



# Next Social: Pinterest, Google+, Instagram

## Program Topics

### ▶ 1. Pinterest

- Setting up an account.
- Verifying an account associated with a website.
- Searching for Pinterest accounts and themed images.
- Defining pin categories: product, recipe & movie.
- Uploading images from a desktop, pinning images from the web, repinning other people's images.
- Creating private and public boards. Choosing or customising cover photos for your boards.
- Commenting on and liking pins.
- Curating other people's images.
- Following Pinterest accounts or specific boards.
- Using the Pinterest browser plugin.
- Adding or amending meta information within a pin.
- Pinning videos.
- Pinterest analytics.
- Using the Pinterest Pin-It button on your website or blog.

### ▶ 2. Google+

- Setting up a personal profile.
- Setting up brand pages - selecting your cover and brand images.
- Mechanics of Google+: posting, embedding rich media, sharing, commenting, using +1.
- Creating and managing circles.
- Selected posting via circles and individuals.

- Google Hangouts (video conferencing).
- Live video streaming via Google hangouts.
- Google+ Events.
- Google+ Communities - joining or setting up a community.
- Google+ Local.
- Google+ Authorship.
- Associating your Google+ brand page with your website.

### ▶ Instagram

- The mechanics of Instagram: mobile image capture or desktop upload, cropping, rotating, applying filters, geo-tagging, comments, hashtags.
- Searching for accounts or images by name.
- Following others, building up a following.
- Commenting on other people's posts and favouriting.
- Managing your web based Instagram account.
- Embedding image posts into your website.
- Syndicating your image posts to your other social media accounts.
- Running competitions.
- Incorporating Instagram into concerts, community and sporting events.

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