Pinterest functions like an online bulletin board where users are able to organize and share items they find on the Internet. People can create pinboards for different purposes such as saving ideas for decorating, recipes, or educational lesson plans. The source of the content is saved in the “pin” so that users are able to go back to the original source.

What is Pinterest?

Pinterest gives law enforcement agencies another platform to connect with the people they serve. As with most social media outlets, there is no one correct way for an organization to use Pinterest. Rather, through a thoughtful approach and two-way communication with their communities, agencies will find their best strategy. Agencies can pin content such as crime prevention tips, department pictures, or lesson plan ideas for educators looking to teach about various aspects of law enforcement.

How can law enforcement agencies use Pinterest?

Another way to tell your story. Pinterest gives law enforcement agencies another way to tell the stories of their departments, their officers, and their communities. Through the content you share on the site, you are able to bring your agency’s story out in a new light. This may be stories of crime prevention and safety in the form of tips for homeowners, stories of the agency’s and community’s history through old images, or stories of your officers’ journeys through information on recruitment and training.

How do you use Pinterest?

Get started. Go to pinterest.com and click on the red button that reads “Join Pinterest.” You can then choose to sign up using your Facebook account, Twitter account, or an e-mail address. Choose the option you would like to use and follow the instructions. Read the terms of service, and be cognizant of any and all copyright issues.

Obtain the Pin It button. When on pinterest.com, click on “About” in the top right corner of the screen. Then click on “Pin It Button”. You can then follow the instructions to add the “Pin It” button to your Internet browser. This will allow you to pin items to your Pinterest boards from anywhere on the Internet (unless the site administrator has disabled the ability for visitors to pin content).

Go mobile. Pinterest has a free app for smartphones and tablets. This will allow you to pin wherever you may be working. You can also use the app to take photographs and pin them directly to one of your boards.

Get pinning. Once your account is set up you can then start creating different themed boards and start pinning images to these boards to share with others. As with any social media presence, you should let people know where they can find you by placing a link on your agency’s website. You can get a Pinterest button in the “About” section of Pinterest’s site. You then can place this button on your website so visitors can click directly over to see your Pinterest boards and know they are the official boards for your agency.

Agencies using Pinterest

- Johnson County, Kansas, Police Department
- Kansas City, Missouri, Police Department
- Kingston, Ontario, Canada, Police Force
- Meridian Township, Michigan, Police Department
- Newport, Oregon, Police Department