

# 3D BOOK DISPLAYS: PINTEREST TOOLKIT

Library Technology Conference  
March 21, 2013

Jennifer Turner, [jennifer.turner@mnsu.edu](mailto:jennifer.turner@mnsu.edu)  
Bobby Bothmann, [robert.bothmann@mnsu.edu](mailto:robert.bothmann@mnsu.edu)

## PINTEREST TOOLKIT

This toolkit will get you started on the path to using Pinterest at your library. Use the spaces provided to capture tips and ideas to help you in the future!

## GETTING STARTED

**GOALS:** What does your library hope to accomplish with the use of Pinterest?

**POLICIES:** What organizational policies might affect your use of Pinterest?

Policy Name	Possible Issues/Discussion Points	Contact Person

**IDEAS:** What are some ideas for using Pinterest at your library?

## TOOLS

The following tools are required or suggested for using Pinterest for online displays at your library. Use the extra boxes to fill in additional ideas mentioned during the session.

Tool & URL(s)	Notes
<b>Pinterest account</b> <a href="https://pinterest.com/join/signup/">https://pinterest.com/join/signup/</a>	Pinterest will automatically give you followers based on your initial preferences. Too many irrelevant pins? Unfollow default boards. Search "library" to identify library-related pins and boards, plus other libraries on Pinterest.

Tool & URL(s)	Notes
<b>Email</b> Ex: outreach@mnsu.edu	
<b>Physical displays</b>	
<b>Tiny URLs</b> https://bitly.com/ Ex: link.mnsu.edu	Bit.ly allows creation of short URLs that can be customized. Keeps stats on the number of clicks from the URL (if you set up a free account).
<b>Library catalog</b> Ex: http://plus.mnpals.net	Make sure your catalog's URLs are persistent. In MnPALS Plus, highlight the title and author before clicking the "Pin It" button. This will automatically populate the text field with this information. Using a different catalog? Try it out!

## PROMOTION

How will you promote Pinterest?

Audience	Medium/Media	Message(s)
Library staff	Brown bag Internal website/email	What is Pinterest? How can it be used? How can staff contribute?
Patron groups	Physical display Facebook Website	

## BEST PRACTICES & TIPS

Get the "Pin It" button for easy pins from your web browser. This button is available at <http://about.pinterest.com/goodies/>.

Use "secret boards" to build boards to roll out with marketing plans.

Use the "Add" button" to upload photos of your own. "Edit" pins to add links.

## ADDITIONAL NOTES & IDEAS