# Reporting Contacts for Pinterest Accounts

Pinterest has become an important tool for our programs and the contacts should be reported to show the reach achieved through our social media efforts.

Below are the basic steps for reporting contacts from Pinterest, followed by how you can find the numbers to report.

How to report Pinterest contacts:
-Log into AIMS and go to "My Reporting"
-Go to "Report" for the objective area that your posts relate to (e.g. IPM for a pin on stinkbugs, Family Economics for a pin on Arkansas Saves).



-You will see a new section "Social Media & Website," click "More…" to expand and report.

-Along the "Pinterest" row, you will enter in your contacts for Pinterest.

  -Direct Contacts include "favorites," "repins," and comments made on each pin.
  -Indirect Contacts include your total "impressions."
  -"Total number of time the method is used" refers to the number of unique pins you created
   for that reporting period.

| Method of Contact | Total # of Direct Contacts | | Total # of Indirect Contacts | | Total # of Times the Method is Used |
|---|---|---|---|---|---|
| | Adult | Youth | Adult | Youth | |
| Website Visitors | 0 | 0 | 0 | 0 | 0 |
| Facebook | 0 | 0 | 0 | 0 | 0 |
| Twitter | 0 | 0 | 0 | 0 | 0 |
| Pinterest | 0 | 0 | 0 | 0 | 0 |

## Finding Your Contact Numbers in Pinterest

**Organization Pinterest Accounts**
NOTE: Data on pins are only for the last 30 days. To have an accurate count of Pinterest contacts, it is important to report your contacts at least once a month.

-Go to https://business.pinterest.com/en/pinterest-analytics and log into your Pinterest account.
  -If you get a message asking you to sign up for a business account, your Pinterest account is an individual account and you need to see below for information on finding your contact numbers.
-Next to "Your Pinterest Profile," you will click on "More >" to see a list of your pins.
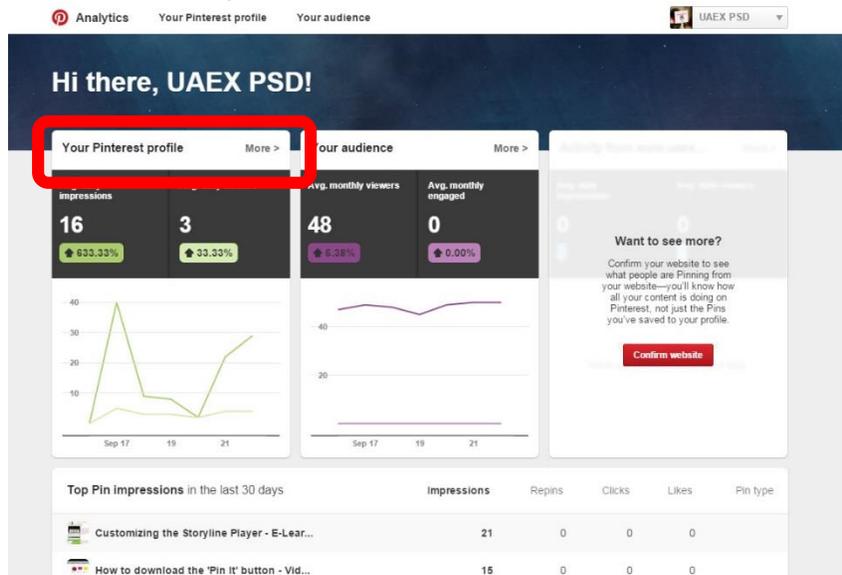
Both your direct and indirect contacts will be listed in the table, as seen below. To see all your pins, you can click the "Show More" at the bottom of the table.

-The "impressions" numbers (circled in red) are your indirect contacts.

-The "clicks," "repins," and "likes" numbers (circled in green) are your direct contacts.

| Top Pin impressions from the last 30 days | Impressions | Clicks | Repins | Likes | Pin type |
|---|---|---|---|---|---|
| Customizing the Storyline Player - E-Lear... | 21 | 0 | 0 | 0 | |
| How to download the 'Pin It' button - Vid... | 15 | 0 | 0 | 0 | |
| Storyline 2 - Slide Example - Building Bet... | 7 | 0 | 0 | 0 | |
| Let learners explore with Storyline 2's co... | 7 | 0 | 0 | 0 | |
| Adding Result Slides - E-Learning Heroe... | 7 | 0 | 0 | 0 | |
| Get Started Faster with New, Gorgeous I... | 6 | 0 | 0 | 0 | |
| Articulate's Website | 6 | 0 | 0 | 0 | |
| Previewing Your Project - E-Learning Her... | 6 | 0 | 0 | 0 | |
| How to group related content on a singl... | 5 | 0 | 0 | 0 | |
| Pick One - E-Learning Heroes Illustrated ... | 5 | 0 | 0 | 0 | |
| Drag and Drop - E-Learning Heroes Illust... | 4 | 0 | 0 | 0 | |
| Hotspot - E-Learning Heroes Illustrated ... | 4 | 0 | 0 | 0 | |
| Controlling a Slide's Advance Behavior a... | 4 | 0 | 0 | 0 | |
| Importing from Articulate Engage - E-Lea... | 4 | 0 | 0 | 0 | |
| Working with Variables - E-Learning Her... | 4 | 0 | 0 | 0 | |

# Individual Pinterest Accounts

For pins made in an individual account, only direct contacts can be collected. Direct contacts include repins, likes, and comments.

-Repins- Number next to the "Pin it" button, circled in green
-Likes- Number next to the "Like" button, circled in red
-Comments- Count of comments made, seen below the pin (none were made on this pin)
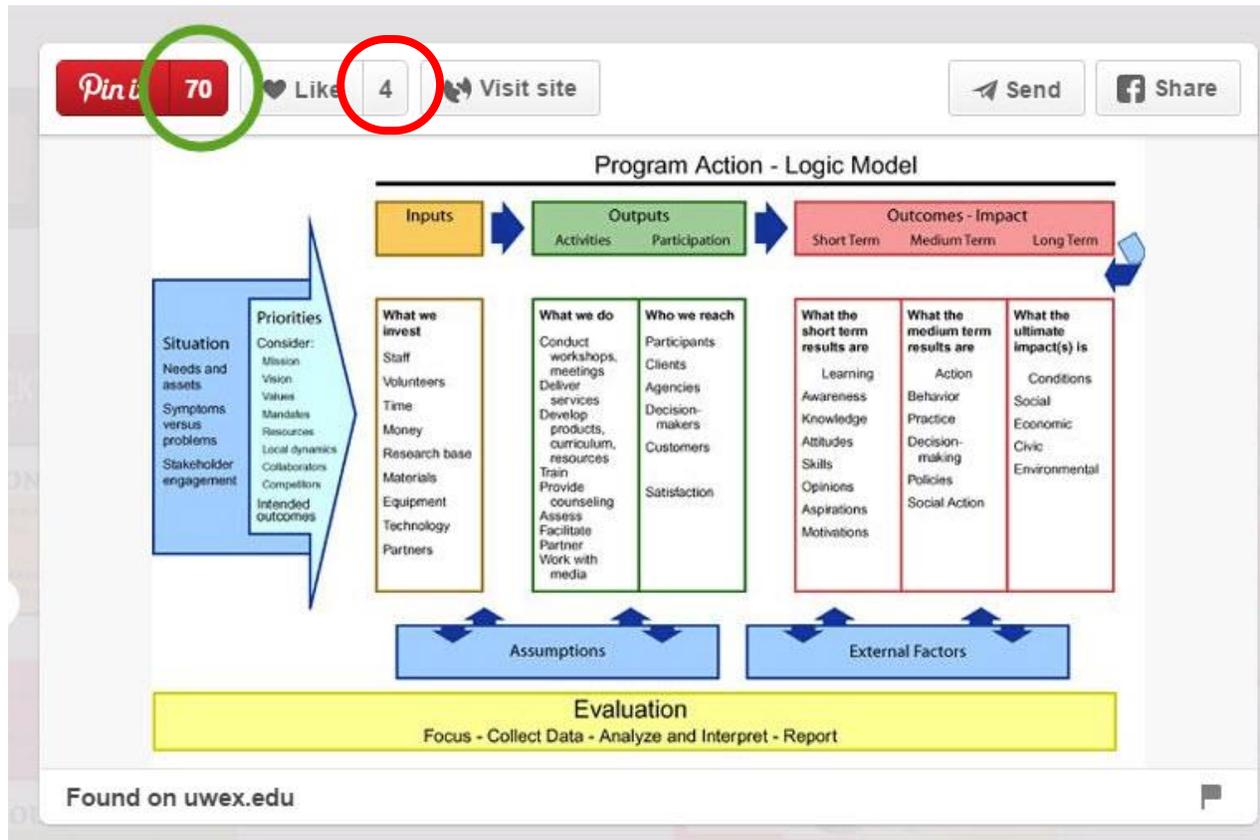


If you have any questions about reporting your social media contacts, you can call or email Diane Mashburn, 501-671-2351 or dmashburn@uaex.edu.