

Pinning Cute Animals and Scantily Clad Women Is Not a Social Strategy

There's no doubt Pinterest analytics will show high for both cute animals and scantily clad women posted. Both categories will always have fans. If either one of these is part of your niche, good for you. This article probably won't apply to you.

If, on the other hand, your niche lies outside of these two categories, why are you using them in your marketing mix? While there are occasions for tastefully bringing in outside influences such as these, it may not reflect well on your business or the message you are trying to deliver.

Granted, Budweiser commercials during the Super Bowl will always be welcome, presenting a cute story of a dog and the horses. But, at least the horses have something to do with beer delivery, even from a purely nostalgic perspective.

Save the posting of these categories for personal calendars. Some people will appreciate them, but there will be too many people who don't. In the case of animals, you'll just be seen as irrelevant. When showing women solely for the purposes of garnering attention, your company will be labeled as inappropriate by many.

Controversial issues are a double-edged sword. It can work in the right circumstance while other times it can turn people off. In Hollywood, it seems actors thrive when something bad happens. If you are a well-known Hollywood actor, then go for the gusto. If not, you have to seriously weigh the impact of any controversial posts.

Another problem when using Pinterest for these alternative posts is you may get reported. If you pin material that is irrelevant or what others may deem offensive, you can be sure that Pinterest management is going to be contacting you. Hopefully, your actions don't constitute an account deletion, but that's possible. If it happens, try to explain your side of the story, if you have a valid one.

The biggest question you have to ask is what value do you offer to the Pinterest community. If you answer that the above categories are fuzzy, then it's time for you to move on with a better strategy. If you really feel

the need to incorporate these categories into your life, create another Pinterest account dedicated to them. Since, in this case, they will be relevant, you will attract the right types of people who are less likely to report your account, although it may still happen.