

# People need ideas. You have them.

## COVID-19 content guidance for brands on Pinterest

COVID-19 is having a major impact on families, travel, day-to-day routines and business operations. It's a confusing time, which means it's more imperative than ever to ensure we're all communicating with integrity, especially brands.

What we do know: People are coming to Pinterest looking for inspiration more than ever before. That said, we are seeing a shift in daily habits as people adapt to the new normal. From activities for bored kids to home office setups to calming quotes, people are turning to Pinterest for help. Brands can play an important role in providing reliable resources, so we've compiled recommendations on how to communicate appropriately during this time.



Pinterest has always been a place where people go to look for ideas.

That hasn't changed.

What has changed is how Pinners are adjusting to their new normal. The volume of content being searched and saved is rising as Pinners make changes to their daily lives. Your brand can be an essential partner and solution to Pinners in this process. Together, we can help inspire Pinners to tackle new challenges with confidence.



### Be honest with yourself, and with your consumers

Take an honest look at your brand and the role it plays in consumers' lives. It's important to think critically about what your brand has an authority to speak on and what it doesn't, especially in a time of crisis. If you have blog or editorial content with helpful insights, upload this content to add value to the greater conversation.

### Ease adjacent tensions

During this time, Pinners are changing their daily habits: we've seen a search volume spike in areas like working out from home, family health and emotional well-being, and easy pantry recipes. Brands are reliable sources of information on Pinterest and have a unique opportunity to help Pinners think through these updates to their lives without directly mentioning COVID-19.

### Help Pinners cope

Now more than ever it's important to consider your tone of voice in speaking to Pinners. Tap into compassion and understanding as opposed to sarcasm or fear tactics. Be wary of asking people to feel something that might be hard right now. Focus on where you can support, not where they need to change or do something different.

### Have empathy for a range of circumstances

While many businesses have moved to virtual work forces and working from home, it's important to know that not everyone is cozy at home in their spare office. Many people may share a small apartment with roommates, or have jobs that don't afford them to work from home or miss work. Consider different situations and create content that is inclusive, not alienating.



### Designing content for Pinterest

When in doubt, fall back on the Five Dimensions of Inspiration to communicate to Pinners with integrity. Ask yourself - is your content:

- Positive**  
Fuel Pinners' imaginations with hopeful ideas for the future they can visualize—never using fear as a mechanism for spreading concern.
- Relevant**  
Things are moving quickly, and the message that was helpful yesterday might not make sense today. Offer ideas that feel additive at this moment while keeping evergreen solutions in mind.
- Actionable**  
We can't change our circumstances, but we do have control over the actions we take. Lean on text overlay, Pin titles and description fields and add clear CTAs to encourage new behavior.
- Original**  
Pinners are experimenting with new ways of living and working during this time. Offer up new ideas of ways to work, cook, shop, parent and play to keep the inspiration coming in a time when we need it most.
- Visually appealing**  
Pinterest is an inherently visual platform. As always, consider how you can best use graphics to communicate your message efficiently.