



Each month,

**2.5**

**Billion**

page views

occur on

**Pinterest**

Don't worry, I know what  
I'm doing....I saw this on  
Pinterest.



# *Pinterest* *Guide*



## Create

Add your voice to the conversation. Start a Pinterest account today.



## Connect

Access great LDS content online. Check out our list of LDS accounts.



## Contribute

Accelerate the work of sharing the gospel. Learn the tips & tricks for using Pinterest.



## Caution

Avoid the dangers of interacting online. Protect yourself with these simple steps.



Create



Connect



Contribute



Caution

## Create



Sign up at [Pinterest.com](https://www.pinterest.com)



Click "Next" > "End the Tour"



Upload Pins & Create Boards

Start LDS themed  
pinboards. Find  
& pin LDS pics



Settings > Connect with Social Networks

## LDS

Lisa W



734 Pins



## General Conference

LDS Mormons



47 Pins



## Quotes

LDS Mormons



120 Pins



## Missionary

LDS Mormons

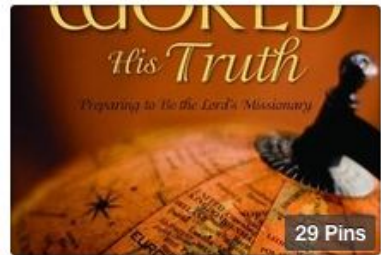


53 Pins



## Books Worth Reading

LDS Mormons



29 Pins



## Young Women

LDS Mormons



90 Pins



## For the Home

LDS Mormons



18 Pins



## Young Women Girls Camp Ideas

LDS Mormons



40 Pins



Start LDS themed pinboards. Find & pin LDS pics

# ACTIVITY

Create an LDS themed board  
and pin 1 picture to it.

You have 2 minutes! Go!



# FOLLOW-UP

What board did you create?

What boards could you  
create in the future?

Who has the best board title?



Create



Connect



Contribute



Caution

## Connect

Follow LDS  
themed Pinboards  
& Pinners

### Connect with LDS Pinner and Boards

Like, re-pin,  
hashtag, & comment  
on LDS pins



 **LDS Images**

 **Sugardoodle**

 **LDS Living**

 **Mormon Beliefs**

 **Six Sisters Stuff**

 **LDS Pinz**

 **Ideadoor**

 **LDS Bookstore**

 **About Mormons**

 **MMormonMan**

 **The Cultural Hall**

 **Deseret News**

 **Mormon Mommy Blog**

 **LDS Mormons**

 **Mormon Share**

 **Famous Mormon**

 **Daily LDS**

 **Prepared LDS Family**

 **Mormon Women**

 **LDS General Conference**

 **Deseret Book**

 **Mormon Channel**

 **Mormon Tabernacle Choir**

 **Mormon Youth**



# ACTIVITY

Use the Connect list to find  
and follow 5 pinners.

You have 5 minutes! Go!

# FOLLOW-UP

Who did you find & follow? And which were your favorites?

Share with the group how you could use them to share the gospel.



Create



Connect



Contribute



Caution

## Contribute

### Make it Clear



#### Connections

- Add keywords to descriptions
- Write informative, inviting descriptions
- Add 2-4 unique hashtags



#### Length

- Pin a variety of text & images
- Max of 8 pins at a time. Don't flood followers' feeds
- Pins appear 238px wide

Use Official LDS  
Hashtags from  
Mormon Newsroom

### Make it Current



#### Trends

- Keep up on news & trends
- Acknowledge special events
- Post resources like recipes, ideas, and instructions



#### Interaction

- Repin. Link to the source
- Reply to comments on pins
- Like pins & follow boards

Pin family or LDS  
resources like lesson  
plans & handouts

### Make it Count



#### Influence

- Link account to Facebook & Twitter
- Follow back followers
- Consider triggers like emotions & experiences



#### Sharing Testimony

- Simple
- Personal
- Honest

Pin LDS quotes,  
images, & videos;  
link to the source

# Mormon Hashtag Recommendations

Social media users often categorize content with hashtags — words prefixed with a hash (#) sign. Because many people use various social sites to share and discuss news about The Church of Jesus Christ of Latter-day Saints, the following list suggests hashtags to better organize social media discussions surrounding Mormonism.

Use Official LDS  
Hashtags from  
Mormon Newsroom

## ***General Hashtags***

- #mormon
- #lds
- #christian

## ***Events***

### **General Conference**

- #ldsconf
- #priesthood (Priesthood Session)

### **Mormon Tabernacle Choir**

- #MoTab

### **Church Educational System (CES) Devotionals**

- #cesdevo

## ***Popular Hashtags***

- #becauseofhim
- #sharegoodness

Join the Conversation  
**#LDSconf**

Learn about using  
hashtags during LDS  
General Conference

[LDSMediaTalk.com/lds-hashtags](https://LDSMediaTalk.com/lds-hashtags)



## Jenny Smith

The Pinterest Collection of Jenny Smith from <http://MormonShare.com/> and <http://www.JennySmith.net/>. I pin (almost) exclusively LDS stuff for Young Women, Primary, Relief Society, and Seminary.

[www.mormonshare.com](http://www.mormonshare.com)   

### Family Home Evening Jenny Smith



### LDS Primary Jenny Smith



Pin family or LDS  
resources like  
lesson plans &  
handouts

### Relief Society Jenny Smith



### Sunday School Jenny Smith





## October 2013 General Conference

LDS Images



Pin LDS quotes,  
images, videos; link  
to the source

## Mormon Family

LDS Images



## Scriptures

LDS Images





# ACTIVITY

Find a quote from a  
General/Area Authority.  
Repin it and add a  
#Elder (plus last name).

Four minutes. Go!

# FOLLOW-UP

Which quote did you choose?  
And why?

What other LDS related things  
could you repin in the future?



Create



Connect



Contribute



Caution



## Caution



Create

**Account:** Choose a strong password and don't share it.

**Notifications:** Unsubscribe or change your notification settings to stop unwanted emails.



Connect

**Advertisements:** Hide unwanted ads and provide feedback on why you dislike the ad.

**Connections:** Connect to those you know and trust. Block strangers or offenders.



Contribute

**Conversation:** Do not engage in arguments. Reply positively to comments.

**Information:** Be conscientious in pinning. Carefully select profile settings.

## IN CASE OF EMERGENCY

If your account is hacked, or you see inappropriate content, you may consider:

**Closing the Browser:** If necessary, shut down the computer or mobile device.

**Asking for Help:** Report privacy violations, threats, or inappropriate content directly to Pinterest.  
Talk to a trusted friend or leader for additional support.

**Deleting the Account:** Stop using the account.

Avoid Arguing  
Bear Testimony  
Cite Sources



Create



Connect



Contribute



Caution



## Caution



Create

**Filter:** Remember that you can't filter what content you are receiving. Beware of inappropriate content.



Connect

**Secret Boards:** There is an option of keeping boards secret from the public. Be aware.



Contribute

**Remember:** Everything they post on Instagram is a reflection of themselves, a reflection of their family, their life and more.

## Advice to Parents

Social Media is an integral part of the world today: you can't get away from it. It can be a useful tool to not only connect with others, but also to spread the gospel to your friends and family. Use the above tips and talk to your family about using social media safely. Have confidence in yourself, and empower your children to use these technologies, but within the bounds of being a positive light. Your family will be a light on a hill and a joy to those around them.

# Pinterest Q&A

Additional Resources:

[The Official Pinterest Page](#)

[About Pinterest Guide](#)

# COMPETITION

Add an LDS themed pinboard to your Pinterest account.

First to five pins wins.  
Best board title also wins.