

Glossary: General Terms

Pins: Pins are visual bookmarks. Each Pin you see on Pinterest links back to the site it came from, so you can learn more—like how to make it or where to buy it.

Boards: Boards are where you save your Pins. You can make boards for anything and everything—add pretzel recipes to your Grub board (done!), travel plans to your Going Places board, or watches and Aston Martins to your James Bond board.

Secret Group/Board: You can also make secret boards, or invite other people to Pin with you on a board. If you're re-landscaping your backyard, invite family members or even your contractor to your Garden Remake board.

Home Feed: When you first log in to Pinterest, you'll see your home feed—it's a collection of Pins from the people, boards and interests you follow, as well as a few Promoted Pins and Pins we've picked for you.

Pinner: A pinner is a user of Pinterest.

Following: Following people and boards is how you fill up your home feed with good stuff. If you come across someone who Pins things you love, you can follow all their boards or just the ones you like best.

Unfollowing: Sometimes you may follow someone's boards and then notice that you're not into the things they're Pinning after all. That's okay! Just go to the board to unfollow it, or unfollow all of their boards.

Repin: To repin on Pinterest is to copy a Pin to a different board, such as one you have created yourself, you could move a lovely plant from a board called 'Green things' to your own board called 'For my garden'.

Like: You also have the option to "like" a pin. When you "like" an image it is added to the Likes section of your profile, but is not added to one of your boards or shared with your followers.

Mention: Just like other social networks, you can mention pinners in the comments of your pins by using the @ symbol and the username of the pinner you want to mention.

Profile: Personal information about you or your business personal information you've decided to share with other users. This can include your name, work history, education, interests, website as well as other social networking accounts.

Profile Photo: The photo at the top of your Pinterest profile, to the left of your bio.

Account Verification: The process of associating a website with your account.

Pinterest Analytics: helps you understand how Pinners are engaging with content from your site and Pins from your profile. Pinterest started collecting profile, repin and click data Feb. 1, 2014. To get Pinterest Analytics, you'll need a business account first. If you're already using a personal Pinterest account for your business, you can easily convert it to a business account.

Confirm your website: Confirming that you own your website adds your profile picture to any Pin that came from your site. You'll also get access to website analytics so you can see what people are Pinning from your website.

Impressions: The number of times a Pin showed up in the Home Feed, search results and category feeds.

Repins: The number of times someone saved your Pin to one of their boards. Repins are how Pins are shared across Pinterest.

Clicks: The number of clicks to your website from Pins on your profile.

Trending: At the top of each analytics page there's a graph that lets you see how pins trend over time.

Audience analytics: See information about the people who follow your boards, saw your Pins, or interacted with your content in some way.

Interests: In this view, you'll see info on interests, boards and brands. This is a visual look at what your followers are into. Understand what your audience cares about and get new ideas for Pins and boards.

Boards: In this view, you can see how your audience organizes your stuff and thinks about your brand. Use this to create new board categories for your own profile and marketing.

Businesses: These are other business Pinterest accounts your audience follows. Learning who else your audience is interested in hearing from can clue you into what else they're interested in and what you might create in the future.

Promoted Pins: Promoted Pins are just like regular Pins, but they're seen by more people through targeted placement. Right now Promoted Pins are only available to certain businesses in the U.S., but you can [sign up on the waitlist](#).

Buyable Pins: Pins that allow people to find and buy your products on Pinterest. At this time, this feature is limited to a group of our brand partners and U.S.-based [Shopify](#) and [Demandware](#) merchants with Pinterest business accounts.

The Pin It button: The Pinterest Pin It button is an app or plugin for web browsers to allow Pinterest users to pin content from other websites to their Pinterest pinboards even if they are not using Pinterest at the time.