



Pinterest

The social network in which to get inspiration with images

By Pinterest

7.0/10

android

ios

Description

Pinterest is used to upload, save, sort and manage images, known as "pins", and other multimedia content such as videos, for example by placing them in collections known as "pinboards". Pins are classified into categories such as nature, shops, fashion, electronics and among others. Users can also share the content they like so they can be shown on their personal page. It's also possible, similar to Facebook's buddy button, by pressing the "Pin It" button to demonstrate that content pleases you. With the launch of Pinterest, it became common to use the social network as a virtual showcase, where marketers, especially from the fashion industry, expose their products so that users of the service quickly share the products they like. Thanks to this, marketers increased the traffic of users on their web sites, and consequently the volume of sales through the virtual medium

Review

With this social network you can find inspiration and keep all the ideas you like to try to get them. **Pinterest** will allow you to pin all the images you want and create your own boards, classifying each one by categories.

As its name indicates, you simply have to search for a topic that you like through its search engine, the application will show you all the results that match the keywords you have entered and you will only have to click on the ones you like the most, as if it were a virtual pin.

One of the advantages of Pinterest is its ability to share multimedia content and be able to archive it in your own collection without limits. In a very easy way you will have all those images that serve as inspiration in one place and which you can quickly access anywhere and anytime, **download Pinterest for free**, you will find it available for **Android** and **iOS**.

It is one of the most used social networks, especially by women, being a real showcase for all your projects, participating in its active community. With more than 320 million active users around the world, its way of using it is very collaborative, since everyone shares the results with the rest in a disinterested way and at the same time you can also take the ideas of others. It is a good tool to sell your own products, promoting them through it.

It is a drawer of ideas where you have everything that inspires you and that does not take up physical space on your mobile phone. It is very simple to use and in which it will allow you to organize and share all your pins by themes, hobbies or another of its many options. It can be considered the largest social portfolio in the world, anyone can achieve a professional result on Pinterest.

With **Pinterest** you will not follow people, on the contrary, what you will follow are trends, themes or styles with which to always be aware of the news and continue expanding your own catalog. It is a good way to communicate with images, to tell a story, or to find new finds.

✓ Pros

- Pinterest allows selective tracking.
- All the signs are open.
- You do not have to leave comments.
- The images are hyperlinked to their source.
- The "Share" button makes it easy to share content.
- The half-life of a pin is 3.5 months.

✗ Cons

- Pinterest attracts a very specific audience.
- Quality images are necessary.
- Timing is no longer the main user component when it comes to Pinter's hints.
- Sometimes the content stream can be too much to handle

Tips

1. Detailed descriptions -Text of preference in Portuguese Do not use hashtags - Lists or assemblies -The pictures in the picture -Give preference to vertical images -Contents that generate curiosity -Do not use amateur content

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