



3 ways to inspire Pinner's right now

People are turning to Pinterest to stay (in)spired by meeting three key 'care' need states. Meet Pinner's where they are with empathy and relevance.



1 **Me:** I need to care for and keep myself whole

Pinner's are seeking positivity, creating new routines, and finding comfort in food.

Offer Pinner's simple ways to pamper and care for themselves

2 **We:** I need to care for and protect the ones I love

Pinner's are hungry for new activities to do together, new ways to keep the family sane and entertained, and innovative ways to connect from afar.

Inspire Pinner's with creative ways to get together and show love from afar

3 **Us:** I need to care for and support my community

Pinner's are looking beyond themselves at ways to help their community.

Help Pinner's discover easy, fun and effective ways they can help others, locally and globally

Global engagement is at an all time high

30% Saves YoY

60% Searches YoY

[Pin examples here](#)

[Tips for communicating](#)