

ONE-CLICK FOLLOW GUIDE

SUMMARY BASE REQUIREMENTS USAGE GUIDELINES BEST PRACTICES CASE STUDIES

Summary

One-Click Follow is a feature that helps businesses grow their Pinterest followers by making it easy for users to follow them. With an appended string to any URL for your profile or any of your boards, you can make it easier for users to follow and save your content onto Pinterest.

To give you an example of how it works, one business published a Facebook post and sent an email once a week over the span of three months, embedding the URL into these marketing channels. This business was able to gain an incremental 70K Pinterest followers through One-Click Follow.

Another partner found that sharing the One-Click Follow link on their Facebook business page allowed them to achieve a following volume that was seven times their organic following for that instance.

Base requirements

- Must be using a business account on Pinterest
 - Create a new account at <https://business.pinterest.com>, or you can convert your existing personal account at the same link.
- Feature is enabled manually by Pinterest

Usage guidelines

The One-Click Follow link must be conspicuous on the partner website, and it must be made clear that clicking the link will result in following the profile or board.

- e.g. “Follow us on Pinterest”



- e.g. “Follow our Best DIY Ideas on Pinterest”

How to use One-Click Follow

There are two types of links that you can use to promote your Pinterest profile and boards. You can go to https://developers.pinterest.com/one_click_follow_guide to easily generate a URL.

1. Profile follow - this link will create an automatic follow action on the whole Pinterest account (case-insensitive)

```
pinterest.com/follow/YourPinterestUsername
```

2. Board follow - this link create an automatic follow action on a specific board URL

```
pinterest.com/follow/YourPinterestUsername/YourBoardName
```

How it works

Existing Pinterest users- users will be taken to your business profile, or the specified board, and will become a follower upon clicking the link.

New Pinterest users - users will sign up for a Pinterest account and after going through a short new-user orientation, will receive a customized greeting from the business, welcoming the user to Pinterest. Your business' Pins will be the first one that user sees in their profile.

How other businesses use it

Businesses feature their Pinterest content across social media and email campaigns to spread the word about their Pinterest presence and get more followers.

By publishing one Facebook post and sending an email once a week for three months, one partner boosted their Pinterest presence and saw an increase in content being shared from their website. Another partner who used this in their email campaigns increased their following by seven times their organic following.

Boosted metrics

- PROFILE FOLLOWER COUNT
- BOARD FOLLOWER COUNT
- USER ENGAGEMENT

Ways to use One-Click Follow

1. EMAIL MARKETING

In order to let their email subscribers know that they're on Pinterest, businesses can embed the one-click follow URL as the hyperlink for their Pinterest content features.

In the following example, Better Homes & Gardens features some of their seasonal Pinterest boards and encourages users to follow those boards.

Better Homes and Gardens.

your weekly update newsletter

READER FAVORITES: [Bath Guide](#) [Peach Cobbler](#) [Cleaning Personality](#) [Cutest Cupcakes](#)

Big Style on a Small Budget

Achieve fresh style on a budget with these use-anywhere design ideas that are versatile and easy to do. Our savvy ideas will help you make the most impact without spending much money.

- [Decor Under \\$50](#)
- [Decorate with What You Have](#)
- [19 Low-Cost Kitchen Updates](#)
- [\\$20 Weekend Projects](#)
- [See How to Rearrange Your Sofa Pillows](#)
- [Jovi Home Chenille Throw Blanket](#)

Our Cheap & Chic Pinterest Boards

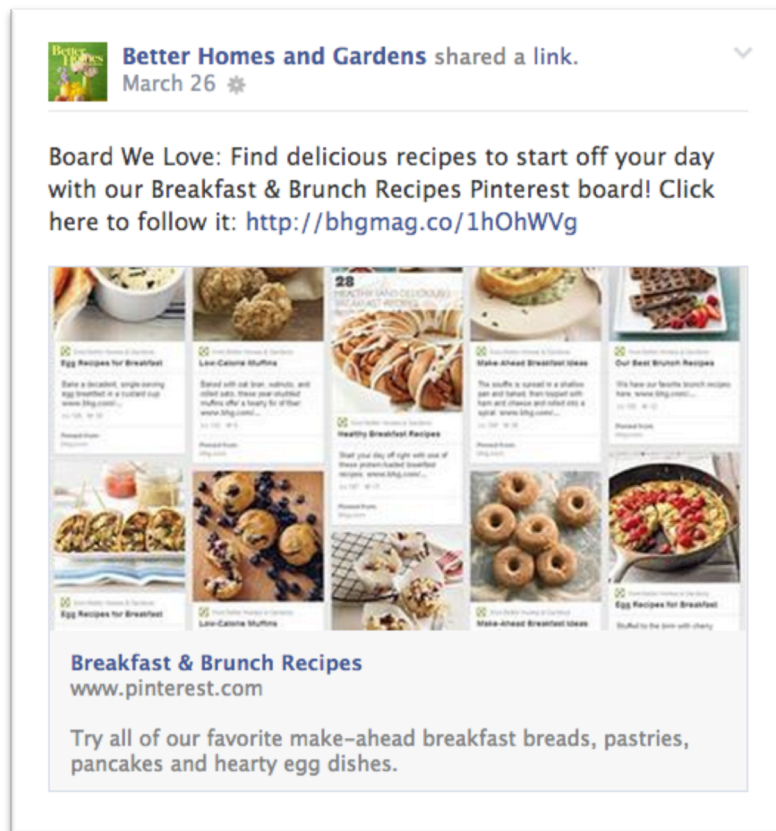
[Follow Fabulous Flea Market Finds](#) [Follow Our Best DIY Ideas](#) [Follow Smart Storage Solutions](#)

"Repin" these clever [timesaving-ideas](#) for busy families.

2. FACEBOOK

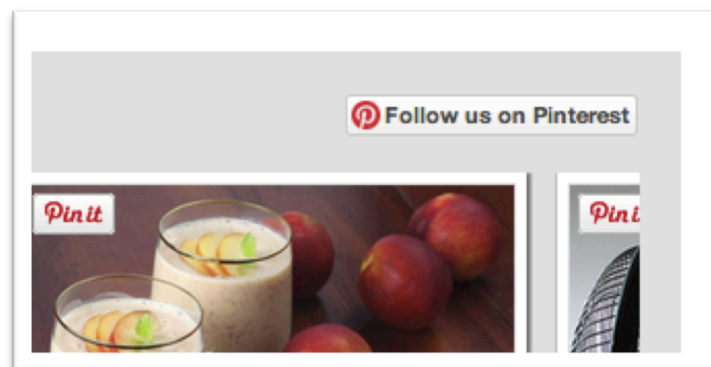
One of the most effective ways partners use One Click Follow is to share a board follow link on Facebook.

- e.g. In the image below, Better Homes & Gardens uses their board link with the One-Click Follow feature to promote an existing or new board:



3. WEBSITE

There are a multitude of ways to use OCF for your website. You can replace the link on your 'Follow me' widget with the OCF link and direct users to immediately become followers. Here's an example of how you might use that on your homepage:



4. TWITTER

You can share your One-Click Follow link with your Twitter audience as well. Be creative with how you share the message about your Pinterest profile or new boards. One way to make the link shorter is to use a shortened URL (e.g. bit.ly or goo.gl) to keep your character count short.