Use Your Page.

*Pin Chapman University stories.* Organize and share stories with virtual pins and pin boards. Pinterest allows brands to tell visually-compelling stories that link to blog posts or web pages. The site is built for sharing casual and fun stories. Popular topics are recipes, clothing, weddings, inspirational quotes, and ‘Do It Yourself’ projects.

*Use photos and visual to assist your ‘story.’* Use a profile picture to best describe your department or college. Suggestion: use the same picture as your Facebook and/or Twitter profile. Directly import your Facebook and/or Twitter image to Pinterest.

**Pinteresting Things: Definitions 101**

*Types of Posts by You:*

1. Pin: A pin is an image added to Pinterest. A pin can be an uploaded image or an image from a URL that links to a third-party destination.
2. Board: Boards organize pins according to topics and genres.
3. “Pin It” Button: The Pin It Button is often displayed on web pages, blogs, or integrated in your web browser. To install the “Pin It” Button, visit Pinterest Goodies.

**Different Types of Pins.**

1. Pin: Organically pin by uploading an image from your computer or add an image by pasting a web page's URL.
2. Repin: Re-share a pin from another user and add their pin to one of your boards.
3. Like: Scroll over a pin and select the ‘Like’ button.
4. Comment: Leave a comment on a pin.

**Naming and Disclaimers.**

*Your Pinterest Business Page is an external-facing representation of Chapman University.* Your page’s name should include Chapman University for branding and identification purposes. Examples: “Chapman University Athletics” or “Leatherby Libraries at Chapman University.”