




Channels

	 Pinterest	 LinkedIn	 YouTube
	Where we envision	Where we influence	Where we extend stories
Audience	<ul style="list-style-type: none"> • 200 million monthly users • 60% of users have children under 5 in the home • 1 out of 2 millennials use Pinterest monthly <i>*Source is Pinterest</i>	<ul style="list-style-type: none"> • 250 million active monthly users • 57% are male 	<ul style="list-style-type: none"> • 73% of U.S. adults use it • 91% of adults aged 18-29 use it
Use it to...	<ul style="list-style-type: none"> • Share and show information • Inspire 	<ul style="list-style-type: none"> • Forge connections • Educate • Build expert credibility and thought leadership <i>*Source is Social Media Today</i>	<ul style="list-style-type: none"> • Humanize your brand • Create an image of authority • Build credibility and trust • Engage <i>*Source is Forbes</i>
Best for...	<ul style="list-style-type: none"> • Content that inspires and informs • Visuals with text overlays • Curating content for your audience 	<ul style="list-style-type: none"> • Content that influences • Content that humanizes your brand • Educating • Building expertise <i>*Source is Forbes</i>	<ul style="list-style-type: none"> • Long format videos like documentaries • How-to guides and tutorials • Product reviews • Vlogs • Educational videos <i>*Source is InfluencerMarketingHub.com</i>
When to post...	<ul style="list-style-type: none"> • Saturday evenings 	<ul style="list-style-type: none"> • Midweek from 5 to 6 p.m. • Weekday mornings from 8 to 9 a.m. 	<ul style="list-style-type: none"> • From 2 to 4 p.m. Monday-Wednesday or between 12 and 3 p.m. Thursday and Friday