



Checklist 18: Video Traffic – Pinterest

Project Name: _____ Date: _____

Another great social media platform you can use to drive tons of free traffic to your videos, that you may not have thought of yet is Pinterest. Pinterest is generally used to share image posts but you can actually use it to images that drive traffic to your videos and you can even play videos right from within Pinterest itself!

So, there are 2 options

Option 1 – Upload an image

- | | Yes | No |
|---|--------------------------|--------------------------|
| 1 Click on the Board which you would like to add a Pin to | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 Click on the + to add a new Pin | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 To Upload a Pin
<i>Click upload or drag and drop an image from your computer, such as your video thumbnail image.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 Add a link
<i>Add the website link that you would like people to go to when they click on the image.
This might be a specific page on your blog/website where you have your video embedded or you could add your video link so when they click it, they go to the site your video is on such as YouTube
Note: You might even choose to add your own image but then direct traffic from Pinterest to helpful content that you've found on another site other than your own.</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 Add a description
<i>Now add a brief description about the video and again, remember to grab someone's attention by asking a question or addressing a problem they might have or some results that they might be looking for themselves.</i> | <input type="checkbox"/> | <input type="checkbox"/> |

Option 2 – Save from site

- | | Yes | No |
|--|--------------------------|--------------------------|
| 6 Play your YouTube video directly within Pinterest | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 Click the Save From Site tab
<i>With this option, you can actually add your YouTube video link here</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 Then you will be asked to choose an image to be displayed | <input type="checkbox"/> | <input type="checkbox"/> |

Notes



Checklist 18: Video Traffic – Pinterest

- 9 Add the description for this Pin ☐ ☐
- 10 Choose which board you want to add it to and then when someone clicks on it. ☐ ☐
- Your video will play right there within Pinterest and those video views will count on YouTube too.*

Notes