



Media Chit Chat

All the latest chit chat on all the latest media

Host: +Lynette Young

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

Holiday
Hashtagging
& Pinning

SOCIAL MEDIA 1/2 LIFE

Pin half-life:

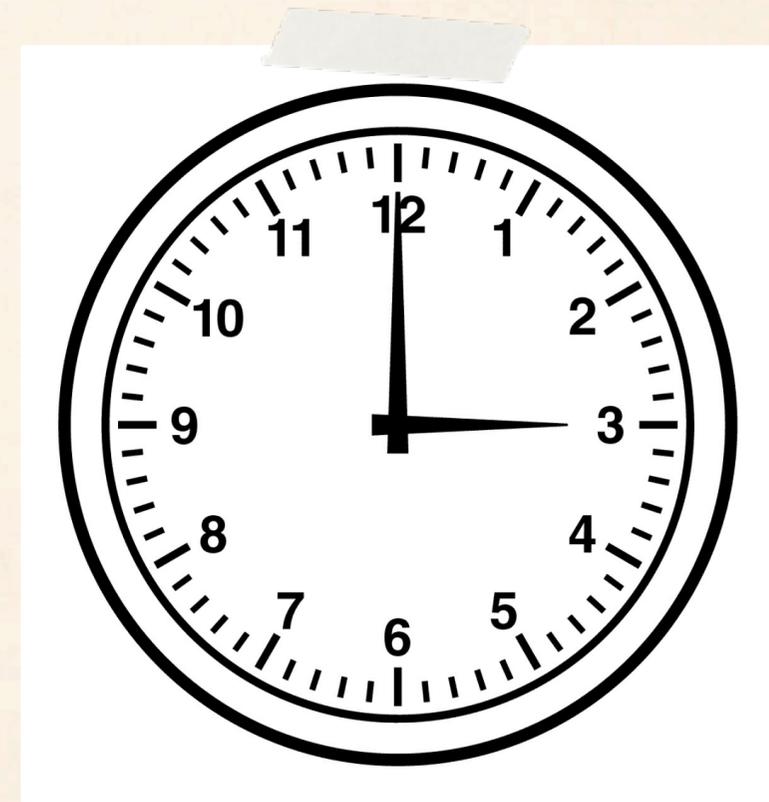
The time it takes to receive half the clicks it will ever get

- ❖ 2.8 hours on Twitter
- ❖ 3.1 hours on Facebook
- ❖ 7 hours on YouTube

Mashable.com

PINTEREST - TIME YOUR PINS!

- ❖ Morning (7 AM to 11 AM)
- ❖ Lunchtime (1 PM to 2 PM)
- ❖ End of the work day (5 PM to 6 PM)
- ❖ Evening (8PM to 11PM).



*EST*TotalPinterest.com*



PINTEREST - SATURDAY AM!!



- ❖ The best time to share things on Pinterest is Saturday morning, according to data from Bit.ly, the URL shortening service.
- ❖ Find your own stats using [Repinly . com](http://Repinly.com)
- ❖ Schedule your pins using [Pingraphy . com](http://Pingraphy.com)



PINTEREST - CATEGORIES

PINTEREST STATS

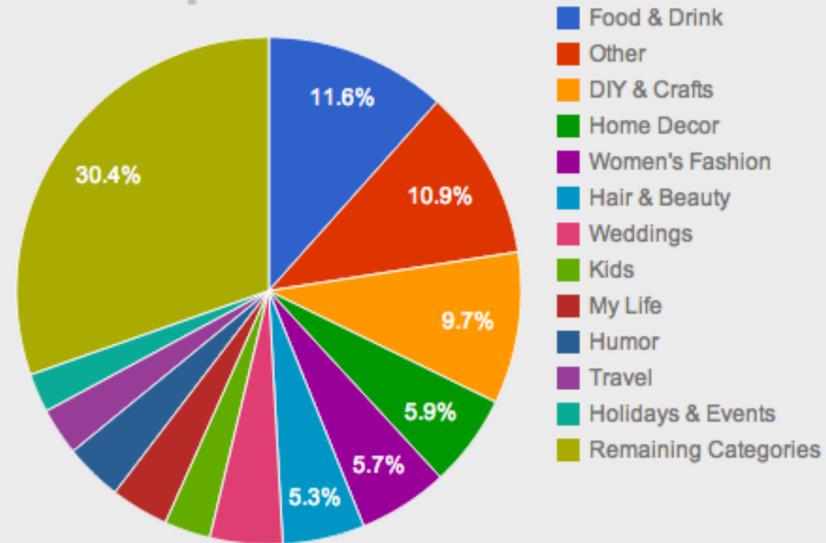
Brought to you by
Repinly

All statistics and charts are based on top pinners public profiles, popular boards, and trending pins on pinterest. Popularity are measured by the number of followers and repins.

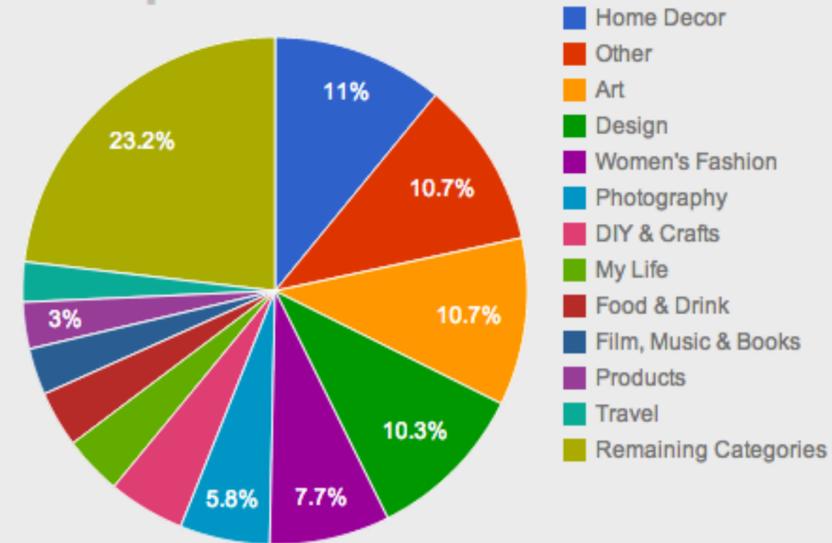
Last Updated 1 November 2012

What are the Most Popular Categories?

Popular Pins



Popular Boards





PINTEREST - THINK *BIG*

- ❖ Use LARGE graphics (554 px wide - no limit vertical)
- ❖ Use most / all of the descriptions 500 characters
- ❖ Use ** WORDS ** on your images (PicMonkey!!)
- ❖ Load a Pin from scratch to guarantee image quality & size
- ❖ Use a descriptive file name
- ❖ EDIT YOUR PIN LINK!!



PINTEREST - THINK *BIG*

- ❖ Comment Comment COMMENT!!
- ❖ Verify your website link
- ❖ Pinterest allows web crawlers to index - fill out your profiles with seasonal information!!
- ❖ Board titles are prime 'SEO' real estate - name wisely!
- ❖ Create and CURATE unique boards



HASHTAG MADNESS

- ❖ #InstantFollow
- ❖ #AutoFollowBack
- ❖ #IFollowBack
- ❖ #InstantFollowBack
- ❖ #TeamFollowBack



HASHTAG MADNESS

- ❖ Follow seasonal hashtags
- ❖ Search . Twitter . com
- ❖ Time your Tweets!! (same rules and timing apply as from Pinterest)
- ❖ Hashtags . org
- ❖ HootSuite . com

THANKS!

New Show Every Week!

Catch the video on our
YouTube Channel

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Lynette Young . com / books

