



PINTEREST

Planner

Pinterest is such a powerful platform because it doesn't work like other social media sites.

It's actually a **visual search engine** where every piece of content you create can continue to generate views and traffic to your website months after you've created it!

It's really worth taking some time to be strategic about the types of pins you're creating and what the intention behind each one is.

This planner comes in two parts:

- 1.** A **Pin Planner** where you can plan out each individual pin you create.
- 2.** A **Weekly Planner** where you can plan out the content you will be sharing on Pinterest throughout the entire week.

HOW TO USE THE PIN PLANNER

Use the pin planner to plan out the following sections of a pin:

LINK

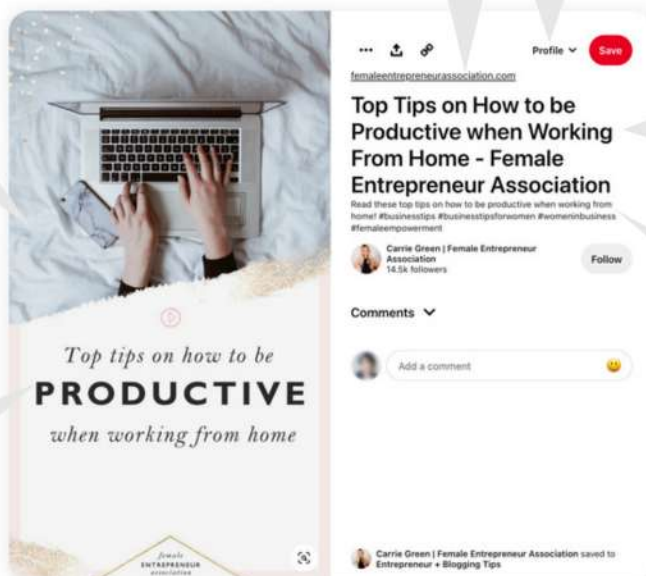
BOARD

IMAGE

TITLE
(USE KEYWORDS)

DESCRIPTION /
HASHTAGS
(USE KEYWORDS)

HEADLINE /
SUBHEADLINE





PIN

Planner

POSTING DATE:

PIN DESIGN OVERVIEW

HEADLINE

SUBHEADLINE

CALL TO ACTION

PIN TITLE

IMAGE



PIN DESCRIPTION

#HASHTAGS

BOARD





WEEKLY *Planner*

DATES:

/ → /

MONDAY:

PIN:

BOARD:

FRIDAY:

PIN:

BOARD:

TUESDAY:

PIN:

BOARD:

SATURDAY:

PIN:

BOARD:

WEDNESDAY:

PIN:

BOARD:

SUNDAY:

PIN:

BOARD:

THURSDAY:

PIN:

BOARD:

NOTES: