<table>
<thead>
<tr>
<th><strong>Channels</strong></th>
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</thead>
<tbody>
<tr>
<td><strong>Pinterest</strong></td>
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<tr>
<td><strong>Where we envision</strong></td>
</tr>
</tbody>
</table>
| **Audience** | • 200 million monthly users  
• 60% of users have children under 5 in the home  
• 1 out of 2 millennials use Pinterest monthly  
*Source is Pinterest* | • 250 million active monthly users  
• 57% are male | • 73% of U.S. adults use it  
• 91% of adults aged 18-29 use it |
| **Use it to...** | • Share and show information  
• Inspire | • Forge connections  
• Educate  
• Build expert credibility and thought leadership  
*Source is Social Media Today* | • Humanize your brand  
• Create an image of authority  
• Build credibility and trust  
• Engage  
*Source is Forbes* |
| **Best for...** | • Content that inspires and informs  
• Visuals with text overlays  
• Curating content for your audience | • Content that influences  
• Content that humanizes your brand  
• Educating  
• Building expertise  
*Source is Forbes* | • Long format videos like documentaries  
• How-to guides and tutorials  
• Product reviews  
• Vlogs  
• Educational videos  
*Source is InfluencerMarketingHub.com* |
| **When to post...** | • Saturday evenings | • Midweek from 5 to 6 p.m.  
• Weekday mornings from 8 to 9 a.m. | • From 2 to 4 p.m.  
Monday-Wednesday or between 12 and 3 p.m. Thursday and Friday |