

INFLUENCER CHECKLIST

For Pinterest

SETTING UP YOUR ACCOUNT

- Same username across platforms
- Switch to Business Account
- Claim website and other platforms

OPTIMIZE YOUR PROFILE

- Use titles/keywords in display name
- Use keywords in profile description
- Add a CTA (Call-To-Action)
- Create a “you” specific board
- Have at least 25 boards
- Have aesthetic board covers
- Write keyword-rich board descriptions

BEST PRACTICES FOR UPLOADING PINS

- Upload IG content directly in Pinterest
- Use Story Pins for video/carousels
- Remove TikTok watermark from videos
- Make pin-worthy graphics for your blog posts

