

Social Media Launch Checklist:

Pinterest Business Edition

Part 1: The Credentials

- Create A Business Pinterest.
- Choose an Email & Password.
- Select a Straightforward Username.
- Select a Profile Photo. (600 x 600 pixels)
- Choose a Cover Photo/Video Option. (16:9 aspect ratio)
- Choose your Display Name. (65 characters max)
- Write an Informative Description. (160 characters max)
- Add a Website Link.

Part 2: The Content

- Identify Your Imagery Style. (1000 x 1500 pixels)
- Conduct Pinterest Keyword Research.
- Choose Your Board Topics.
- Publish 3-5 Boards To Start.
- Select Board Covers. (200 x 200 pixels)
- Write Your Board Descriptions.
- Choose A Ratio For Curated to Original Content.

Part 3: The Logistics

- Generate A Content Calendar for the Month Ahead.
- Determine a Posting Schedule.
- Identify your Posting Tools.
- Add Your Pinterest Profile Link to your Website.

Part 4: The Business Perks

- Get To Know The Native Analytics Platform.
- Set Up Your Ad Account.
- Create Unique Graphics For Your Ads.