

# **Pinsightful Planning:**

**Answers to Your  
Pinterest Schedule  
Questions**



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# WELCOME!



You must be interested in using **Pinterest** as part of your strategy to grow your audience and market your writing - good choice!

Pinterest is easy to use and has some of the fastest results you can get.

Now, we're going to go into creating your Pinterest pinning schedule. Don't worry, we'll keep this simple!

You don't need to get super fancy, especially as you're just starting out. Don't overwhelm yourself - that just sets you up to quit.

I'll answer some of the most common questions about a pinning schedule so you can get started with Pinterest!

Happy pinning book dragons,  
Nicole xoxo

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# Q and A

answering your pinning questions . . .

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## Q HOW MANY OF MY OWN IMAGES SHOULD I PIN?

A: You should pin (add to Pinterest) **at least ONE** new image of your own each day. That makes 7 total each week. If you can do more, then do more! About 1-5 per day is good.

## Q DO I NEED TO REPIN DAILY?

A: Yes! If you skip a day here and there, that's no biggie. If you don't have a lot of time, just do **10 repins** (pinning other people's images to your boards). Be consistent.

## Q DO I NEED TO ADD MY OWN PINS MANUALLY?

A: You don't need to get on Pinterest to add your 1-5 images each day yourself. **You can use the free scheduler right in Pinterest** (you can schedule up to 30 images up to 2 weeks in advance, which is plenty if you're just doing 1 or 2 new images each day).

You can also use **Tailwind**, which is approved by Pinterest (it's free for the first 100 pins and then you pay).



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**HOW MANY  
REPINS  
SHOULD I  
DO DAILY?**

A: They say **20-30** is the sweet spot (but you'll also see many gurus who actually do 50-100 daily; being consistent is what matters most though, so if you can't do that many, don't force yourself!).



**WHAT  
ABOUT MY  
BOARDS?**

A: Repin to each board at least twice every week (otherwise it'll languish in search). You can easily find repin suggestions by clicking on 'More Ideas' in each board.



**WHAT  
ABOUT MY  
FEEDS?**

A: You have two feeds, a **Home feed** and a **Following feed**. Your Home feed is generated by Pinterest based on what you've been pinning. Your Following feed is filled with images pinned by people you follow on Pinterest.

Pinterest places a lot of juice on your Home feed, so make sure you repin at least **5** Home feed pins daily. It's also good to pay attention to your Following feed, so try to get at least **5** each day from that feed as well.





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**WHEN SHOULD I PIN?**

**A:** Pinterest is most active in the evenings and on the weekends (especially Sunday). This is when most people will be on using Pinterest to find something, so try to do your pinning after 5PM.



**WHAT ABOUT GROUP BOARDS?**

**A:** Group boards used to be hugely important until Pinterest cracked down on them, so they don't have as much juice anymore. You can still try one if you can get in.



**WHAT ABOUT TAILWIND TRIBES?**

**A:** Tailwind has groups it calls Tribes (which they claimed they would change - duh, not a name they should be using - but haven't yet and it's been a while - hmm!). Upside to Tribes is you don't have to be approved (which you do with group boards, and that can be difficult), and if you join an active Tribe, you can get a lot of traction quickly. It's really about finding active Tribes with highly engaged members though. You also may want to have a paid plan (limited to 5 Tribes and 30 pins on the free).

# Scheduling Checklist



pin 1-5 brand new images of your own daily (can schedule this in Pinterest or using Tailwind)

repin at least 5 images daily each from your Home feed and Following feed

repin to all boards at least twice each week (use More Ideas for suggested pins if you don't get any in Home/Following)

pin in the evenings (after 5PM) and on the weekends (especially Sunday)

optional: participate in active and engaged group boards or Tailwind Tribes

# NEXT STEPS:

Now you know your schedule! So, now what?

If you didn't do it already, go back to the Resource Library and download the other Pinterest guides so you can complete your profile, get boards put together, and create your images! (plus more!) Happy pinning!

## Back to the Resource Library

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Get started utilizing  
Pinterest (and more!)  
with the free author  
resource library

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legend and/or urban  
fantasy novels, get my  
book, Long Live the King!

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