



Dan Martin @Jamesnicholsfry @PRgirlAshley The social media support industry needs to get better at advising clients [#commschat](#) -9:04 PM Feb 20th, 2012



Dan Martin @Jamesnicholsfry @PRgirlAshley Not necessarily. So called marketing experts are telling them that they should be using it [#commschat](#) -9:03 PM Feb 20th, 2012



mynewsdesk_uk Night everyone. Still haven't pinned it down yet... [#commschat](#) -9:03 PM Feb 20th, 2012



jgombita @jonathan626537 @lizcpher unsure. Met [@steeldryver](#) through [#usguys](#), which was def. more pro-dog. He created a cat graphic for me! [#commschat](#) -9:03 PM Feb 20th, 2012



sophiedennis Big advantage of Pinterest is selective following (follow just specific boards). Opposite of G+ circle model [#commschat](#) -9:03 PM Feb 20th, 2012



jonathan626537 Sorry [#commschat](#) but I must depart to catch up on [#Whitechapel](#). Until next time! [#zeebox](#) <http://t.co/aYlsjfcS> -9:03 PM Feb 20th, 2012



CommsChat We'll have a transcript up tomorrow, and please feel free to carry on using the hashtag. Night all! [#commschat](#) -9:02 PM Feb 20th, 2012



RobertPickstone @iftweeter I agree. Research needed. Not all relevant stats are available yet [#commschat](#) -9:01 PM Feb 20th, 2012



jonathan626537 @jgombita @lizcpher @steeldryver @debng Now this is interesting - G+ dogs, Pinterest cats. Anything in the male/female split? ;) [#commschat](#) -9:01 PM Feb 20th, 2012



CommsChat I have to sign out now everyone - but thanks very much for chiming in tonight. A special thank you to [@iftweeter!](#) [#commschat](#) -9:01 PM Feb 20th, 2012



PressurePR and on that bombshell, goodnight from Africa [@CommsChat](#) [#commschat](#) -9:01 PM Feb 20th, 2012



Jamesnicholsfry @jeremywaite @CommsChat But what if the marketers bring interesting material and goodies? Then can we stay? [#CommsChat](#) -9:01 PM Feb 20th, 2012



Dan Martin @Jamesnicholsfry @PRgirlAshley What examples are there of brands which have successfully used it and achieved real results? [#commschat](#) -9:01 PM Feb 20th, 2012

if. [iftweeter @jeremywaite](#) indeed Jeremy – here here [#CommsChat](#) -9:01 PM Feb 20th, 2012



[jgombita @iftweeter](#) awwwww! (I am a Cat Woman, so am very appreciative of this [@pinterest](#) account. Thank you.) [#commschat](#) -9:01 PM Feb 20th, 2012



[LizCpher](#) +1 RT [@GemmaPhelan](#): When all's said and done I'm loving pinning so if everyone feels the same then there's opportunity for brands [#CommsChat](#) -9:00 PM Feb 20th, 2012



[CommsChat @iftweeter](#) Well, on that note... [#commschat](#) -9:00 PM Feb 20th, 2012



[jgombita](#) RT [@iftweeter](#): [@jgombita](#) speaking of which – our colleague loves cats [http://t.co/2G1fbbUe](#) [#CommsChat](#) -9:00 PM Feb 20th, 2012



[jeremywaite @CommsChat](#) But I think Pinterest's early integration with FB makes it inevitable that it will be an ad platform before too long [#commschat](#) -9:00 PM Feb 20th, 2012



[Jamesnicholsfry @Dan Martin @PRgirlAshley](#) Surely that's because their not picking the platforms that best suit their marketing strategy? [#CommsChat](#) -9:00 PM Feb 20th, 2012



[jgombita @LizCpher @jonathan626537](#) interesting, because a lot of people in my G+ circles are doggie people. Like [@steeldryver](#) & [@debng](#). [#commschat](#) -8:59 PM Feb 20th, 2012



[Prakky @Dan Martin @Jamesnicholsfry @PRgirlAshley](#) Small biz – and everyone – needs to use socmedia to suit them. Not be ruled by it. [#commschat](#) -8:59 PM Feb 20th, 2012

if.

[iftweeter @jgombita](#) speaking of which – our colleague loves cats [http://t.co/2G1fbbUe](#) [#CommsChat](#) -8:59 PM Feb 20th, 2012



[LizCpher](#) RT [@iftweeter](#): Pinterest is no different to any other social channel – does it fit in with your communication strategy? [#CommsChat](#) < yes -8:59 PM Feb 20th, 2012



[jeremywaite @CommsChat](#) Hopefully pinterest will stay engagement and curation based as long as possible and not hijacked by marketers [#commschat](#) -8:59 PM Feb 20th, 2012



[Prakky](#) Sometimes people/brands go to lots of trouble to build web pages/tools as showcases: Pinterest can fill a need. [#commschat](#) -8:59 PM Feb 20th, 2012



Jamesnicholsfry @iftweeter Completely agree! "Pinterest is no diff to any other social media or marketing channel – does it fit w/ comms strategy? [#CommsChat](#) –8:59 PM Feb 20th, 2012



Dan Martin @Jamesnicholsfry @PRgirlAshley Small businesses who I write about are overwhelmed by social platforms and this is yet another one [#commschat](#) –8:58 PM Feb 20th, 2012

if.

iftweeter Are people you want to communicate with on Pinterest? Do the research like you would before launching any marketing initiative [#CommsChat](#) –8:58 PM Feb 20th, 2012



GemmaPhelan When alls said and done I'm loving pinning so if everyone feels the same then there is opportunity for brands [#CommsChat](#) –8:58 PM Feb 20th, 2012



LizCpher @jgombita @jonathan626537 @pinterest @torontostar @youtube cats are definitely big on G+ [#CommsChat](#) –8:58 PM Feb 20th, 2012



jgombita RT **@Jamesnicholsfry: @jonathan626537 @jgombita @torontostar** I heard cats rule other social media sites, like Tumblr? [#CommsChat](#) –8:57 PM Feb 20th, 2012



asifmirza I use it as dream board and bucket list RT **@Jamesnicholsfry** I just love how quickly the defenders of [@Pinterest](#) have sprung up! [#commschat](#) –8:57 PM Feb 20th, 2012



jonathan626537 @iftweeter Do you think the mobile app is too clumsy and may restrict adoption? [#commschat](#) –8:57 PM Feb 20th, 2012



Jamesnicholsfry @jonathan626537 @jgombita @torontostar I heard cats rule other social media sites, like Tumblr? [#CommsChat](#) –8:57 PM Feb 20th, 2012

if.

iftweeter Pinterest is no different to any other social network or marketing channel – does it fit in with your communication strategy? [#CommsChat](#) –8:57 PM Feb 20th, 2012



jonathan626537 @Prakky @jgombita Very much so especially as many artists run as small businesses and strongly on WOM. [#commschat](#) –8:56 PM Feb 20th, 2012



Ways2Play @CommsChat too early to tell. It needs more time. This is the question I was asking yesterday [#Commschat](#) –8:56 PM Feb 20th, 2012

if.

iftweeter @CommsChat both! Engaging the users effectively will bring brands closer to their audience – the essence of marketing, but... [#CommsChat](#) –8:56 PM Feb 20th, 2012



LizCpher I nearly have [@CommsChat](#) [@iftweeter](#) & expect I will at some point. Great for discovering products you never knew existed [#CommsChat](#) -8:56 PM Feb 20th, 2012



Jamesnicholsfry [@Dan_Martin](#) [@PRgirlAshley](#) I don't use it personally, but if you can get to brands TA through it and engage them, why not? [#CommsChat](#) -8:56 PM Feb 20th, 2012



jonathan626537 [@jgombita](#) [@pinterest](#) [@torontostar](#) [@youtube](#) I thought cats ruled the interweb? ;) [#commschat](#) -8:55 PM Feb 20th, 2012



jgombita [@jane63c](#) long time no "see!" Hiya. I wish the No [@pintrest](#) line was mine, but it's [@brightmatrix](#). Mike did a blog post around it. [#commschat](#) -8:55 PM Feb 20th, 2012



PRgirlAshley I DON'T EVEN LIKE PINTEREST. RT [@dan_martin](#): [@Jamesnicholsfry](#) I just love how quickly the defenders of [@Pinterest](#) have sprung up! [#commschat](#) -8:55 PM Feb 20th, 2012



GemmaPhelan "[@CommsChat](#): t&cs state pinterest has the right to sell pictures users upload. I suggest including a copy write stamp [#commschat](#)" -8:54 PM Feb 20th, 2012



jgombita [@jonathan626537](#) are cats at the top of [@pinterest](#), too? ([@torontostar](#) article said cats are the top viral videos on [@youtube](#)). [#commschat](#) -8:54 PM Feb 20th, 2012



CommsChat - Is engagement and collaboration with Pinterest users the way forward - or is this just a marketing opportunity? [#commschat](#) -8:54 PM Feb 20th, 2012



jane63c [@CommsChat](#) [@jgombita](#) glad you haven't lost your pintersting style [#commschat](#) -8:54 PM Feb 20th, 2012



CommsChat Have just realised it's almost 9, so here's our last topic (quickly) [#commschat](#) -8:54 PM Feb 20th, 2012



iftweeter <http://t.co/hE22fTaN> brief article on optimising your website for Pinterest - sure we will see more as the platform grows [#CommsChat](#) -8:54 PM Feb 20th, 2012



Dan_Martin [@Jamesnicholsfry](#) [@PRgirlAshley](#) He? I am here! :) I just love how quickly the defenders of [@pinterest](#) have sprung up! [#commschat](#) -8:53 PM Feb 20th, 2012



Prakky [@jgombita](#) [@jonathan626537](#) Tattoo design! Now that'd be a great use of [#pinterest](#): for individuals and tattooists. [#commschat](#) -8:53 PM Feb 20th, 2012



charlotteulvros Interesting RT **@sophiedennis**: **@RobertPickstone** here's a UK v US breakdown of Pinterest user demographics <http://t.co/qM1xY1nA> **#commschat** -8:53

PM Feb 20th, 2012



thehealthmaven agree, there is no beating that wit – that was smokin **@jgombita** **@GregOrtbach** **#usguyschat** **#marketing** **#commschat** -8:53 PM Feb 20th, 2012



CommsChat **@GemmaPhelan** Yep–but only read them after I'd done a bit of digging– dangers of logging in via FB or Twitter I think **#commschat** -8:52 PM Feb 20th, 2012



iftweeter **@asifmirza** ROI is vital – can you effectively track your activity on Pinterest to effectively weigh up the benefits...? **#CommsChat** -8:52 PM Feb 20th, 2012



jonathan626537 **@jgombita** **@pinterest** Oh then I'd best not mention Alfa Romeo and cats then! :) **#commschat** -8:52 PM Feb 20th, 2012



Jamesnicholsfry **@Dan_Martin** But wider than **#Pinterest**. What's wrong segmenting by gender if that's what works best? I can't see anything wrong. **#CommsChat** -8:52 PM

Feb 20th, 2012



sophiedennis **@RobertPickstone** here's a UK v US breakdown of Pinterest user demographics <http://t.co/DWeSTq85> **#commschat** -8:52 PM Feb 20th, 2012



PressurePR true"**@GemmaPhelan**: seen pinterest t&cs on reselling of images? I think we all need to read. Users could easily come unstuck! **#CommsChat**" -8:52 PM Feb 20th, 2012



imjustmike **@CommsChat** curation is useful/interesting/enjoyable to your audience but can't demonstrate your thought leadership or innovation **#commschat** -8:51 PM Feb

20th, 2012



spirals **@iftweeter** nope – most things that catch my eye are outside of my price range :(Isn't **@pinterest** too aspirational? **#commschat** -8:51 PM Feb 20th, 2012



CommsChat **@jgombita** Haha – has this made you feel any more **#pinterested** in it? **#commschat** -8:51 PM Feb 20th, 2012



jonathan626537 **@PRgirlAshley** **@dan_martin** Have you not taken your ferrous sulphate tablets? ;) **#irony** **#commschat** -8:51 PM Feb 20th, 2012



jgombita **@jonathan626537** scuba diving and tattoo design must make for some very interesting **@pinterest** curation! So diverse. **#commschat** -8:50 PM Feb 20th, 2012



asifmirza Might be good for psnl branding, still don't get how can a brand measure the effectiveness if people c+p pins about products? [#CommsChat](#) -8:50 PM Feb 20th, 2012



Dan Martin @Jamesnicholsfry I said there's an obsession with the gender split on [@pinterest](#) and different reports say different things [#commschat](#) -8:50 PM Feb 20th, 2012



LizCpher .@Dan Martin @journalismnews, @Pinterest is just one of many niche platforms we are going to see everyone getting excited by [#CommsChat](#) -8:50 PM Feb 20th, 2012



GemmaPhelan @CommsChat seen pinterest t&cs on reselling of images?? I think we all need to read these! Users could easily come unstuck! [#CommsChat](#) -8:50 PM Feb 20th, 2012



jgombita Too funny. [#usguyschat](#) mods trying to pull me into a [#marketing](#) ownership debate; [#commschat](#) about something in which I have no [@pinterest!](#) -8:49 PM Feb 20th, 2012



CommsChat RT @iftweeter: Has anyone brought a product as a result of finding it on Pinterest? Would be interesting to find out... [#commschat](#) -8:49 PM Feb 20th, 2012



Jamesnicholsfry @Dan Martin I might be wrong, but you made it quite clear that you didn't agree. Just wondering why? [#CommsChat](#) -8:49 PM Feb 20th, 2012



PRgirlAshley Apparently my sarcasm isn't translating today. RT [@dan_martin:](#) [@PRgirlAshley](#) Why do you need to get so defensive? [#commschat](#) -8:49 PM Feb 20th, 2012



Dan Martin @adamlewis10 @CommsChat @PRgirlAshley Do you know something I don't? [#commschat](#) -8:49 PM Feb 20th, 2012



CommsChat @PRgirlAshley @iftweeter haha! [#CommsChat](#) -8:48 PM Feb 20th, 2012



iftweeter Has anyone brought a product as a result of finding it on Pinterest? Would be interesting to find out... [#CommsChat](#) -8:48 PM Feb 20th, 2012



Ways2Play @mynewsdesk_uk @iftweeter I think it also depends on how you take in input. [#commschat](#) -8:47 PM Feb 20th, 2012



Maxim PR Can't contribute to [#commschat](#) tonight as we've yet to explore Pinterest for ourselves but it's well worth checking out the hashtag. -8:47 PM Feb 20th, 2012



Dan Martin @PRgirlAshley Why do you need to get so defensive? [#commschat](#) -8:47

PM Feb 20th, 2012



GemmaPhelan @iftweeter: @PRgirlAshley I suggested my girlfriend used it to curate ideas for her best friends wedding... [#CommsChat](#) GREAT idea. Stolen. -8:46 PM

Feb 20th, 2012



PRgirlAshley @iftweeter Did she suggest that if you like it, you put a ring on it? ;) [#CommsChat](#)

-8:46 PM Feb 20th, 2012



imjustmike @CommsChat an obvious answer, but it depends on the corp, their brand and their objectives (also, it's not an either/or question) [#commschat](#)

-8:46 PM Feb 20th, 2012



spirals @PRgirlAshley G+ circles & hangouts add a different possible dimension – more personalised group and live comms [#commschat](#)

-8:46 PM Feb 20th, 2012



jonathan626537 @PRgirlAshley @jgombita I use it (albeit not religiously) for scuba diving and tattoo design. Oh and a bit of geek stuff! [#commschat](#)

-8:46 PM Feb 20th, 2012



iftweeter A collaborative board for [#smweek](#) drawing together images from the events around the world. Help anyone? <http://t.co/fLT9VB2o> [#CommsChat](#)

-8:46 PM Feb 20th, 2012



Jamesnicholsfry Agreed! RT [@spirals](#) "I think curation V creation approach is wider than just [#pinterest](#) –itscore decision about brand positioning [#CommsChat](#)

-8:46 PM Feb 20th, 2012



Ways2Play @mynewsdesk_uk @iftweeter it depends on how the boards are set up. Some people have thought about the sequencing [#commschat](#)

-8:46 PM Feb 20th, 2012



PressurePR #fairenough "@CommsChat: RT @iftweeter: needs to be weighed up against commitment to the platform & resource available [#commschat](#)"

-8:45 PM Feb 20th, 2012



LizCpher A4 @CommsChat @jgombita both, curating is a must, creating your own content less important. Only creating, is always bad [#CommsChat](#)

-8:45 PM Feb 20th, 2012



CommsChat @mynewsdesk_uk @iftweeter I like [@mashable](#): but think I need to start selecting boards, rather than just clicking "follow all" [#commschat](#)

-8:45 PM Feb 20th, 2012



jgombita @PRgirlAshley not surprised. Interesting how many (UK esp) men have jumped on board. BTW, I have no [@Pinterest!](#) h/t [@brightmatrix](#) [#commschat](#)

-8:45 PM Feb 20th, 2012



iftweeter @PRgirlAshley I suggested my girlfriend used it to curate ideas for her best friends wedding... **#CommsChat** -8:45 PM Feb 20th, 2012



RobertPickstone @commschat A4 – depends on their audience and strategy. Sorry to be boring **#commschat** -8:45 PM Feb 20th, 2012



PRgirlAshley @spirals How is your G+ strategy different from other networks? **#CommsChat** -8:45 PM Feb 20th, 2012



mynewsdesk_uk RT **@spirals**: I think the curation Vs creation approach is wider than just Pinterest – its a core decision about brand positioning **#commschat** -8:44 PM Feb 20th, 2012



PRgirlAshley @jgombita A lot of my friends seem to be using **@Pinterest** for decorating/design and wedding purposes **#commschat** -8:44 PM Feb 20th, 2012



cfeaap #pintrest as a filing cabinet....Interesting...I like it..via **@jgombita** in **#commschat** CC: **#SMEM** -8:44 PM Feb 20th, 2012



GemmaPhelan "@nurturestore: RT **@Gemmaphelan** It gives an insight into a person/brand like never before **#CommsChat** <Yes! You totally get it" > X :) -8:44 PM Feb 20th, 2012



mynewsdesk_uk Am I only one who finds it disorganised? RT **@iftweeter**: Mashable curating well for the digital community <http://t.co/ZyNjoD4I> **#commschat** -8:44 PM Feb 20th, 2012



Dan Martin @LizCpher @journalismnews is a long term Twitter user. They've joined **@pinterest** because they feel they should **#commschat** -8:43 PM Feb 20th, 2012



CommsChat RT **@iftweeter**: potentially both – needs to be weighed up against whether there is commitment to the platform & resource available **#commschat** -8:43 PM Feb 20th, 2012



Putti prapancha RT **@litmanlive**: **#commschat** tons of stats, facts and latest data about Pinterest in this presentation <http://t.co/z0n2Yutx> -8:43 PM Feb 20th, 2012



spirals I think the curation Vs creation approach is wider than just **#pinterest** – its a core decision about brand positioning **#CommsChat** -8:43 PM Feb 20th, 2012



PressurePR RT **@iftweeter**: Mashable curating well for the digital community <http://t.co/IGFaK9Bw> – good example of company wide collaboration **#CommsChat** -8:43 PM Feb 20th, 2012



PRgirlAshley @dan_martin Honestly though, I'm not advocating everyone should use **@Pinterest**. I was arguing against that earlier in the chat :) **#CommsChat** -8:43 PM Feb 20th, 2012



iftweeter @CommsChat potentially both – needs to be weighed up against whether there is commitment to the platform & resource available **#CommsChat** -8:43 PM Feb 20th, 2012



LizCpher Did you get into G+? **@Dan_Martin @CommsChat @PRgirlAshley** That's another great example of a very particular demographic of user **#CommsChat** -8:42 PM Feb 20th, 2012



jonathan626537 @CommsChat Whilst curation of content which may not be own-brand specific drives trust. **#commschat** -8:42 PM Feb 20th, 2012



RobertPickstone Anyone seen demographic breakdown of location and/or language of Pinterest users? **#commschat** -8:42 PM Feb 20th, 2012



PressurePR Curation for sure, creating would be tedious and time consuming **#commschat** -8:42 PM Feb 20th, 2012



GemmaPhelan RT **@iftweeter**: Mashable curating well for the digital community <http://t.co/IGFaK9Bw> – good example of company wide collaboration **#CommsChat** -8:42 PM Feb 20th, 2012



DigitalKaitlyn A4 while businesses focused on services and consulting should have great curated pages full of useful info and created content **#commschat** -8:42 PM Feb 20th, 2012



Ways2Play @CommsChat @jgombita both. I can think of successful examples and they have both of these elements in balance **#commschat** -8:42 PM Feb 20th, 2012



Prakky @CommsChat @jgombita I'd lean more toward creation in terms of using your own company's content and being wary of copyright etc. **#commschat** -8:42 PM Feb 20th, 2012



jonathan626537 @CommsChat Definitely both. The IPA Effectiveness Awards vouches that the most effective campaigns are the most creative... **#commschat** -8:42 PM Feb 20th, 2012



DigitalKaitlyn A4 I think that depends on the type of business you run. Retailers should create content rich with beautiful products **#commschat** -8:41 PM Feb 20th, 2012



Jamesnicholsfry @Dan_Martin @CommsChat @PRgirlAshley Some social media aren't widely adopted, but that's not a problem? Just look at 'tribes!' **#CommsChat** -8:41 PM Feb 20th, 2012



<http://t.co/IGFaK9Bw> – good example of company wide collaboration [#CommsChat](#) –8:41 PM Feb 20th, 2012



[adamlewis10](#) RT [@Dan_Martin](#): [@CommsChat](#) [@PRgirlAshley](#) Only a few months ago your industry was telling me to "tap into" Google+! [#commschat](#) >Give it time! –8:41 PM Feb 20th, 2012



[jgombita](#) [@PRgirlAshley](#) you're welcome. She was really referring to it on a personal basis--[@pinterest](#) filing cabinet for home reno ideas. [#commschat](#) –8:41 PM Feb 20th, 2012



[Prakky](#) [@Dan_Martin](#) [@CommsChat](#) [@PRgirlAshley](#) Not the whole industry: I did the opposite. [#commschat](#) –8:41 PM Feb 20th, 2012



[CommsChat](#) Ok, topic 4 tonight (touched on by [@jgombita](#) and others earlier): Should the corporate approach focus on creation or curation? [#commschat](#) –8:40 PM Feb 20th, 2012



[LizCpher](#) But it's going to be quite a challenge [@MonteTidbits](#) being creative isn't everyone's strength [#CommsChat](#) [#pinterest](#) –8:40 PM Feb 20th, 2012



[PRgirlAshley](#) So great. Thanks Judy! RT [@jgombita](#) [#smwto](#) Curation Vs. Curation: [@Pinterest](#) serves as a filing cabinet for me. [#commschat](#) –8:40 PM Feb 20th, 2012



[CommsChat](#) [@Dan_Martin](#) After all, we all judge other people on their taste, whether consciously or not. [#commschat](#) –8:39 PM Feb 20th, 2012



[ContentHappy](#) [@jamesnicholsfry](#) [@jane63c](#) [#commschat](#) think the quality of the photographic content on Pinterest puts it above Tumblr, generally v good –8:39 PM Feb 20th, 2012



[nurturestore](#) RT [@GemmaPhelan](#): Pinterest gives an insight into a person/brand like never before [#CommsChat](#) <Yes! You totally get it –8:39 PM Feb 20th, 2012



[Dan_Martin](#) [@CommsChat](#) [@PRgirlAshley](#) Only a few months ago your industry was telling me to "tap into" Google+! [#commschat](#) –8:38 PM Feb 20th, 2012



[jane63c](#) like the idea of tribes gathering round this idea – wonder what [@SethGodin](#) makes of it? [#commschat](#) –8:38 PM Feb 20th, 2012



[PressurePR](#) the referral figures are pretty strong from [@pintrest](#) [#commschat](#). Will it last? –8:38 PM Feb 20th, 2012



CommsChat @Dan_Martin Yep – she's a lifestyle journalist. I think it's a good eg because you build a public persona, much as w/Twitter [#commschat](#) –8:38 PM Feb 20th, 2012



LizCpher RT **@CommsChat**: RT **@litmanlive**: [#commschat](#) tons of stats, facts and latest data about Pinterest in this presentation <http://t.co/izjOkhys> [#commschat](#) –8:38 PM Feb 20th, 2012



LizCpher RT **@PRgirlAshley**: **@Pinterest** succeeds since people are so enthusiastic about niche things. It's very me-centered. Tap into that. [#commschat](#) –8:38 PM Feb 20th, 2012



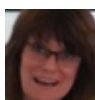
CommsChat RT **@jgombita**: **@PRgirlAshley** fave line from a real curator at [#smwto](#) : **@Pinterest** serves as a filing cabinet for me. [#commschat](#) –8:38 PM Feb 20th, 2012



LizCpher .**@Dan_Martin @journalismnews** because they didn't know any better. Just like when businesses startup on Twitter [#CommsChat](#) –8:38 PM Feb 20th, 2012



cfeaap @PRgirlAshley I see that, I am now following [#commschat](#). You do good work, both fields are common in nature (crisis comm & marketing) –8:37 PM Feb 20th, 2012



jane63c @Jamesnicholsfry it feels very personal to me so brands need to be careful about authenticity of content? [#commschat](#) –8:37 PM Feb 20th, 2012



nurturestore RT **@LizCpher**: **@steet @nurturestore @CommsChat** the blueprint of social media success, create great content, don't try to sell [#CommsChat](#) –8:37 PM Feb 20th, 2012



GemmaPhelan Pinterest gives an insight into a person/brand like never before [#CommsChat](#) –8:37 PM Feb 20th, 2012



jgombita @PRgirlAshley fave line from a real curator at [#smwto](#) Curation Vs. Curation: **@Pinterest** serves as a filing cabinet for me. [#commschat](#) –8:37 PM Feb 20th, 2012



CommsChat @Jamesnicholsfry @jane63c definitely agree on the similarities to Tumblr, but skews more professional I think [#commschat](#) –8:37 PM Feb 20th, 2012



Dan_Martin @CommsChat But why does she need to do that on [#Pinterest](#)? Is her target market using it? [#commschat](#) –8:36 PM Feb 20th, 2012



LizCpher @steet @nurturestore @CommsChat the blueprint of social media success, create great content, don't try to sell [#CommsChat](#) –8:36 PM Feb 20th, 2012



PressurePR @Pinterest accounted for 3.6% of referral traffic, Twitter 3.61% referral traffic. "**@iftweeter: @PressurePR** traffic to who? **#CommsChat**" -8:36 PM Feb 20th, 2012



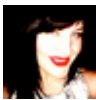
spirals brands with old adverts that have made it into the psyche of culture could post their old posters too **#commschat** -8:36 PM Feb 20th, 2012



CommsChat RT @PRgirlAshley: @Pinterest succeeds since people are so enthusiastic about niche things. Its very me-centered. Tap into that. **#commschat** -8:36 PM Feb 20th, 2012



Jamesnicholsfry @jane63c I don't really understand the purpose of it. Just another social hub, maybe? It's just the same as Tumblr just 'fresher' **#CommsChat** -8:36 PM Feb 20th, 2012



GemmaPhelan RT @spirals: Reckon itd be nice for service based brands to have boards for each staff member – to build personalities of staff **#commschat**” -8:36 PM Feb 20th, 2012



iftweeter @mynewsdesk_uk @spirals very nice idea **#CommsChat** -8:35 PM Feb 20th, 2012



Prakky RT @litmanlive: #commschat tons of stats, facts and latest data about Pinterest in this presentation <http://t.co/zOn2Yutx> -8:35 PM Feb 20th, 2012



PRgirlAshley @cfeaap Originally, I was thinking from a PR standpoint, but at a broad level, I think that's great cc: **@LouLouK @colebagski #commschat** -8:35 PM Feb 20th, 2012



CommsChat I saw a board today of a journalist who's using it to pin links to her work-pretty good idea for self-branding **#commschat** -8:35 PM Feb 20th, 2012



Ways2Play @jonathan626537 @CommsChat I like that. particularly for their own inspiration. I would also add their own empowerment **#commschat** -8:35 PM Feb 20th, 2012



nurturestore RT @GemmaPhelan: "@PressurePR: Pinterest is driving more referral traffic than Google+. Agreed! **#commschat**” <Yes, agreed -8:35 PM Feb 20th, 2012



CommsChat RT @litmanlive: #commschat tons of stats, facts and latest data about Pinterest in this presentation <http://t.co/izjQkhys> **#commschat** -8:35 PM Feb 20th, 2012



mynewsdesk_uk RT @spirals: Reckon itd be nice for service based brands to have boards for each staff member – to build personalities of staff **#commschat** -8:34 PM Feb 20th, 2012



PRgirlAshley @Pinterest succeeds since people are so enthusiastic about niche things. It's very me-centered. Tap into that. [#commschat](#) -8:34 PM Feb 20th, 2012



jane63c sorry I'm late and been missing a while, not got my head round pinterest yet [#commschat](#) -8:34 PM Feb 20th, 2012



Dan Martin @LizCpher Exactly! [@journalismnews](#) recently joined [#Pinterest](#) to "post links to our email newsletters". Why?! [#commschat](#) -8:34 PM Feb 20th, 2012



jonathan626537 @iftweeter @PressurePR You can drive traffic but is it relevant to what you are marketing or knocking up your bounce rates? [#commschat](#) -8:34 PM Feb 20th, 2012



LizCpher .@iftweeter businesses certainly need to be more creative on Pinterest than they are perhaps used to. [#CommsChat](#) -8:33 PM Feb 20th, 2012

if.

iftweeter RT [@katyhowell](#): Dont be too quick to dismiss curation. with the firehose information online, it is what people want [#pinterest](#) [#CommsChat](#) -8:33 PM Feb 20th, 2012



Jamesnicholsfry @spirals Especially smaller brands that might have a high level of contact with customers. [#CommsChat](#) -8:33 PM Feb 20th, 2012



Ways2Play @spirals @unicef @unicef_uk that's an interesting one. They are very successful at this. [#commschat](#) -8:33 PM Feb 20th, 2012



nurturestore RT [@GemmaPhelan](#): Brands could open up collaborative boards. <collaborative boards in my niche are really successful [#CommsChat](#) -8:33 PM Feb 20th, 2012



litmanlive #commschat tons of stats, facts and latest data about Pinterest in this presentation <http://t.co/zOn2Yutx> -8:33 PM Feb 20th, 2012



steet RT [@nurturestore](#): [@CommsChat](#) Be a resource for followers (ideas, inspiration) rather than thinking of just selling [#commschat](#) -8:32 PM Feb 20th, 2012

if.

iftweeter @PressurePR traffic to who? One suspects that this is a considerably sweeping statement! [#CommsChat](#) -8:32 PM Feb 20th, 2012



GemmaPhelan "@PressurePR: Pinterest is driving more referral traffic than Google+. Agreed! [#commschat](#)" -8:32 PM Feb 20th, 2012



steet Nice :) RE: [@mynewsdesk_uk](#) Mynewsdesk is certainly feeling around for a strategy! <http://t.co/OamINART> [#commschat](#) -8:31 PM Feb 20th, 2012



mm4marketing RT [@cfeaap](#): [#Pinterest](#) is best for telling stories, saves time in crisis communication. Picture = 1000 words [#commschat](#) -8:31 PM Feb 20th, 2012



GemmaPhelan Brands could open up collaborative boards. Would have to be controlled [#crowdsourcing](#) [#CommsChat](#) -8:31 PM Feb 20th, 2012



spirals Reckon it'd be nice for service based brands to have boards for each staff member – to build personalities of staff [#commschat](#) -8:31 PM Feb 20th, 2012



CommsChat [@jonathan626537](#) Yes–runs the risk of replicating early stages of brands on Facebook and mistakes made then. [#commschat](#) -8:31 PM Feb 20th, 2012



Ways2Play [@CommsChat](#) to select careful what they want to build into their brand. Sometimes I am unsure of the brand if too many boards [#commschat](#) -8:31 PM Feb 20th, 2012



iftweeter [@LizCpher](#) a good start would be to build a story around the products – give something for your users to digest and enjoy [#CommsChat](#) -8:31 PM Feb 20th, 2012



cfeaap [@Prakky](#) [@Dan_Martin](#) Great point. [#commschat](#) -8:31 PM Feb 20th, 2012



jonathan626537 [@CommsChat](#) Brands should assist users by being lead curators of useful content to be accessed by users for their own inspirations [#commschat](#) -8:31 PM Feb 20th, 2012



PressurePR Pinterest is driving more referral traffic than Google+, YouTube etc.. so therefore it should appeal to corporate brands? [#commschat](#) -8:31 PM Feb 20th, 2012



Jamesnicholsfry Completely agree! RT ' [@Only_Theo](#) Pinterest a good tool for tribal marketing. [#Commschat](#)'. Writing my dissertation on Tribes! [#CommsChat](#) -8:30 PM Feb 20th, 2012



Prakky [@cfeaap](#) [@Dan_Martin](#) That too. After I did the 'books' board I asked myself why .. esp as I use GoodReads! [#commschat](#) -8:30 PM Feb 20th, 2012



katyhowell Dont be too quick to dismiss curation. with the firehose information online, it is what people want – hence [#pinterest](#) [#CommsChat](#) -8:30 PM Feb 20th, 2012



cfeaap #Pinterest is best for telling stories, saves time in crisis communication. Picture = 1000 words #commschat -8:30 PM Feb 20th, 2012



mynewsdesk_uk RT @CommsChat: How can brands start to build useful presences on Pinterest? #commschat -8:30 PM Feb 20th, 2012



Dan Martin @Jamesnicholsfry Nooooooooooooo! #commschat -8:30 PM Feb 20th, 2012



Lunova Group RT @CommsChat: Ok – so why should Pinterest appeal to corporate brands? Does it yet? #commschat -8:30 PM Feb 20th, 2012



LizCpher RT @CommsChat: Ok, our third topic tonight is: How can brands start to build useful presences on Pinterest? #commschat -8:30 PM Feb 20th, 2012



mynewsdesk_uk Mynewsdesk is certainly feeling around for a strategy! <http://t.co/2d90QISF> #commschat -8:29 PM Feb 20th, 2012



Prakky @CommsChat Q1: in a similar way to Instagram: easy, visual communication that might build brand & web visits. #commschat -8:29 PM Feb 20th, 2012



jonathan626537 @CommsChat I saw an awful "repin to win" campaign on Pinterest. Very lazy in my opinion. #commschat -8:29 PM Feb 20th, 2012



LizCpher The most important consideration a business should make is to ensure their site has at least one great image for people to pin #CommsChat -8:29 PM Feb 20th, 2012



spirals Some brands are naturally already visual storytellers. @unicef and @unicef_uk have used visual stories for a while #commschat -8:29 PM Feb 20th, 2012



nurturestore @CommsChat Be a resource for followers (ideas, inspiration) rather than thinking of just selling #commschat -8:29 PM Feb 20th, 2012



CommsChat RT @LouLouK: @pressurepr collab also good for visuals for sourcing colour schemes etc for websites, ux feedback on wireframes... #commschat -8:29 PM Feb 20th, 2012



if. **iftweeter** Would love to hear thoughts around the "social commerce game changer" infographic...<http://bit.ly/wHKN3P> #CommsChat -8:28 PM Feb 20th, 2012



Prakky Like most good platforms, [#pinterest](#) supplied 'templates' for people & that pushed people toward certain content. [#commschat](#) -8:28 PM Feb 20th, 2012



Lunova Group We would be interested to know if there are any other recruiting firms out there using [#pinterest](#) and how it is working. [#commschat](#) -8:28 PM Feb 20th, 2012



cfeaap or wedding dresses RT [@Prakky](#): [@Dan Martin](#) I think people were trying to answer 'why are there so many swatches?' on [#pinterest?](#) [#commschat](#) -8:28 PM Feb 20th, 2012



Prakky [@Dan Martin](#) I think people were trying to answer 'why are there so many swatches?' on [#pinterest?](#) [#commschat](#) -8:27 PM Feb 20th, 2012



CommsChat Ok, our third topic tonight is: How can brands start to build useful presences on Pinterest? [#commschat](#) -8:27 PM Feb 20th, 2012



Prakky [@Dan Martin](#) Dunno; but there's so much 'analysis' of new breakaway platforms & I guess that's one of the things that's surfaced. [#commschat](#) -8:27 PM Feb 20th, 2012



iftweeter [@amylacker](#) brand aligning with the lifestyle around their product offers an excellent opportunity to communicate & engage [#CommsChat](#) -8:27 PM Feb 20th, 2012



LouLouK [@CommsChat](#) [@pressurepr](#) collab also good for visuals for sourcing colour schemes etc for websites, ux feedback on wireframes... [#commschat](#) -8:27 PM Feb 20th, 2012



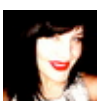
Ways2Play [@jonathan626537](#) [@prgirlashley](#) [@nurturestore](#) so very true. I am trying to discover the Turkish dynamics here. [#commschat](#) -8:27 PM Feb 20th, 2012



LizCpher [@Dan Martin](#) no point spending money using Pinterest if your demographic isn't using it [#CommsChat](#) -8:27 PM Feb 20th, 2012



Jamesnicholsfry [@Dan Martin](#) New explosion of gender based advertising. <http://t.co/hRWNNucz> Blogged: <http://t.co/ozJr5fFX> [#CommsChat](#) -8:26 PM Feb 20th, 2012



GemmaPhelan [@CharlieMay88](#) well it's a lot bigger in the us, I guess time and adaptability will tell [#CommsChat](#) -8:26 PM Feb 20th, 2012



cfeaap [@PRgirlAshley](#) Or are you speaking strictly from a PR perspective? [@loulouk](#) [@colebagski](#) [#commschat](#) -8:26 PM Feb 20th, 2012



CommsChat @Ways2Play @mynewsdesk_uk I think you can also characterise by curation—and am increasingly seeing commenting too. [#commschat](#) -8:26 PM Feb 20th, 2012

if.

iftweeter @Ways2Play I would say add to this "curation" and "co creation" and you would be pretty close [#CommsChat](#) -8:25 PM Feb 20th, 2012



katyhowell RT **@Dan_Martin**: Why are so many [#Pinterest](#) posts obsessed by the male/female split. What value has it brought to anyone? [#commschat](#) -8:25 PM Feb 20th, 2012



LizCpher @PRgirlAshley hi, my first time on [#CommsChat](#) and I love Pinterest but not been on it very long -8:25 PM Feb 20th, 2012



amylacker @iftweeter agreed— if a brand can create boards around the "lifestyle" of the brand, it's free advertising to engage consumers [#commschat](#) -8:25 PM Feb 20th, 2012



jonathan626537 @Ways2Play @prgirlashley @nurturestore And understand begins with research and listening [#commschat](#) -8:25 PM Feb 20th, 2012



Dan_Martin Why are so many [#Pinterest](#) posts obsessed by the male/female split. What value has it brought to anyone? [#commschat](#) -8:24 PM Feb 20th, 2012



Ways2Play RT **@mynewsdesk_uk**: Can someone summarise the dynamics of Pinterest – following, sharing, spreading, searching etc? [#commschat](#) -8:24 PM Feb 20th, 2012



nurturestore @mynewsdesk_uk: Can someone summarise the dynamics of Pinterest <Idea swapping [#commschat](#) -8:24 PM Feb 20th, 2012



jonathan626537 @Ways2Play @prgirlashley @nurturestore It's an old world marketing problem – understand your audience and their needs. [#commschat](#) -8:24 PM Feb 20th, 2012



jgombita @GemmaPhelan not specifically about Pinterest, but **@sparkcbc** show had guest saying "visuals" on interwebs are lazy communication. [#commschat](#) -8:24 PM Feb 20th, 2012



Jamesnicholsfry Pinterest is just yet another way for brands to communicate with respective audiences. How long until another one crops up? [#CommsChat](#) -8:24 PM Feb 20th, 2012



CommsChat @PressurePR @LouLouK that health example is really interesting – not sure I quite buy it in non–medical context though? [#commschat](#) -8:23 PM Feb 20th, 2012



CharlieMay88 @GemmaPhelan I would agree, it won't work for everyone – same as twitter etc but will its popularity last? Thats the question. [#CommsChat](#) –8:23 PM Feb 20th, 2012



PRgirlAshley Well that's a new one. Thoughts [@cfeaap?](#) [@LouLouK](#) [@colebagski](#) Pinterest Useful For Crisis Comms <http://t.co/cEBM8Qid> [#smem](#) [#commschat](#) –8:23 PM Feb 20th, 2012



mynewsdesk_uk Can someone summarise the dynamics of Pinterest – following, sharing, spreading, searching etc? [#commschat](#) –8:23 PM Feb 20th, 2012



jonathan626537 @PRgirlAshley I'd look deeper than the messaging and into whether a brand feels it can enrich the community with its presence. [#commschat](#) –8:23 PM Feb 20th, 2012



LondonKirsty If you're on [@Pinterest](#) or interested in it, follow [@CommsChat](#) now as they discuss it [#commschat](#) [#pinterest](#) –8:22 PM Feb 20th, 2012



CharlieMay88 RT [@GemmaPhelan](#): But is pinterest the best place for every corporate brand? Probably not. [#CommsChat](#) –8:22 PM Feb 20th, 2012



LizCpher [.@jonathan626537](#) [@nurturestore](#) [@CommsChat](#) Pinterest may be great for some brands but not for others. Got to fit your demographics [#CommsChat](#) –8:22 PM Feb 20th, 2012



PressurePR How for [#crisiscomms...?](#) [@LouLouK](#): RT [@colebagski](#): Pinterest is Useful For Crisis Communicators <http://t.co/QO47xAbx> [#smem](#) [#commschat](#)" –8:22 PM Feb 20th, 2012



idaniel4smom @montetidbits I sometimes wonder if I word my pins correctly. [#Commschat](#) –8:21 PM Feb 20th, 2012



iftweeter Some really interesting reading on UK user base for Pinterest [infographic] <http://t.co/pnbWVds7> [#CommsChat](#) –8:21 PM Feb 20th, 2012



steet Appeal to the type of consumers you're marketing to w/ boards, not just prods Q1 why should Pinterest appeal to corporate brands? [#commschat](#) –8:21 PM Feb 20th, 2012



PRgirlAshley @LizCpher Hey Liz :) [#CommsChat](#) –8:21 PM Feb 20th, 2012



Ways2Play @nurturestore @CommsChat I agree. I hadn't seen it in Turkey. It hasn't really reached here yet [#commschat](#) –8:21 PM Feb 20th, 2012



mynewsdesk_uk A2 – well it's US = 12m vs UK = 200k at the moment. [#commschat](#) –

8:20 PM Feb 20th, 2012

if.

iftweeter [@amylacker](#) but perhaps not to all brands? [#CommsChat](#) –8:20 PM Feb 20th, 2012



GemmaPhelan “[@PRgirlAshley](#): agreed:) later tweet pinterest is not for every corporate but powerful for visual brands [#fashion](#) [#art](#) [#CommsChat](#)” –8:20 PM Feb 20th, 2012

2012



LouLouK RT [@colebagski](#): Pinterest is Useful For Crisis Communicators

<http://t.co/Oqoiso8F> [#smem](#) [#commschat](#) –8:20 PM Feb 20th, 2012



PRgirlAshley [@jonathan626537](#) [@nurturestore](#) Exactly. The same messaging shouldn't be used verbatim across social platforms [#commschat](#) –8:20 PM Feb 20th, 2012



mynewsdesk_uk RT [@iftweeter](#): according to this infographic the UK user base is said to be weighted towards males <http://t.co/YscAU74f> [#commschat](#) –8:19 PM Feb 20th, 2012

2012



CommsChat RT [@nurturestore](#): [@CommsChat](#) Q2 majority of my pinterest traffic and community is US [#commschat](#) –8:19 PM Feb 20th, 2012



amylacker [@CommsChat](#) It should, [@Pinterest](#) drives major referral traffic to a brand's website <http://t.co/eL55UVyl> [#commschat](#) –8:19 PM Feb 20th, 2012

–8:19 PM Feb 20th, 2012



CommsChat RT [@iftweeter](#): 12,000,000 US users vs 200,000 UK users from the latest stats (Dec 2012) [#pinterest](#) [#commschat](#) –8:19 PM Feb 20th, 2012

–8:19 PM Feb 20th, 2012



LizCpher RT [@CommsChat](#): Here's no.2: Does the UK user base compare to the US base as an audience yet? [#commschat](#) –8:19 PM Feb 20th, 2012

–8:19 PM Feb 20th, 2012



PRgirlAshley [@nurturestore](#) [@CommsChat](#) I would say that it's something a female/mom-focused company should definitely explore [#commschat](#) –8:18 PM Feb 20th, 2012

2012



mynewsdesk_uk [@spirals](#) [@katiemoffat](#) – yes, I reckon it's those 'digital types' ;) [#commschat](#) –8:18 PM Feb 20th, 2012

–8:18 PM Feb 20th, 2012



LizCpher Hi, just joining [#CommsChat](#) sorry I'm late, expect more tweets than normal – it's about [#Pinterest](#) –8:18 PM Feb 20th, 2012

–8:18 PM Feb 20th, 2012



nurturestore @CommsChat Q2 majority of my pinterest traffic and community is US
#commschat -8:18 PM Feb 20th, 2012

if.

iftweeter RT @jonathan626537:@CommsChat But rather develop a clear engagement strategy that is relevant to the platform and audience groups
#CommsChat -8:18 PM Feb 20th, 2012



steet @Pinterest is all about building an image (& its FREE) **@commschat**: Ok – so why should Pinterest appeal to corporate brands? **#commschat** -8:17 PM Feb 20th, 2012



nurturestore @CommsChat Lots of mums active on Pinterest, see this pin from today: Top 10 Boards for parents 1000+ repin <http://t.co/YR5pYdDP> **#commschat** -8:17 PM Feb 20th, 2012



PRgirlAshley @EshMpabanga @GemmaPhelan Companies should build communities. But w/o a strong presence on each, you do yourself a disservice
#CommsChat" -8:17 PM Feb 20th, 2012

if.

iftweeter 12,000,000 US users vs 200,000 UK users from the latest stats (Dec 2012)
#pinterest #CommsChat -8:17 PM Feb 20th, 2012



jonathan626537 @nurturestore @CommsChat But rather develop a clear engagement strategy that is relevant to the platform and audience groups
#commschat -8:17 PM Feb 20th, 2012



GemmaPhelan Have you read their t&c's on reselling of images??? **#CommsChat** -8:17 PM Feb 20th, 2012



jonathan626537 @nurturestore @CommsChat Brands should be careful not to jump on the next SM bandwagon simply because of high volume users **#commschat** -8:16 PM Feb 20th, 2012



mynewsdesk_uk @Jamesnicholsfry fantastic idea – thanks for sharing. **#commschat** -8:16 PM Feb 20th, 2012



CommsChat Here's no.2: Does the UK user base compare to the US base as an audience yet? **#commschat** -8:15 PM Feb 20th, 2012



spirals @katiemoffat @mynewsdesk_uk wonder why the uk is different? Is it that uk early alters are typically male? **#commschat** -8:15 PM Feb 20th, 2012



CommsChat I know we have US as well as UK users on tonight so the answers to topic 2 should be interesting... **#commschat** -8:15 PM Feb 20th, 2012



iftweeter Resource is key, once you launch into a network you need to be prepared to manage it and engage with your community **#CommsChat** -8:15 PM Feb 20th, 2012



GemmaPhelan But is pinterest the best place for every corporate brand? Probably not. **#CommsChat** -8:15 PM Feb 20th, 2012



CommsChat There's been some backlash when it comes to retail connections (<http://t.co/czrl4flf>) bc it positions itself as uncommercial **#commschat** -8:15 PM Feb 20th, 2012



LiamFurther **@commschat** We created <http://t.co/f2jIM2V5> - has seen loads of repins and shares - particularly bedding **#commschat** -8:14 PM Feb 20th, 2012



Jamesnicholsfry **#Pinintrest** may be female focused globally, but what's wrong with female focused advertising? BBC: <http://t.co/hRWNNucz> **#CommsChat** -8:14 PM Feb 20th, 2012



katiemoffat **@spirals @mynewsdesk ukk** in the UK there's more male users of Pinterest than female <http://t.co/gHKrAx3p> **#commschat** -8:14 PM Feb 20th, 2012



ContentHappy **@CommsChat** depends on the brand's product and aesthetic. Or if they're willing to invest in engaging with the Pinterest community **#commschat** -8:14 PM Feb 20th, 2012



PRgirlAshley **@iftweeter** I think companies minimizing current SocMe efforts to devote all efforts **@Pinterest** are (generally) making a mistake **#CommsChat** -8:13 PM Feb 20th, 2012



iftweeter RT **@CommsChat: @mynewsdesk uk** that is what the stats indicate... would love to see an updated set of stats... **#CommsChat** -8:13 PM Feb 20th, 2012



CommsChat RT **@nurturestore: @CommsChat @Pinterest** can deliver an enormous amount of traffic to your site - every brand wants that surely? **#commschat** -8:13 PM Feb 20th, 2012



LiamFurther **@commschat** it's important to show a human side though and not turn your profile into a shop window, repin other pics too **#commschat** -8:13 PM Feb 20th, 2012



DigitalKaitlyn pinterest has worked really well for many retailers like **@neimanmarcus**, they are able to showcase inventory worth reposting **#commschat** -8:12 PM Feb 20th, 2012



jdaniel4smom RT **@nurturestore: Hi, I'm following the #commschat** tonight which is all about **@Pinterest** <- Me too! -8:12 PM Feb 20th, 2012



iftweeter @mynewsdesk_uk according to this infographic the UK user base is said to be weighted towards males <http://t.co/pnbWVds7> **#CommsChat** -8:12 PM Feb 20th, 2012



jdaniel4smom RT **@commschat**: Ok – so why should Pinterest appeal to corporate brands? Does it yet? **#commschat** -8:12 PM Feb 20th, 2012



CommsChat @mynewsdesk_uk Actually **@iftweeter** blogged about that – majority of UK users at the moment are male, I think? Not sure globally **#commschat** -8:12 PM Feb 20th, 2012



EshMpabanga of interest is the key phrase – **#pinterest?** "**@GemmaPhelan**: Every corporate brand should look to build communities of interest **#CommsChat**" -8:12 PM Feb 20th, 2012



Jamesnicholsfry @mynewsdesk_uk On the subject of female focused brands, have you seen this? <http://t.co/hRWNNucz> **#CommsChat** -8:11 PM Feb 20th, 2012



LiamFurther Pinterest should appeal to businesses because it's so easy to directly link product pics to your website **#commschat** -8:11 PM Feb 20th, 2012



nurturestore @CommsChat @Pinterest can deliver an enormous amount of traffic to your site – every brand wants that surely? **#commschat** -8:11 PM Feb 20th, 2012



GemmaPhelan Every corporate brand should look to build communities of interest **#CommsChat** -8:11 PM Feb 20th, 2012



spirals RT **@mynewsdesk_uk**: Pinterest might work well for female-focused brands, supposedly 95% of users are female <http://t.co/qvPvt4F3> **#commschat** -8:11 PM Feb 20th, 2012



iftweeter @CommsChat the collaboration aspect should certainly be of interest for corporates... **#CommsChat** -8:10 PM Feb 20th, 2012



PressurePR #commschat don't think corporate brands will completely jump on this bandwagon. -8:10 PM Feb 20th, 2012



mynewsdesk_uk Pinterest might work particularly well for female-focused brands, as supposedly 95% of users are female <http://t.co/Pt3pMDUz> **#commschat** -8:09 PM Feb 20th, 2012



laurenkgray RT **@CommsChat**: Ok – so why should Pinterest appeal to corporate brands? Does it yet? **#commschat** -8:09 PM Feb 20th, 2012



CommsChat MT **@PRgirlAshley**: All companies dont need to be involved w/ **@Pinterest**. First step should be to set goals? **#commschat** -8:09 PM Feb 20th, 2012



PRgirlAshley RT **@iftweeter** ..could say that Instagram is all about posting photos from your phone?! Not all social networks are for everyone **#CommsChat** -8:09 PM Feb 20th, 2012

if.

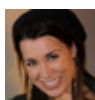
iftweeter **@PRgirlAshley** spot on Ashley **#CommsChat** -8:09 PM Feb 20th, 2012



CommsChat Ok – so why should Pinterest appeal to corporate brands? Does it yet? **#commschat** -8:08 PM Feb 20th, 2012



GemmaPhelan Certainly when we are talking artists and personal branding pinterest is an interesting way to direct traffic back to portfolios **#CommsChat** -8:08 PM Feb 20th, 2012



PRgirlAshley **@iftweeter** All companies don't need to be involved w/ **@Pinterest**. First step should be to set goals– what do you hope to achieve? **#commschat** -8:08 PM Feb 20th, 2012

if.

iftweeter But you could say that Instagram is all about posting photos from your phone?! Not all social networks are for everyone **#CommsChat** -8:08 PM Feb 20th, 2012



nurturestore Hi, I'm following the **#commschat** tonight which is all about **@Pinterest** -8:07 PM Feb 20th, 2012



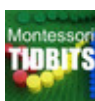
CommsChat RT **@iftweeter**: Well it is certainly cut and paste – it is primarily about curation! But it is also about collaboration too **#commschat** -8:07 PM Feb 20th, 2012



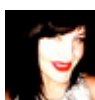
AnthonyColes RT **@CommsChat**: Hi everyone and welcome. Tonight, we're going to be looking at Pinterest, and we're joined by **@iftweeter** (Tom) **#commschat** -8:06 PM Feb 20th, 2012

if.

iftweeter Well it is certainly cut and paste – it is primarily about curation! But it is also about collaboration too **#CommsChat** -8:06 PM Feb 20th, 2012



MonteTidbits **@jdaniel4smom** me too! I am looking forward to learn more about pinning for the most impact. **#commschat** -8:06 PM Feb 20th, 2012



GemmaPhelan RT **@PRgirlAshley**: Apologies in advance for the onslaught of tweets in my feed... joining **@CommsChat** w/ **@iftweeter** **#commschat** -8:06 PM Feb 20th, 2012



GemmaPhelan On the dlr beauty of tweet chats [#CommsChat](#) -8:06 PM Feb 20th, 2012



PressurePR [#commschat](#) really keen to know what impact it has on brands. -8:06 PM Feb 20th, 2012



mynewsdesk_uk Our very own [@followfredrik](#) has a Pinteresting page... <http://t.co/puKbcno7> [#commschat](#) -8:05 PM Feb 20th, 2012



jdaniel4smom I am looking forward to learn more about pinning for the most impact. [#commschat](#) -8:05 PM Feb 20th, 2012



PRgirlAshley Apologies in advance for the onslaught of tweets in my feed... joining [@CommsChat](#) w/ [@iftweeter](#) [#commschat](#) -8:05 PM Feb 20th, 2012



CommsChat So, first up for [@iftweeter](#) tonight: Isn't Pinterest basically just aspirational cut and paste? What's it got to do with brands? [#commschat](#) -8:05 PM Feb 20th, 2012



CommsChat [@LouLouK](#) That's definitely something I think we're going to explore over the next hour [#commschat](#) -8:04 PM Feb 20th, 2012



mynewsdesk_uk Evening Pinheads. Adam here! Looking forward to learning more about Pinterest tonight. [#commschat](#) -8:04 PM Feb 20th, 2012



CommsChat Behind [@commschat](#) tonight is me, [@mollyhpierce](#), editor [@communicatemag](#) [#commschat](#) -8:03 PM Feb 20th, 2012



LouLouK [@CommsChat](#) And again, are you sure pinterest is actually C & P'ing content? [#commschat](#) -8:03 PM Feb 20th, 2012



CommsChat [@DigitalKaitlyn](#) Hi! Glad you could join us [#commschat](#) -8:03 PM Feb 20th, 2012



DigitalKaitlyn hi [#commschat](#), looking forward to a pinterest chat :) -8:02 PM Feb 20th, 2012



CommsChat ... 10 million unique visitors last month, anyone? So it's unsurprising that brands are very interested in the network [#commschat](#) -8:02 PM Feb 20th, 2012



CommsChat Pinterest has received a lot of media attention recently, and has some pretty interesting statistics to show for it... [#commschat](#) -8:01 PM Feb 20th, 2012



CommsChat Hi everyone and welcome. Tonight, we're going to be looking at Pinterest, and we're joined by [@iftweeter](#) (Tom) [#commschat](#) -8:01 PM Feb 20th, 2012



jdaniel4smom RT [@jessyeoman](#): Looks like [#CommsChat](#) could be quite interesting tonight... topic being Pinterest! Will try to tune in if I get... -8:01 PM Feb 20th, 2012



CommsChat Ok, time to get started... [#commschat](#) -8:00 PM Feb 20th, 2012



spirals RT [@CommsChat](#): We're about to kick off with [@iftweeter](#) – just time to check out the topics at <http://t.co/slJnyOnd> [#commschat](#) -8:00 PM Feb 20th, 2012



if. [iftweeter](#) RT [@CommsChat](#): Were about to kick off with [@iftweeter](#) – just time to check out the topics at <http://t.co/33Oy5ech> [#CommsChat](#) -7:58 PM Feb 20th, 2012



CommsChat We're about to kick off with [@iftweeter](#) – just time to check out the topics at <http://t.co/slJnyOnd> [#commschat](#) -7:57 PM Feb 20th, 2012



CommsChat Ten minutes to go! I might just update my pinterest quickly... [#commschat](#) -7:50 PM Feb 20th, 2012



JessYeoman Looks like [#CommsChat](#) could be quite interesting tonight... topic being Pinterest! Will try to tune in if I get tomorrow's lec prep done -7:37 PM Feb 20th, 2012



QuirkyBean RT [@CommsChat](#): Half an hour to go–topics are here: [#CommsChat](#), 20 February: Pinterest <http://t.co/slJnyOnd> -7:32 PM Feb 20th, 2012



GemmaPhelan RT [@CommsChat](#): Looking forward to [#commschat](#) tonight? We're discussing Pinterest with [@iftweeter](#) in just under an hour! -7:32 PM Feb 20th, 2012



CommsChat Half an hour to go–topics are here: [#CommsChat](#), 20 February: Pinterest <http://t.co/slJnyOnd> -7:32 PM Feb 20th, 2012



BigLugPR [#CommsChat](#) hello from Joburg, last week my internet let me down. 2night, I'm all in. -7:27 PM Feb 20th, 2012



kariowers RT @CommsChat: Looking forward to **#commschat** tonight? We're discussing Pinterest with **@iftweeter** in just under an hour! -7:24 PM Feb 20th, 2012



UltraSocialUK Fans of **@Pinterest** might like to join **#commschat** tonight. If you haven't 'pinned' yet, feast your eyes here <http://t.co/dyHwWlOw> -7:20 PM Feb 20th, 2012



Maxim PR Should be interesting RT **@CommsChat**: Looking forward to **#commschat** tonight? We're discussing Pinterest with **@iftweeter** in just under an hour -7:18 PM Feb 20th, 2012



mynewsdesk_uk Ahead of tonight's **#commschat** RT **@GemGriff**: Good FAQ on Business Insider about whether Pinterest is an illegal network <http://t.co/Pt3pMDUz> -7:12 PM Feb 20th, 2012



CommsChat Looking forward to **#commschat** tonight? We're discussing Pinterest with **@iftweeter** in just under an hour! -7:10 PM Feb 20th, 2012



GemmaPhelan Looking forward to tonight's **#commschat** at 8pm-just preempting I may be a little tweety peeps -6:13 PM Feb 20th, 2012



CommAMMO meeting w/ potential new client in 10 minutes, but wanted to say "welcome" to new followers generally. Hope all's well. Is **#commschat** 2day? -4:20 PM Feb 20th, 2012



heidinoemm RT **@commschat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/3EHC1bhW> -3:45 PM Feb 20th, 2012



LizCpher RT **@stevevsocialmed** Pinterest or Porn-terest? What the Social Network Is Doing to Keep It Clean <http://t.co/H8m0IQ36> **#commschat** -3:17 PM Feb 20th, 2012



mynewsdesk_uk Hey **#commschat** massive, we've only recently started on Pinterest. Check it out - <http://t.co/2d9OQISF> -3:06 PM Feb 20th, 2012



adamlewis10 RT **@LizCpher**: RT **@CommsChat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/ObzgbpeB> 8pm GMT -2:57 PM Feb 20th, 2012



adamlewis10 RT **@mynewsdesk_uk**: RT **@commschat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/UaRIUCU8> -2:57 PM Feb 20th, 2012



mynewsdesk_uk RT **@commschat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/UaRIUCU8> -2:40 PM Feb 20th, 2012



katehartley RT **@CommsChat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/InBieWY2> -2:18 PM Feb 20th, 2012



LizCpher RT **@CommsChat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/QbzgpeB> 8pm GMT -1:56 PM Feb 20th, 2012



LogistikGroup So is there space for corporate brands on Pinterest? Will its comms abilities develop beyond marketing? **#CommsChat** discuss tonight **@CommsChat** -1:36 PM Feb 20th, 2012



Charlotte Mair So is there space for corporate brands on Pinterest? Will its comms abilities develop beyond marketing? **#CommsChat** discuss tonight **@CommsChat** -1:35 PM Feb 20th, 2012



FelicityStewart **@PaulCTayla** **@mollyhpierce** Also slightly obsessed with Pinterest. I'll be there! **#CommsChat** -1:20 PM Feb 20th, 2012



getmeoutnews RT **@CommsChat**: **#CommsChat** tonight! We'll be joined by Tom from **@iftweeter** discussing **#pinterest** - topics here: <http://t.co/m0tMioyM> -1:17 PM Feb 20th, 2012



PaulCTayla MT **@mollyhpierce**: Given that I'm obsessed with **#pinterest**, it's lucky that tonight's **#commschat** is on it <http://t.co/a6QxoWCL> < me too! -1:16 PM Feb 20th, 2012

