

Press release date: 08/02/2012

eModeration presents: The Complete Pinterest Guide for Brands

Pinterest is changing the way people communicate online. The popular visual bookmarking site has seen an impressive [11.7 million](#) users join the community in the last nine months. Pinterest [aims](#) to connect people who share the same tastes by allowing them to share and “like” pictures which they have organised into categories.

This combination of visual, categorisation and social hits a number of sweet spots and succeeds in pulling in visitors, who then want to share their own tastes with others.

Our new e-book, '[The Complete Pinterest Guide for Brands](#)' is designed to showcase how brands can get involved in Pinterest, while avoiding alienating Pinterest users by being too self-promotional (which goes against the ethos of Pinterest).

Written from our successful [blog post series on Pinterest](#), and free to download from our [publications section](#), the guide provides a quick overview of Pinterest before going through content optimisation and curation, offering some tips on using the site and detailing 100 brands that are already using the platform.

Tamara Littleton, CEO, eModeration, says: “Although Pinterest has been around since 2010, it's seen user numbers spike over recent months. Brands can't ignore its popularity with digital savvy consumers, but they have to embrace the values of Pinterest if they want to participate in the community. It's all about sharing, and being an individual. It's completely un-self-promotional and not just a pretty corporate comms channel. Pinterest is about showing personality, and as with other social media platforms, the brands that thrive will be the ones that come up with creative and original ways to entertain and inform.”

- ends -

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About eModeration

eModeration Limited is an award-winning [social media management agency](#). Based in London UK, with offices in Los Angeles and New York, eModeration provides multi-lingual moderation and community management services, consultancy and social media crisis management training to clients in the TV, entertainment and digital publishing industry and blue chip clients hosting online communities.

Committed to ethical business practices and to the promotion of child online safety, eModeration's CEO Tamara Littleton recently worked with the UK Government department UKCCIS to produce its guidelines on how to moderate online environments for children.

eModeration contributes to the growth of knowledge in the social media world via its white papers, blogs and seminars, and has a strong roster of returning clients who appreciate the high quality of its services.

For further press information, or to speak to Tamara Littleton, CEO of eModeration, please contact:

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