PinPioneer: Social Sphere

In this guide, you will learn how to quickly set up your Pinterest account to link up with other social platforms (Facebook, Twitter, Tumblr etc). In order to automatically spread your content between all your networks, increase reach, links and traffic.

Prologue

I'm a lazy man by nature. I dislike work. I hate tedious, repetitive tasks. So, in the interest of remaining happy with my life, I've devised a philosophy of doing the least possible, for the greatest amount of return, this 'social sphere' method being one of them.

As you might know, by default Pinterest links with Facebook. So, every picture pinned will automatically be shared on your Facebook wall (if configured). Cool, right? A greater social reach for the same amount of effort. But why stop there? Why not integrate other social networks. Read on.

Chapter 1: Getting Started

To make this work, we will be using a new service called: IFTTT.com (If this then that). It's similar to Ping.Fm and Hootsuite in that it can auto post content to a number of different networks, but where it really takes the lead is that it supports a heap of other social platforms, and let's you control exactly what kind of posting it will do.

So, go ahead and sign up to that.

Note: This guide will be made into a video tutorial, so if you're reading this and are finding it difficult to comprehend check the video at our YouTube page.

After you have signed up you will be displayed with this page:

Click on 'channels' on the top right, and select all the social media accounts you want to link up to the IFTTT. These will be used in the 'recipes' that you create. Recipes are used to describe the functions you set up through IFTTT (i.e. If Facebook post is link then Post link to Twitter).

Once you're on the page of your selected social network, you will see an 'activate' button. Hit that. Fill in your login credentials, IFTTT will verify the network and add it to your account. Repeat the above process for as many accounts as you want. Typically, you should at least have RSS, Facebook, Twitter, Tumblr and possibly LinkedIn and Delicious. But it's really up to you.

RSS

Seeing as we are working with Pinterest the RSS/Feed channel is going to be the most important one.

Before we go on, you'll need to know how to locate certain feed URLs from Pinterest. Below are a couple of examples, replace 'youruser' and 'yourboardname' accordingly.

RSS feed for your username / entire account
http://pinterest.com/youruser/feed.rss

RSS feed for a specific board in your account
http://pinterest.com/youruser/yourboardname.rss

Chapter 2: Setting up your first auto-posting campaign

Excuse my use (or abuse) of new 'chapters' every two paragraphs, but I have a mild form of insanity that makes me like symmetry, coherence etc. Moving along..

Click on 'browse' on the top right of your screen, and type in Pinterest into the search bar. You'll see a number of useful recipes displayed (i.e. Pinterest to Tumblr). Click on the arrow (>) of the recipe you want to use, and replace the feed URL inside with the one you found in the previous chapter. Press 'use recipe'.

Go back, and repeat with other recipes. You can also play around with the smaller settings involved in each recipe (i.e. what kind of post comes about when the pinterest post is retrieved).

Note: This tutorial focused on using other people's existing recipes, but you are just as able to create your own recipes, if you feel there is something. Hit 'create' and go from there. A video guide will be created to cater to this feature.

And that's it!

Keep it tight,
Eric Azizian
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P.S - In case there is something about this you don't understand, or if you would like some help with anything to do with online business, I offer eCommerce consultancy services. Contact me.