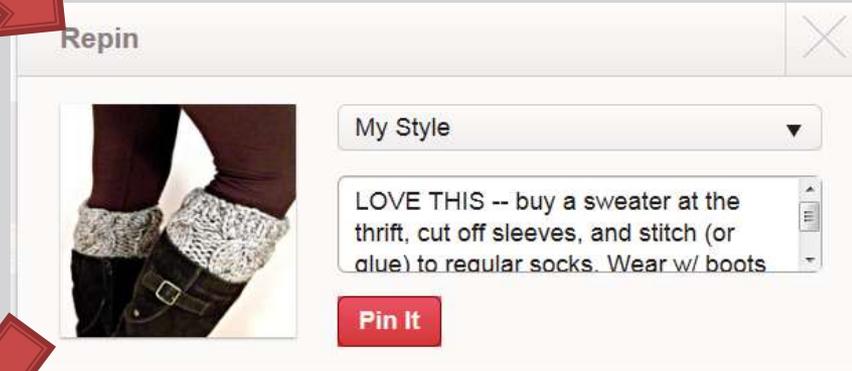
<http://pinterest.com/dawnkrause/>

- An example of the profile
- As many pin boards can be added or removed at any time
- You become friends with someone by following their pin boards

The screenshot shows the Pinterest profile of Dawn Krause. At the top, there is a search bar and the Pinterest logo. The profile header includes a profile picture of Dawn Krause, her name, a bio stating "Dawn is a librarian. She manages the Texas Summer Reading Clubs.", and her location "Austin, TX". To the right of the header, there is a section for "Repins from" listing users like Becky Morse, Heidi Andres, and Dolores Abbott. Below the header, there are statistics: 29 Boards, 2559 Pins, 23 Likes, and Activity. There are also buttons for "Edit Profile" and a plus sign. The main content area displays a grid of pin boards. The first row includes "Get a Che Summer Read..." (895 pins), "Texas Teens Read! 2012" (108 pins), "Summer Reading" (313 pins) featuring "Campfire Cones", "Kid's Crafts for Library" (125 pins) with ladybug crafts, "Teens in the Library" (287 pins) with a masquerade mask, "My Style" (47 pins) with a flower necklace, and "Flannel boards" (100 pins) with a fish craft. The second row includes "Library Programs for Kids" (221 pins), "Library Stuff" (63 pins) with a man holding books, "Gardens et Fleurs" (40 pins) with a garden scene, "Craft-tastic" (34 pins) with heart-shaped crafts, "Food, wonderful food to t..." (133 pins) with a salad, "For the Home" (113 pins) with a board cover, and "Restaurants to Try" (4 pins) with restaurant logos.

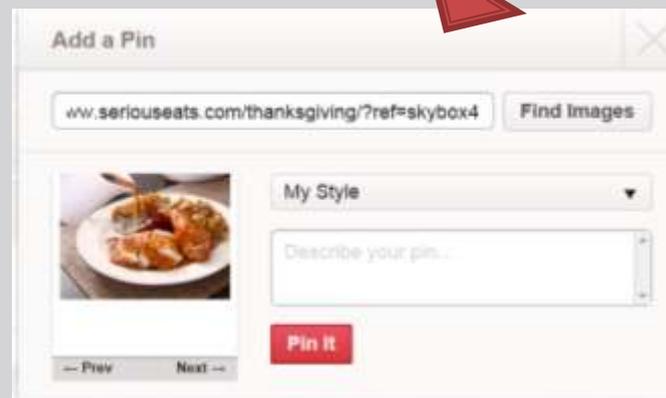
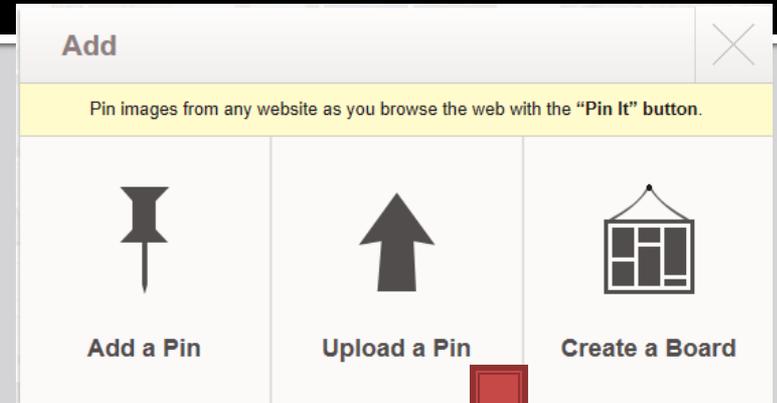
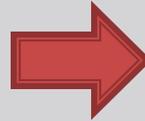
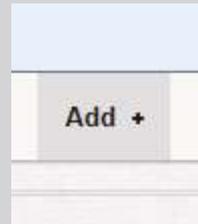
Repinning

- When you see a picture you want to add to your profile hover over the picture and click Repin
- You will then see the second screen where you can choose which board to pin it on and describe it.
- Simply click Pin It and you're done.



New Pins

- You can add new pins or pictures from any website
- On your Pinterest site simply click the Add button in the upper right corner
- You are then able to Add a Pin, Upload a Pin from your computer or Create a new Board
- When adding a pin drop the URL in the bar and it will pull all of the pictures from the site. Choose the picture and board and describe.
- Simply click pin it and you are done



Pin Etiquette

From Pinterest.com -

Credit Your Sources

Pins are the most useful when they have links back to the original source. If you notice that a pin is not sourced correctly, leave a comment so the original pinner can update the source. Finding the original source is always preferable to a secondary source such as Image Search or a blog entry.



Library Displays



Erin M onto Literacy



Library Displays

1 repin



Sharon McClellan onto Library

Repin

Like

Comment



School Library Displays

1 like



Book Bug onto

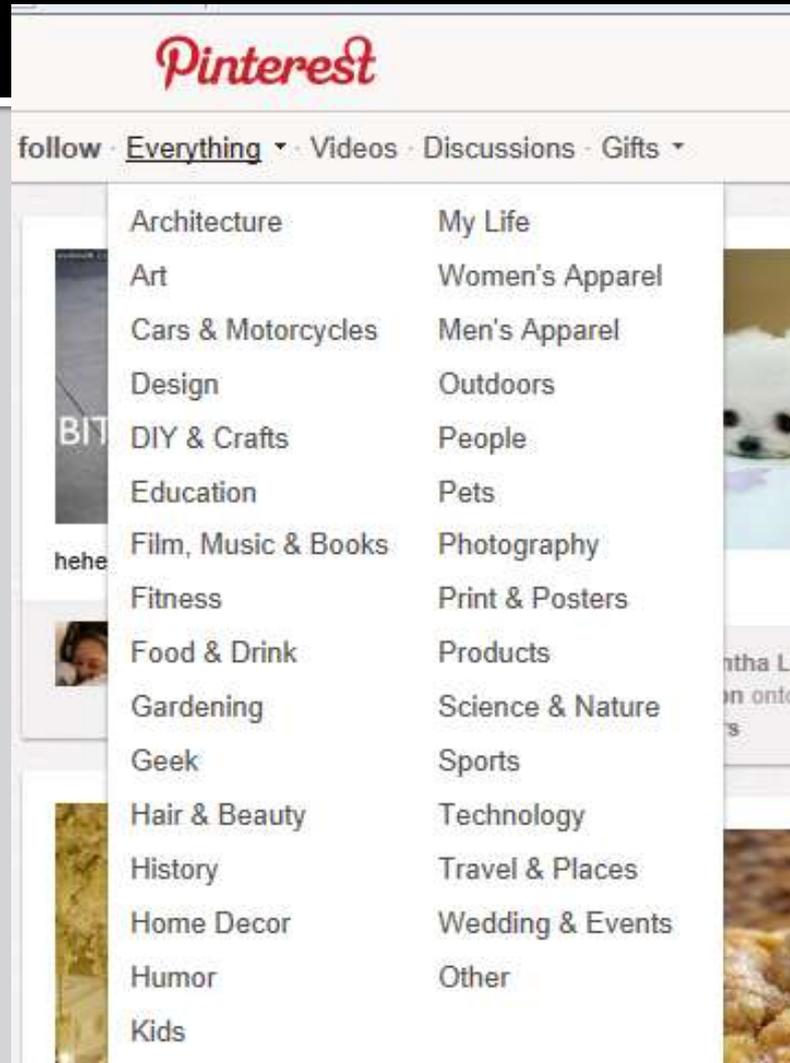


Library Displays

1 repin

Searching

- Scroll over Everything and the drop down menu will appear
- You can search specific topics in the search bar at the top of the page



The interest categories

Searching Pinterest

The better the pin descriptions, the better the searching will be!

Pinterest Search: Why It Sucks And How You Can Improve It

FEBRUARY 20, 2012 BY MELISSA 25 COMMENTS

Pinterest, you know I love you but your search box sucks.



<http://www.momcomm.com/2012/02/pinterest-search-why-it-sucks-and-how-you-can-improve-it/>

The Lowdown on Copyright

Oh, How Interesting!

- Pinterest processes copyright infringement claims , will remove content as a result and bans pinners with many infringements.
- They also allow counter-claims.

Terms & Privacy

Now this is where people really have issues....

You retain all rights to your user content ...**Now for the BUT**

How Pinterest and other users can use your content. Subject to any applicable account settings you select, you grant us a non-exclusive, royalty-free, transferable, sublicensable, worldwide license to use, display, reproduce, re-pin, modify (e.g., re-format), re-arrange, and distribute your User Content on Pinterest for the purposes of operating and providing the Service(s) to you and to our other Users. Nothing in these Terms shall restrict Pinterest's rights under separate licenses to User Content. Please remember that the Pinterest Service is a public platform, and that other Users may search for, see, use, and/or re-pin any User Content that you make publicly available through the Service.

To Third Parties...

To third parties. Pinterest values and respects the rights of third party creators and content owners, and expects you to do the same. You therefore agree that any User Content that you post to the Service does not and will not violate any law or infringe the rights of any third party, including without limitation any Intellectual Property Rights (defined below), publicity rights or rights of privacy. We reserve the right, but are not obligated, to [remove](#) User Content from the Service for any reason, including User Content that we believe violates these Terms or the Pinterest Acceptable Use Policy. It is important that you understand that you are in the best position to know if the materials you post are legally allowed. We therefore ask that you please be careful when deciding whether to make User Content available on our Service, including whether you can pin or re-pin User Content on your boards. To learn more about copyright and fair use, please [click here](#) for some links to useful third party resources.

How Libraries are Using It

Over to Angela....

Hey Girl.

You've peaked my interest with your library's Pinterest.

I know that you are responsible for the amazing work of inspiring visual social media genius that is your library's Pinterest account. You make me want to share my pins with you-won't you follow me girl?

So come on over after your long day of chasing toddlers off the top of the computer carrels. We can talk about our newest pallet projects as I rub your feet while you enjoy a big bowl of my favorite newly Pinned recipe: Nutella latte ice cream with organic sprinkles, homemade vegan marshmallows, and free-range fair-trade walnuts.



Angela's Pinterest Profile

<http://pinterest.com/texasdogmom/>

I think I need a Pintervention.



your eCards
someecards.com

Search

Pinterest



Angela Palmer

Librarian, obsessive dog rescuer and dog mom, and a lover of all things books, Harry Potter, Peeps, Lord of the Rings, and Jane Austen.



40 Boards

4074 Pins

49 Likes

Activity

Edit Profile



383 Followers

76 Following

All Things Peeps
76 pins



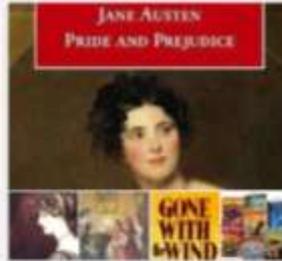
Edit

Austenland
123 pins



Edit

Books I Read Once a Year
9 pins



Edit

Clothes I Wish I Could W...
212 pins



Edit

Countdown Calendars
75 pins



Edit

Crafts and Recipes for the...
22 pins



Edit

Crafts for the Kiddos
164 pins



Craft Inspirations for BC...
124 pins



Crochet Fun
88 pins



Decoupage!
200 pins



Food Gifts
24 pins



Fun, Fun, Fun
52 pins



Why Pinterest?

What is so alluring about this social media tool?

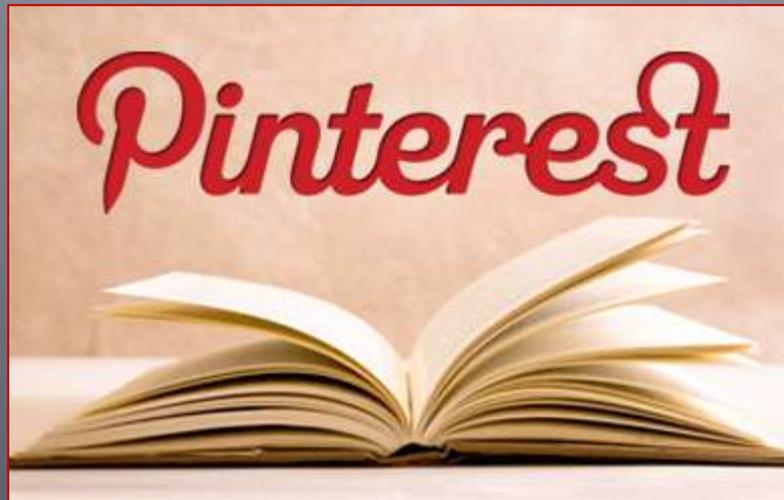
1. It's Fun
2. It's Easier
3. It's Flexible
4. It's Visually Appealing
5. Variety of Formats
6. It's Serendipitous Navigation
7. Content Permanence



Why are Libraries & Librarians Using Pinterest?

Libraries/Librarians + Pinterest=Natural Fit!

Our Skills & Strengths



Our Training

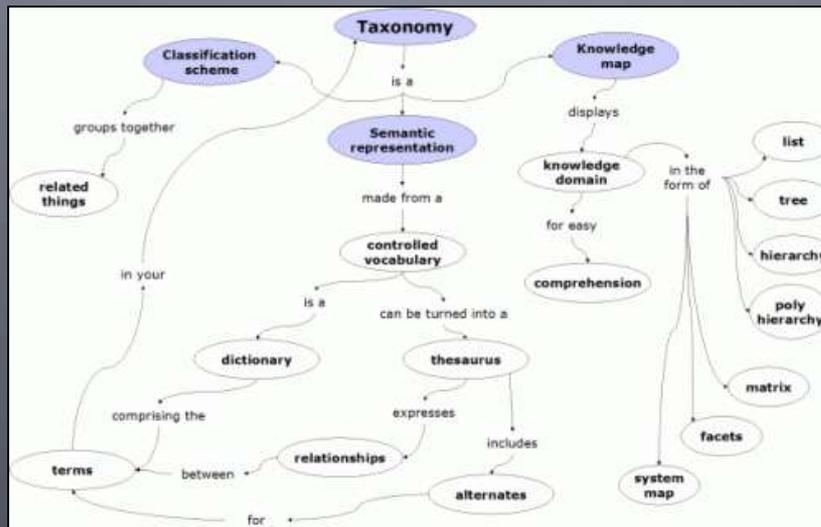
Our Education

Our Desire for Patron Engagement

Why are Libraries/Librarians & Pinterest a Natural Fit?

It speaks to our inner information taxonomist

1. Organizing & Classifying Information
2. Creates a (Social) Catalog
3. Curate (Visual) Collections



Why are Libraries/Librarians & Pinterest a Natural Fit?

Forging Connections

4. Bringing People & Information Together
5. Collaboration & Sharing Ideas
6. Early Adopters of Technology

(Oh yes, the obvious reason: librarians are always hip and on trend & after all Pinterest is the fastest growing form of social media!)



Why Should Libraries Use Pinterest?

But don't we already "do" social media marketing to promote the library and reach out to patrons?



Yes, many of us already do but we are always looking for new ways to:

- bring in more patrons
- connect with our users
- disperse information

Hey Girl.

No need to convince me that librarians and Pinterest are a perfect match. I know that you are a trained information professional with the amazing ability to organize and curate visual information in a variety of formats.



You have managed to pin my heart to your board. No re-pins are allowed, but you can “like” it all you want. Won’t you follow my boards?

Are Libraries & Librarians Using Pinterest?

Oh My Yes!

- 450+ libraries of ALL Types of Libraries
 - Public, School, Academic, and Special
 - Large libraries, small libraries, medium libraries
- Lots of Librarians! (exact number???)



Pinterest
For Librarians



Boards for the Library VS. Boards Just for Librarians?



- Is there a difference?
- Should there be a difference?
- Do we want to let them see “the librarian behind the curtain”?

How are Libraries Using Pinterest?



Carmel Clay Public Library

The library provides educational, informational and recreational materials and programs for the Carmel Clay community.

Repins from

-  Blair Memorial Library
-  Warsaw Library
-  Aimee Dyess Ford

28 Boards

138 Pins

12 Likes

Follow All

93 Followers

41 Following

Activity

What We're Reading...

9 pins · 📌



YOU'RE NEXT
Gregg Hurwitz

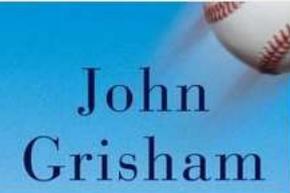
Plot/Summary:
Mike Wingate is happily married with a precocious 8-year-old daughter. The owner of a thriving construction company, Mike has become a strong and loving father despite being abandoned by his wife.



Follow

CCPL Downloadable eBo...

9 pins · 📌



John Grisham



Follow

Financial Literacy

12 pins · 📌



MONEY RULES

The Simple Path



Follow

What's Cooking?

24 pins · 📌



Dine on a Dime Recipe and Shopping List

Sonic Drive-In Cream Pie Shakes
Makes two 12-ounce shakes

Ingredients:

- 2 1/2 cups vanilla ice cream
- 1/2 cup milk
- 2 tablespoons graham cracker crumbs

Put all ingredients in a blender and mix until smooth. Pour the shake into two 12-ounce glasses. Garnish each serving with a dollop of whipped cream, and shake some more graham cracker crumbs over the top. Serve with a straw.

Sonic Drive-In Banana Cream Pie Shake
or Sonic Drive-In Chocolate Cream Pie Shake

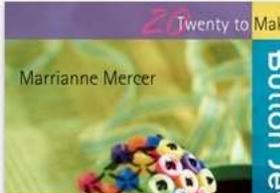
For Banana Cream: Add 1 ripe banana to the original recipe.
For Chocolate Cream: Add 2 tablespoons Hershey's chocolate syrup to the original recipe.



Follow

Knit, Stitch and Crafty

9 pins



20 Twenty to Make
Marianne Mercer

Button Jew



Follow

Read the Movies

10 pins · 📌



JANET EVANOVICH



Follow

New DVDs

6 pins · 📌



Books for Babies

13 pins · 📌

TIPS FOR SHARING BOOKS WITH BABY

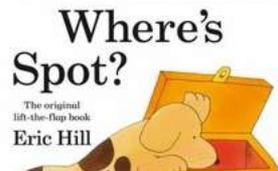
PICK THE BEST TIME... when both of you are in the mood

SHARE THE BOOK... point to pictures and talk in an excited voice

WATCH BABY... let baby play with the book and take a break if baby's not having fun

Best Books for 2's & 3's

5 pins · 📌

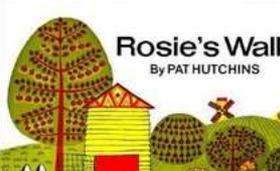


Where's Spot?
Eric Hill

The original lift-the-flap book

Best Books for 4's & 5's

6 pins · 📌



Rosie's Walk
By PAT HUTCHINS

Treasures for Toddlers

10 pins · 📌



Whoa, Baby, Whoa!

Our Favorite Picture Books

9 pins · 📌



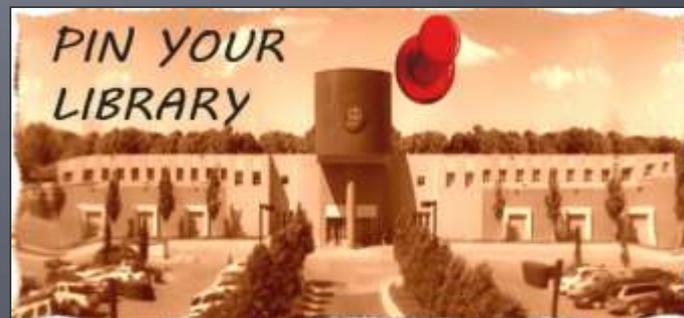
Muncha! Muncha! Muncha!

Candace Fleming G. Brian Karas

How are Libraries Using Pinterest?

Traditional with a Twist: Visual Virtual Marketing and Promotion of Services, Collections, Programs and More!

- Creating visual displays of library resources and services
 - Brings the experience of browsing, and the fun of discovery it creates, to patrons-DISCOVERY VS. SEARCH.
- Can be used to organize information of various formats in ways that are meaningful to patrons on topics they are interested in:
 - Helping patrons make connections
 - Digital Social Curation



How are Libraries Using Pinterest?

Pinning book covers to form browseable virtual collection boards
(Somers Library – One of the best on Pinterest)

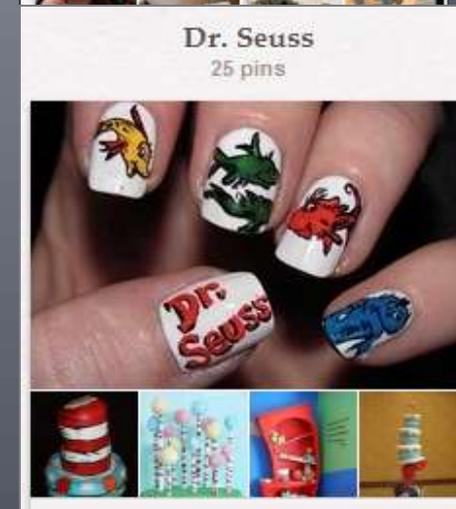
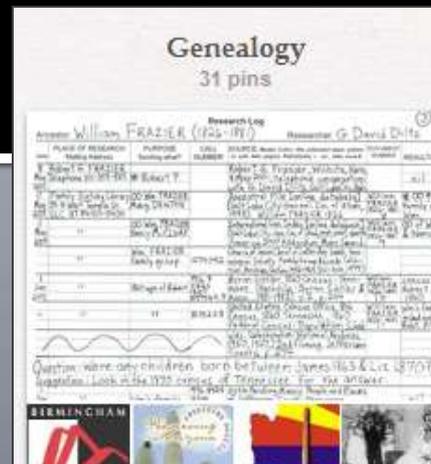
- New arrivals (all formats & collections)
- Bestsellers
- Award winners
- Age levels (e.g. teen, picture books)
- Current library displays
- Themes (e.g. local authors, Black History Month)
- Topics (e.g. gardening, sustainability)
- Read-alikes
- Staff picks & recommendations
- Book of the day
- Banned books
- “Best of” & notable books
- Books-to-movies
- Good reads you may have missed



How are Libraries Using Pinterest?

To publicize programs, activities, and services

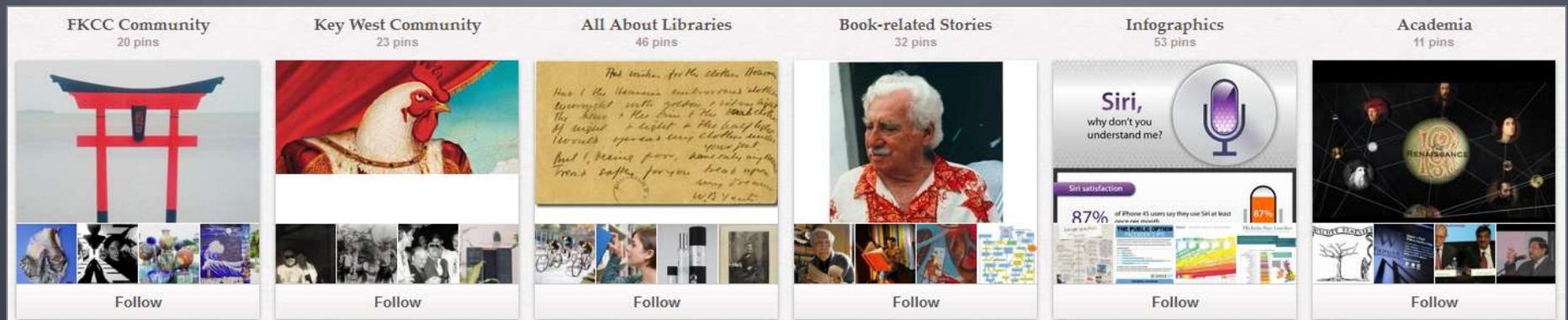
- Summer reading
- Storytime
- Material & images from local archives
- Genealogy
- One Book, One Community
- Photos of Events
- Library celebrations
- Crafts & printables
- Author events & Web sites
- Topics of patron & community interest
- Pictures of the library & branches
- Gaming
- Government information



How are Libraries Using Pinterest?

To publicize programs, activities, and services

- Current Events
- Favorite blogs & essays
- Available magazines
- Local newspapers
- Databases
- E-book how-to
- Research tips
- Citation guides
- Infographics
- Free resources
- DIY & how-to
- Good Web sites by topic



Connecting with Patrons

Using shared interests & humor to build a collaborative community

- Quotes about books & reading
- Upcycled book crafts, art, jewelry
- Literary themed clothing
- Recipes
- Decorating
- Art
- Library humor
- Pro library
- Edible books
- Library tattoos
- Geek & Fandoms
- Introducing staff members

- Collaborative boards with patrons
 - Patron reviews of books
 - “What are you reading?”



Interesting Way to Use Pinterest!

Westerville (Ohio) Public Library

Search   Add • About •  Angela •

Inspired by The Book Thief | Westerville Library

This story is narrated by Death during World War II, who follows the life of a young German girl coming of age during one of the most horrific times in recent history. "So much good, so much evil. Just add water." -The Book Thief, Markus Zusak

 [Follow](#) 96 followers · 22 pins



Rudy and Liesel find a coin on the ground and buy from Frau Diller a single candy, which they take turns sucking on.

 Tamara Murray from [etsy.com](#)



Mein Kampf Adolph Hitler

 Tamara Murray from [pb0to.goodreads.com](#)



The boys let Liesel and Rudy come along to steal apples and tell them that if they get caught on the guard fence they will be left behind. Afterwards, Rudy and Liesel receive a dozen apples for their work and eat all of them.

 Tamara Murray from [takeyamaeri.com](#)



Tommy Müller is frequently made fun of by his classmates and later punished by the head of the Hitler Youth when he is unable to obey commands promptly.

 Tamara Murray from [historyontheweb.com](#)



Max befriends Liesel due to their shared affinity for nightmares and words, and he writes two books for her and presents her with a sketchbook that contains his life story.

 Tamara Murray from [etsy.com](#)



Altered book page by WE Ashford

 Tamara Murray from [dearadix.typepad.com](#)









Why do Librarians Like & Use Pinterest?

For the same reasons as your average pinner!

- We want to find inspiration and ideas
- We want to connect with others that share our interests



(and it's lots of fun!)

(and what if you get to do it at work?)

How are Librarians Using Pinterest?

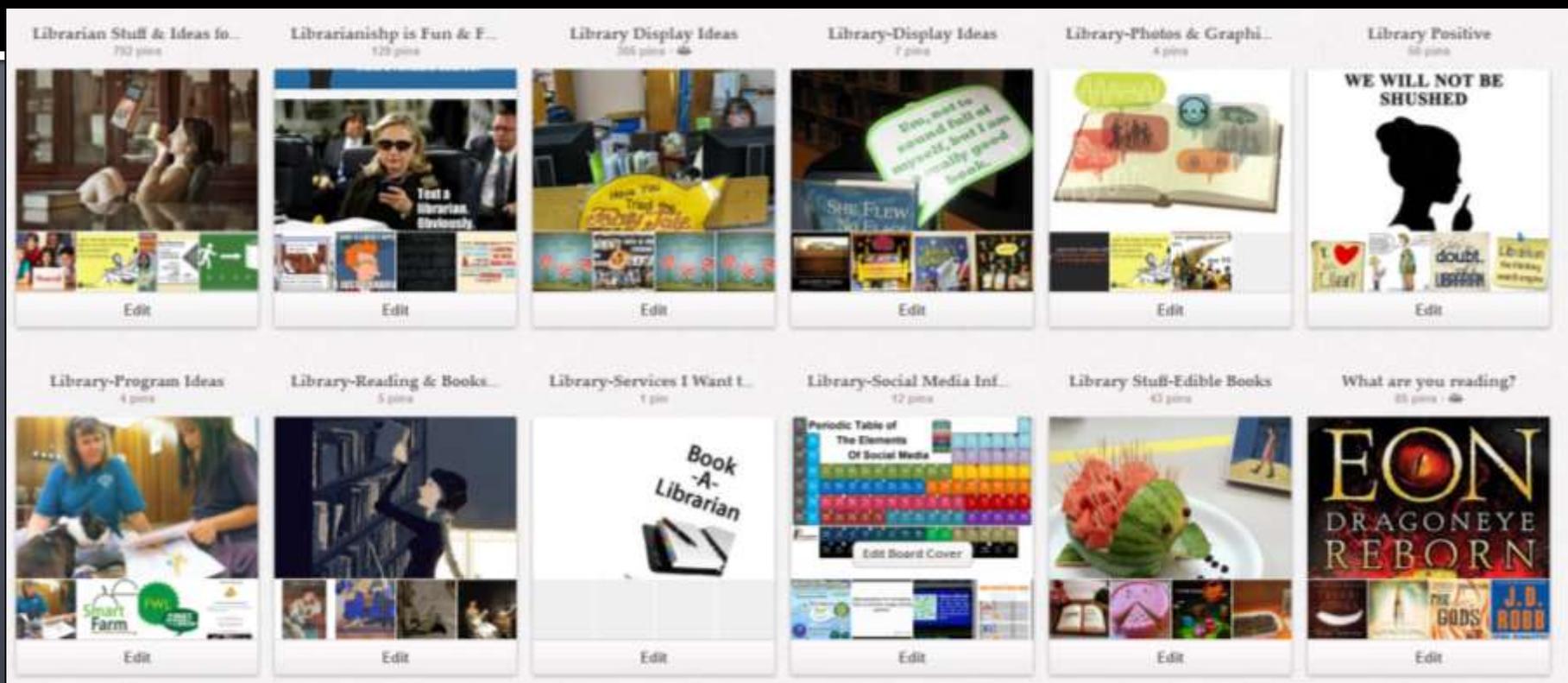
Ideas & Inspiration!

- Programs
- Crafts
- Displays
- Signage
- Shelving
- Seating
- Services
- Graphics
- Resources
- Geek
- Support
- Fun (again!)



How are Librarians Using Pinterest?

Ideas & Inspiration!



How are Librarians Using Pinterest?

Direct Collaboration with Other Libraries & Librarians

Search

Pinterest Add • About • Angela •

Librarians Unite! (A Collaborative Board) Like

A collaborative board for youth librarians. To be added as a contributor, comment on a link and I will put you in the loop shortly!

364 followers • 102 pins

If You Give a Moose a Muffin Projects - how can you resist a program with antlers?
1 like 4 replies
Jessi Peterson from larremoreteacher tips.blogspot.com

Ever wonder what your child's drawings would look like if they were made into toys? I'd love to do a program doing this! Talk about "process art"
4 likes 2 replies
Dagna Lovell from todaylearned.co.uk

Freebie: Twenty jokes about books/library that can be used by media specialists and teachers.
2 likes 7 replies
Jessi Peterson from teacherspayteachers.com

Pick Me! book display idea - could go with the Kids Pick thing for summer?
2 replies
Jessi Peterson from alsoala.org

"Printables" - Fantastic Printables and Activities for all sorts of books including "If You Give A Mouse A Cookie", "Charlotte's Web", "Fancy Nancy Series", "Duck Soup", "Charlie the Ranch House Dog", "Big Words for Little People", "Amelia Bedelia", "Goodnight Moon" and much more....
15 replies
Jennifer Ann Klein from harperscollinschildrens.com

Awesome display - What Would the Characters in the Book You're Reading Post as their Facebook Status. Would be a great YA activity/post on their new FB page
4 replies
Jessi Peterson from tatalonline.blogspot.com

How are Librarians Using Pinterest?

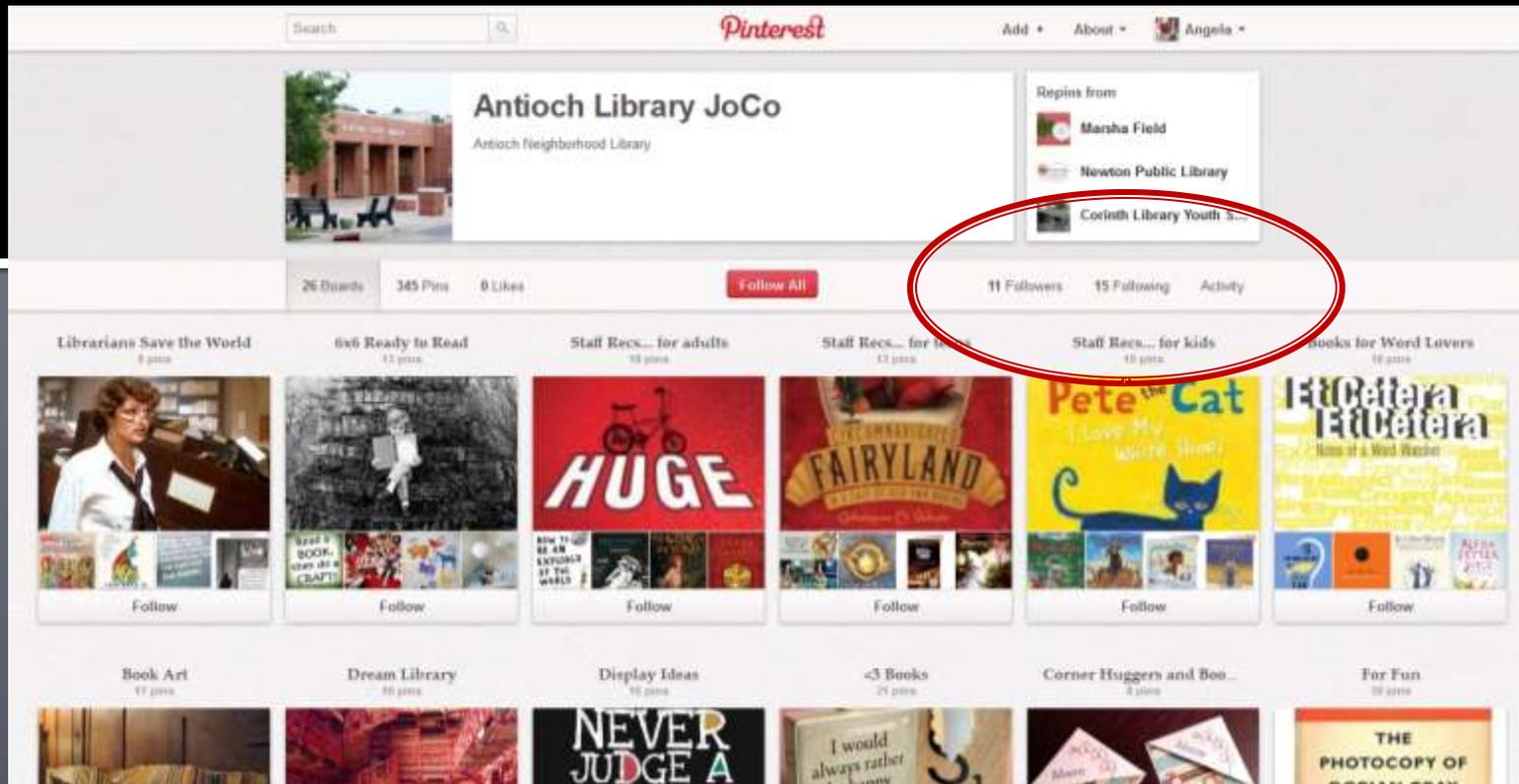
Even a board "Pinterest for Librarians"

The image shows a screenshot of a Pinterest board titled "Pinterest for Librarians" created by Marge Loch-Wouters. The board has 350 followers and 21 pins. The pins are arranged in a grid and include:

- A pin from mashable.com with a red Pinterest logo and the text: "Surprise! The best time to pin is Saturdays. True for librarians too?"
- A pin from graphics4my-crafts.com titled "How to Find the Original Source of an Image on Pinterest" with the subtitle "Very handy tip so the correct source gets credited".
- A pin from mashable.com titled "16 Ways Educators can use pinterest".
- A pin from the4yelling.com titled "Pinterest Secret Tips... How to pin the unpinnable" with the subtitle "Tips for Pinning the Unpinnable".
- A pin from davidleeking.com titled "David Lee King weighs in" with 2 repins.
- A pin from somerecards.com titled "I think I need a Pinterest... What does it mean that I'm pinning this on Pinterest?" with 1 like and 3 repins.
- A pin from mashable.com titled "Who is using Pinterest infographic".
- A pin from mashable.com titled "16 ways Pinterest can use pinterest" with 1 like and 4 repins.
- A pin from the4yelling.com showing two images of blue and pink balloons.
- A pin from the4yelling.com titled "Who is using Pinterest?" with a large infographic.
- A pin from the4yelling.com titled "Who is using Pinterest?" with a large infographic.

But is it Worth the Investment?

But...Now for the Downside



- Where do you find the time and the staff? Is the ROI worth the investment?
 - Fairly time and labor intensive, for small libraries in particular
- Not enough followers to justify? Redundant Social Media?
- Patrons do not seem to seem to become library followers

Maybe Soon....

Search 

Pinterest Add • About •  Angela ▾



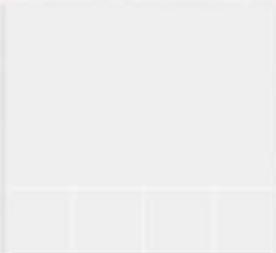
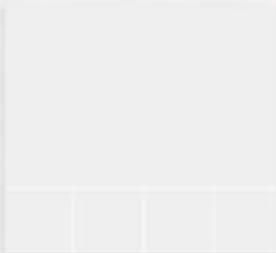
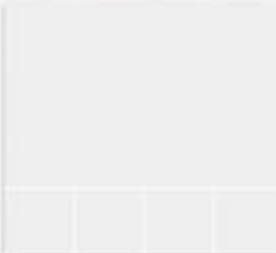
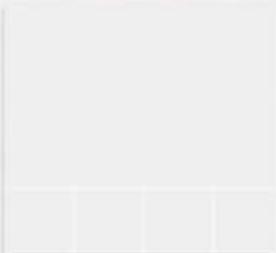
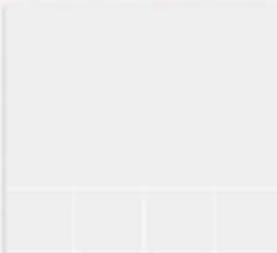
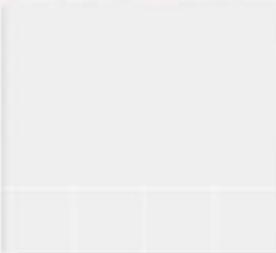
Bee Cave Public Library

Bee Cave Public Library offers a wide range of materials and programs for children, teens, and adults in a warm and welcoming environment.

 Bee Cave, Texas 78738

Following

6 Boards 0 Pins 0 Likes [Follow All](#) 2 Followers 0 Following Activity

New for Adults! <small>0 pins</small>	New for Beginning Readers! <small>0 pins</small>	New for Kids! <small>0 pins</small>	New for Teens! <small>0 pins</small>	New Picture Books! <small>0 pins</small>	What Do I Read Next? <small>0 pins</small>
 <p>Follow</p>	 <p>Follow</p>	 <p>Follow</p>	 <p>Follow</p>	 <p>Follow</p>	 <p>Follow</p>

How to Use Pinterest in Libraries

Check Out These Articles for Other Ideas!

<http://www.onlinecolleges.net/2012/03/12/20-great-ways-libraries-are-using-pinterest/>

<http://www.sotomorrowblog.com/2012/01/pinterest-for-librarians.html>

<http://yssevents.blogspot.com/2011/12/interest-in-pinterest.html>

<http://joemurphylibraryfuture.com/pinterest-online-pinboard-with-promise-for-libraries/>

<http://birdswithteeth.wordpress.com/2011/12/01/pinterest-and-the-core-of-librarianship/>

<http://tametheweb.com/2012/03/12/pinterest-and-the-new-meaning-of-curation-a-ttw-guest-post-by-rick-thomchick/>



Happy pinning and thanks for attending!

Questions?

- Dawn Krause, Manager of Continuing Education,
dkrause@tsl.state.tx.us
- Angela Palmer, Librarian, Bee Cave Public Library,
palmerak@gmail.com