



Pinterest and **Instagram** are in reality very different. Knowing these differences will help build your business through social media more effectively.

So what are they used for? These two popular social networking sites are for visual sharing, where you can upload photos and images for other people to see. **The main difference lies in the fact that people use them differently.**

Visual social platforms like Pinterest and Instagram are popular with brands and everyday consumers. ***The human brain loves visuals and people process images 60,000 times faster than text. In fact, ninety percent of information transmitted to the brain is visually based. Wow!***

So, which one should you use for your business? Let's compare...

1. Usage

Instagram allows users to take pictures and videos from a mobile device, apply filters and a caption, and then share the image on a variety of social networks. Instagram users are looking for a much more personal experience with the brands they follow and engage with. The content shared on Instagram should give your audience an authentic view into your business.

With **Pinterest**, a user's intent tends to be focused on the discovery and creation of other users' content. Similar to search engines, consumers can utilise Pinterest to search for specific content, products, tips or inspiration. They can then create visually appealing boards by pinning and grouping the content they discover.

2. Links

On **Pinterest**, every pin is a link to the source of the image, usually an external site. Therefore, one of the common goals for businesses on this platform is generating website traffic and using Pinterest for SEO (Search Engine Optimisation) purposes.

With **Instagram**, you can only direct people to a link and that is in the bio section, so not ideal for SEO purposes.



3. Target Audience

Pinterest users are predominantly female. In fact, women account for about 70% of Pinterest users and are about five times as likely to use the *virtual scrapbooking tool* as men; the largest gender difference of any social network.

Compared with Pinterest, men and women are more evenly represented on Instagram. 50% of the **Instagram** users are outside of the United States, making for a more global demographic. This network is also more popular with the younger generation; two-thirds are between the ages of 18-34 years old.

4. Photos

Instagram makes it simple to create stunning photos that make your business look professional and creative. Instagram is able to apply digital filters to photos, while **Pinterest** cannot within the application. Free software is available (such as Adobe Spark) if you do use Pinterest and would like to create images.



5. Storytelling

On **Pinterest** you can do this through the strategic use of themed boards. This is a great way to grow an engaged audience. Telling stories visually helps to gain even more

engagement. Using promotions and contests on Pinterest can be very effective, when integrated with your storytelling.

Instagram users want a personal experience with a brand that is engaging, informative and accessible through quick messages, photos and short videos. Instagram pictures can give your clients a creative connection with your company and you, while providing unique ways to communicate about products and services customers care about.

Only yesterday, Instagram announced their new feature 'Instagram Stories' that lets you share all the moments of the day. As you share photos and videos, they appear together in a slideshow format, that creates 'your story.'

Please feel free to call our helpful and knowledgeable team on 01843 572600 if you would like any advice about your social media. You can also email us at hello@365itsupport.co.uk – we are always happy to help and provide advice for your IT requirements, including your social media.