

# MONEY ONLINE BLUEPRINT

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## Pinterest Safety Guidelines

The Ultimate Blog Training Package  
How To Quickly Make A Full Time Income Blogging

BY CHRIS CANTELL

# Pinterest Safety Guidelines

Pinterest has been updating their quality algorithm and guidelines in recent months. They update their algorithm to ensure that their platform performs the best it can for them and their users, and also to prevent abuse from people that would exploit specific vulnerabilities for their own gain at the expense of the Pinterest platform and or other users.

Pinterest has just recently provided an outline, or guidelines for best use for users on the Pinterest platform. The information they have provided has been detailed in this document below. I need to point out however, that the details are best practices and not absolute thresholds. This means that Pinterest has provided boundaries that are open to interpretation, but logical application will provide best use guidelines.

The reason why Pinterest has not provided absolute boundaries is because it would be a recipe for people to draw right up to the boundary. In reality, most people would do this and that would damage the integrity of the platform, so they want to keep things more open to interpretation.

The details outlined below represent the best practices for you to follow that will keep you on the safe side of the Pinterest algorithm. You may hear of people being more aggressive with their Pinterest marketing strategy, however, be aware that Pinterest implemented a massive spam alteration to their algorithm in January 2020, and the details below cater for this update.

# What is Pinterest Spam?

In brief, Pinterest spam includes the following 5 actions: -

1. “Stealing” Pins,
2. Unnaturally High Volume Behaviors
3. Saving Pins That Lead To Unrelated Content
4. Saving Disallowed Content
5. Overly Repetitive Pinning

## “Stealing” Pins

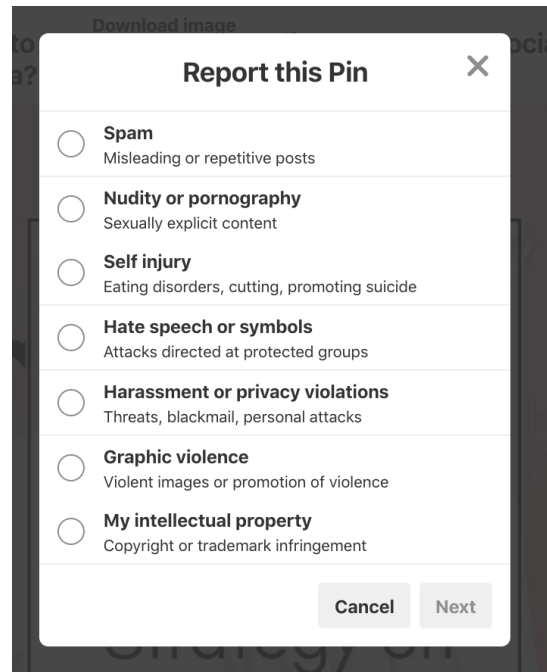
For obvious reasons, it is not permitted for you to download someone else’s pin and add it to your own boards and link it to yours or any other site. This is something that can happen to you or someone else. Either way, it can affect you. If you pin someone else’s pin to your board and that pin doesn’t go to a web page that the pin is referring to, it could be that the pin has been stolen. By you pinning it to your board could place your account in potential danger. Pinterest don’t know that the web page on that pin is not your web page. It could be seen that you have stolen the pin, changed the link and put it on your board.

On the other hand, you could have some hacker hack your Pinterest account and change the destination URL on any of your pins. You are the victim in that case, but then the hacker makes your account open to grounds for suspension.

## Action

Before pinning other people's pins to your boards, you should check that the link goes to a web page that is in keeping with the topic of the pin itself. For example, if the pin shows a picture of a baby sleeping and when clicked, takes you to a gaming or porn web page for example, you should report the pin.

Also, if you see that someone has stolen one of your pins, you can report it

A screenshot of the 'Report this Pin' dialog box on Pinterest. The dialog box is white with a dark border and a close button (X) in the top right corner. It contains a list of seven report categories, each with a radio button and a description: 'Spam' (Misleading or repetitive posts), 'Nudity or pornography' (Sexually explicit content), 'Self injury' (Eating disorders, cutting, promoting suicide), 'Hate speech or symbols' (Attacks directed at protected groups), 'Harassment or privacy violations' (Threats, blackmail, personal attacks), 'Graphic violence' (Violent images or promotion of violence), and 'My intellectual property' (Copyright or trademark infringement). At the bottom right, there are two buttons: 'Cancel' and 'Next'.

To protect your own pins and your account from getting hacked, you should use a strong password for your Pinterest account.

## Unnaturally High Volume Behaviors

Unnaturally high volume behavior is built in to the Pinterest algorithm. The algorithm is looking for action taken by someone that looks excessive. Any of the following can fall in to that area: -

- Logging in and out over and over
- Commenting excessively on Pins in quick succession
- Posting the same comment multiple times
- Following too many other Pinterest users too quickly
- Saving too many Pins from the same website in a short time period
- Using a link shortener or redirect such as bit.ly

If you do get flagged under the Pinterest algorithm for any of these, it shouldn't be a big deal. Usually, it is a temporary block on your account that will be lifted after 30mins often, but it can take up to 24 hours.

## **Saving Pins That Lead To Unrelated Content**

This is basically similar to item 1 above. If the pin shows one thing, but when clicked on, it goes to something that is not related, you could get your account in bother.

If you are repining someone else's pin, the same thing can happen. Such pins can either be designed that way deliberately or simply because it is a bad design. Either way, if you pin a pin that when clicked, leads to un related content, it is grounds to get your account suspended. Even if you are repining someone else's pin.

### **Action**

If a pin is going to go on your board, you should check that the image is relevant to the page / post it is linking to. If it is not, don't repin it.

Some people might click on your pin, and if they don't see the pin image on the web page, they could potentially flag your pin as unrelated. The best way around this is to have your pin actually on the web page / post itself, and in fact a lot of people have this because a lot of people that use Tailwind pin scheduling, collect the pin from the web page.



## **Saving disallowed content**

Pinterest don't allow specific types of content / images to be pinned. They want their platform to be family friendly. The following bullet points detail a list of content that they either hide or remove. This list has been taken from the Pinterest guidelines document

- We remove porn. We may hide nudity or erotica.
- We remove content that physically or sexually exploits people.
- We remove images that show gratuitous violence or glorify violence.
- We remove content that displays, rationalizes or encourages suicide, self-injury, eating disorders or substance abuse.
- We remove hate speech and discrimination, or groups and people that advocate either.
- We remove content used to threaten or organize violence or support violent organizations.
- We remove attacks on private people or sharing of personally identifiable information.
- We remove content used to sell or buy regulated goods, like drugs, alcohol, tobacco, firearms and other hazardous materials.
- We remove accounts that impersonate any person or organization.
- We remove harmful advice, content that targets individuals or protected groups and content created as part of disinformation campaigns.

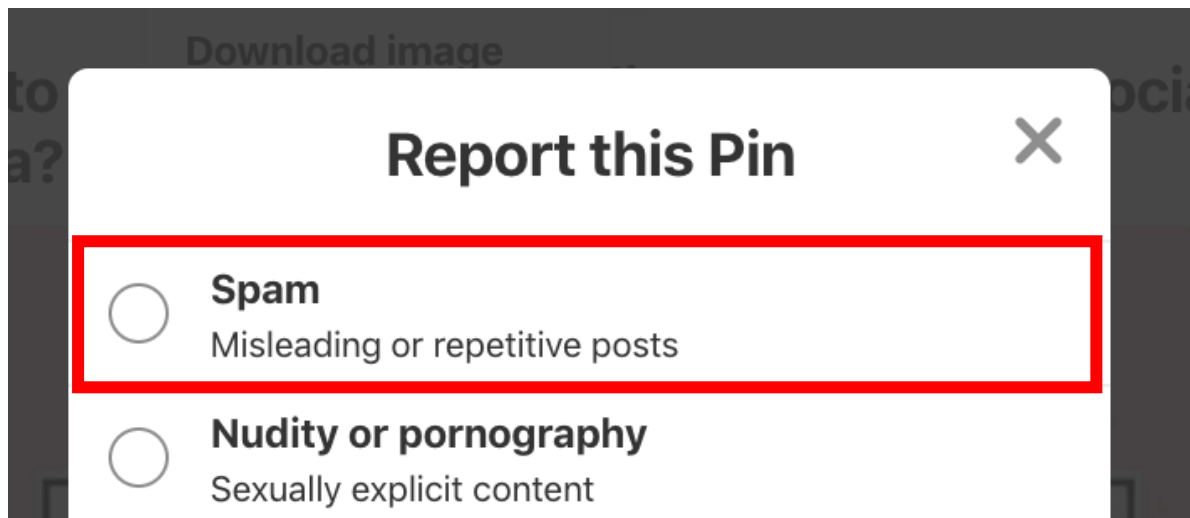
### **Action**

Don't pin anything that comes under subject of any of the bullet points above.

You can read the full Pinterest policy guidelines on this page: -

<https://policy.pinterest.com/en/community-guidelines>

## Overly Repetitive Pinning



Pinterest has introduced a more comprehensive list of pin violations. Anyone can report a pin by clicking on the “information” menu on any pin.

Right at the top of the “report a pin” form is what can only be the most common violation – SPAM!

Spam for misleading pins or because of repetitive posting of the pin.

This can only mean that Pinterest mean business to stamp out any pins or even accounts that don’t adhere to their guideline policies.

### Action

Repetitive pinning can be when you pin the same pin to the same board more than once. The best practice is that if you want to pin pins that when clicked on, takes the user to the same web page, you must use a different image and preferably a different headline.

The image below shows an example of how you can use a similar image on multiple pins that point to the same page.

You can see that each image is slightly different. Maybe a different angle or aspect. If you are taking the photos with your own camera, you can use different angles and aspects like these. If you are using stock images, you can zoom in or out or Photoshop / edit it to make it different enough.



**Source:** [support.tailwindapp.com/en/articles/3702827-pinterest-best-practices-faq](https://support.tailwindapp.com/en/articles/3702827-pinterest-best-practices-faq)

If however, you are unsure, you should ideally use a different image, but making slight differences like you see in this example above is fine.

## Conclusion

You don't need to worry about your Pinterest account. Just follow the guidelines and you will be fine. Sometimes, people follow the guidelines and still get their accounts suspended. If that happens to you and you have followed the guidelines, you can contact Pinterest support and explain it to them. Mistakes are made from time to time by Pinterest admin, so just explain the situation, and they should restore your account.