

# Fundamentals & “Best Practices” for



# Social Multiplier

**V3.0**

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# GENERAL BACKGROUND

## INFO

There is (and will continue to be) a lot of conjecture here on the SM (PinSuccess) forum (and others) as to what Pinterest likes and dislikes, and concerning what they allow and don't allow, and what can get your account suspended/sandboxed and what won't. This is because Pinterest is a constantly changing environment with way more variables involved than any of us know or understand.

Because of this, much of the time, we can't say with absolute certainty..."this always works" or "this is what caused this". Added to this is a fact that has been evidenced many times - there are times when Pinterest is just "broken"...and something happens that shouldn't...and it can't be explained. The primary example would be when an account that is 100% natural and "good" (maybe even someone's personal account) gets deleted by Pinterest. And they give their standard reply of "spam" when you know full-well that there was none.

I say this up front to warn you (especially the "newbies" or less experienced). Do not always believe (and put into practice) 100% of the things that people say in this forum. They are often their "guess" as to why something happened the way it did. It will be worded as if it is absolute truth. But that doesn't mean that it is. When you add to that the fact that Pinterest does change (as previously mentioned) then answers/advice can be questioned even more if they were given a while ago.

As things progress, I will try to keep this document up to date and change any of the recommendations that are included in it if they become outdated. If you do see something in here that you question (or know) to be wrong, please let me know. I (and others using the information here) would appreciate it. But (and this

*is a BIG BUT!*), do not tell me about things that you think work or don't work unless you are able to PROVE it to me.

Because of everything that I said previously, a lot of what will be included in this manual is "suggestions". But these suggestions are based on working with the software for the past two years and being active on this forum (and the previous one) and discussing many of these things with many other users. (As well as being the owner of the software...just thought I would throw that in there...ha! But, honestly, just because I own it does not mean that I know as much about how to best use it as some of the others in the forum.)

# THE BASICS OF SM3

## IN GENERAL

The Social Multiplier "system" is a combination of a desktop application as well as server-side functions that support the application. The desktop app is a 32-bit application that is capable of running on all Windows-based desktop environments including Windows 7, Windows 10, as well as VPS/PCs running Windows Server 2008, 2012, and 2016.

Access to Social Multiplier is provided via purchase of a license that will allow you to manage a certain number of accounts and run the software on a certain number of different PCs. (See website for specific licenses.)

What SM3 does (in a VERY short synopsis), is manage multiple Pinterest accounts for you. While it performs other ancillary functions (like following, etc) and has a myriad of options for what it does, the overriding main function for SM3 is to make pins to your Pinterest accounts. By making pins, users on Pinterest see the images, and click on them. They are then taken to pages on your websites. And then, while on your websites, they click on ads that you have there and those ads provide income to you.

SM makes it easy to "set it and forget it" when it comes to these Pinterest accounts. You can set a job up one time and it can run for months pinning images to your account. Then you can go on to create another account...and repeat the process. The more accounts you create, the more you can potentially make.

## TYPES OF WEBSITES

In using SM3, you will often see us talk about “money” sites and “redirect” sites. A money site is an “actual” website (usually developed with Wordpress) that has actual pages and content. This is the website that we will ultimately be sending Pinterest users to. The purpose of this website is INCOME...so it will be monetized in some way – Clickbank products, Amazon products, etc, but MOST OFTEN with Adsense ads (we have found that this usually produces the most income).

I will not discuss specifically how to set these sites up. That is beyond the scope of this manual. You can find plenty of discussions on the forum about how different users do this.

“Redirect” sites are domains that have a couple files installed on them (.htaccess & index.php) that cause users that come to these sites to be “redirected” to a page on another site (your money site). You should specifically understand that Pinterest normally frowns on redirects (standard 301 redirects...like used in affiliate links, etc). However, this is different than a standard 301 redirect, and (so far) Pinterest has allowed this type of redirect to be used.

The value of redirect sites is that you do not have to actually create all the content for these sites. The user is just “passed through” (redirected) to exactly the same page on the money site. So, for example, if you put a link (target URL) on a Pinterest image like below that sent the user to a page on your redirect site, the user would end up on the same page, but on the money site.

Link on Pinterest image...

<http://myredirectdomain1.com/a-page-on-my-site>

The actual page that would be displayed to the user would be...

<http://mymoneysite.com/a-page-on-my-site>

The actual redirect scripts and instructions on how to use them can be found on this thread on the forum...

<http://pinsuccess.net/members/index.php?topic=831.0>

As a note from the experience of many users...It may be advisable to NOT CREATE pins that use your "money" site in the target URL. If you do, and Pinterest "bans" this domain (which they do from time to time), then there is a very good chance that all the redirects that point to this banned domain will stop working as well. THIS COULD BE CATASTROPHIC TO YOUR TRAFFIC. Based on this, we recommend that you only pin target URLs for your redirect domains.

## **PINTEREST ACCOUNTS**

See later section for this info.



# KEEPING TRACK OF THINGS

## IN GENERAL

Before I even get started on everything that will be covered here, I think it would be appropriate to mention that when you first start working with SM, you need to be organized. You will be managing things like domain names, websites, email accounts, Pinterest accounts, proxies, hosting accounts, VPS, etc. For many of these you will have logins (userids & passwords). As you start to get 10, 20,...100 (or more) websites/accounts, it can get to be a daunting task to keep track of all this information. And you **MUST** keep track of it, or you could end up losing hours of your hard work (not to mention income as well).

I would recommend that you set up a multi-tab spreadsheet to track information for each of these different areas. **And BACK IT UP!** If you ever lose this spreadsheet, it could cost you your business! You need to set it up the way that makes sense to you (each of us are different), but here are the types of things you need...

**Domains** - Where is it registered (registrar), login info for registrar

**Hosting** - (Some registrars also offer hosting), which domains are hosted where, login info for hosting account

**Email accts/Pinterest accts** - Since each Pinterest account is associated with one email, I keep this info together. Email login info, Pinterest login info, Pinterest userid (not login email), domain used for this account, proxy used, date created, niche this account is associated with, etc.

# THINGS YOU NEED TO KNOW OUTSIDE OF SM3

## WHAT IS A VPS?

A VPS (or Virtual Private Server) is basically a "remote computer" (in its simplest description). Most often it is actually a "virtual" portion of an actual server that is configured to act/function as if it is a real (smaller) server. By doing this one physical server can be divided into several VPSes.

In what we are doing, you may run across the term VPS used in two different areas. You will see "Hosting VPS" and "Windows VPS". A "Hosting VPS" would be used for hosting your websites. This is a step above "Shared Hosting", where you are needing more resources than are typically available in a shared hosting environment. A "Windows VPS" is basically just a remote Windows PC that you can use just like any other PC that you have access to. You just access this PC remotely.

Here is a video that explains this a little more...

<https://www.youtube.com/watch?v=5F8Z5Yyb7jE>

## WHAT IS A "DEDICATED SERVER"?

Unlike a VPS, which has several users sharing one physical server, a dedicated server is where you are the sole user of a complete server. Typically, when this term is used, it is referring to a "remote" dedicated server. It doesn't have to be, but usually is.

## WHAT IS A "REMOTE SERVER"?

To continue on our (brief) discussion of servers...both VPS and Dedicated Servers are most often "remote". This means that you don't own the server and it is not in your own control (locally). The server is owned by someone else and most likely is located in a huge building in what is called a "server farm" where there are hundreds/thousands of servers located. These building are set up for the huge air conditioning and electric needs (and backup power) as well as super-fast internet connections.

There are several very good reasons for using a remote server.

- *Faster to set up.* You can usually get a VPS in just a few hours. A dedicated server may take a day or so.
- *You don't need to know "server talk".* In short, having a server is more complicated than just having another computer.
- *Hardware maintenance & software updates can be handled by them.* (Sometimes these is an extra charge for this, but it is worth it.)
- *They will monitor the system to make sure it keeps running.*
- *Backup power and redundant internet connections* so the servers stay up and running 24/7.
- *Your data can be backed up by them.* (Again, there may be a charge, but when you need it, you will be glad you had it.)
- *You don't pay the electric bill & don't have the noise.*

## WHAT IS A PROXY?

SM3 requires the use of proxies to function. While there can be several functions for a "proxy", when we talk about them, as used with SM3, we are talking about the ability to "mask" your computers identity on the internet.

Here is a video that explains it more. It discusses some of the other functions as well, but for us, you only need to listen through the first item that he lists ("Obscure Client IP")...

<https://www.youtube.com/watch?v=qU0PVSJCKcs>

Also, here is a very brief article that discusses the same thing...

<https://www.whatismyip.com/what-is-a-proxy/>

(\*Note: You can use this website to see what the IP of your computer is. If you were connected through a "proxy" and did the same check, the IP address of the proxy would be listed.)

*(If you need to understand more about proxies, please do a search on the internet.)*

*Proxies are **REQUIRED** with SM3* because all functions that actually access the Pinterest accounts are done by the server using the IP of the server. Therefore, if proxies were not used, it would look to Pinterest like every account for every user of SM3 were being accessed by the same IP. This would quickly result in every account being suspended.

While most users probably use "dedicated" proxies, after testing, we have found that this is probably not necessary. "Shared" proxies seem to work just as well and are usually much cheaper.

When you start getting more proxies, it is also important to remember that you should get "random" proxies from different class-C blocks. You don't want all your accounts pinning from very similar proxies. (Again, if you don't understand this concept, please search the internet.) You don't want to have a big group of sequential proxies that you are using with all your accounts. *This is a big red flag to Pinterest.*

Most users use one proxy for one Pinterest account. This is the safest approach. However, this is not cast in stone. Some users do successfully use one proxy for 2 (or more) accounts. Just realize, if you decide to do this, that if Pinterest decides that an IP address (your proxy) is being used for spam purposes, you can have all accounts that are using that proxy banned at one time. *(\*Note: Pinterest has*

even, at times, determined that an entire "range" of IP addresses is being used for spam. In this case, they have banned large groups of IP addresses (proxies) all at one time.)

## **EMAIL ACCOUNTS**

To set up a Pinterest account, you need an email address. Pinterest does not seem to care if these email addresses are from major players online (like Yahoo or Gmail) or if they are from your own specific domains (almost all hosting companies will let you create your own email accounts for the domains you own).

You can choose to create the email accounts yourself or you may choose to buy already created accounts. Creating email accounts at Gmail, Yahoo, etc can be problematic in that they will often require a backup email address or phone number and will limit the number of accounts that you can create with any of these.

Buying accounts already created at these services is an alternative, but obviously, there is a cost involved. And if you buy accounts that have not been "verified" (via email or phone) then you could lose access to this email account at a later time if they require this info. (\*Note: If you do lose access to an email account that was used to create a Pinterest account, you will also lose that Pinterest account if there ever comes a time that Pinterest requires you to change your password or re-verify your account. They will send you an email to do this, and if you cannot access the email account, the Pinterest account will be dead.)

So, some people chose to create their own email accounts. Pinterest does not seem to care about this. By doing this, it is free and you remain in total control of the email account.

## PINTEREST ACCOUNTS

As mentioned in email accounts above, for each Pinterest account, you need one email address. (*\*Note: In case you ever wonder, you CAN change the email address on a Pinterest account after it has been created. But you will need access to both the old and the new email addresses. Pinterest will send "confirmation" emails to both the old and the new to accept the change.\**)

When you first set up a Pinterest account, you should select a proxy (see previous section on proxies) that you will use from now on every time you access this account.

**\*Important:** *You should also remember that, while you don't have to use a proxy while accessing the email account for a given Pinterest account, if you are going to click on a link in an email that will direct you to the Pinterest site for that user, you MUST be using the proxy for that account at that time! Otherwise, it will look to Pinterest like you are accessing that account from a different IP address (the IP address of the PC you are currently working on). Pinterest can pick up on this, and flag your account for "suspicious activity" or even ban the account. **TAKE CARE WHEN DOING THIS!***

There are two types of Pinterest accounts - personal & business. By default (unless you choose the "Business" option) when you create an account, it is a personal account. If you watch during the creation process, toward the bottom of one of the windows, it will give you the option to continue as a business account. You can also convert a personal account to a business account at any time after the account has been created.

SM3 does not care one way or the other if a Pinterest account is personal or business. Both are handled exactly the same. We recommend that you set up business accounts because business accounts provide "analytics" for your account that personal accounts do not. (These include things like how many times a day your images are shown and clicked on.) This information can be valuable to you later down the road. But you don't have to use it if you don't want to.

# ABOUT HOSTING & YOUR WEBSITES

## MONEY SITES VS REDIRECT SITES

A main/money site is a "regular" website (normally Wordpress because of the flexibility/ease of creation). A "redirect" site is a site that has some "special" code installed on it. This code "redirects" anyone that comes to this site to the same page on another site. It is a way of "faking" as if you have two identical websites. For example...

Your main site may have a page named this...

**<http://mysite.com/best-thanksgiving-dessert>**

And let's say you have another website named anothersite.com and it has this special "redirect" code installed on it. If a person went to this page on that site...

**<http://anothersite.com/best-thanksgiving-dessert>**

...they would end up on the first page listed above (at mysite.com).

By doing this, you can multiply your efforts. You could create one main site (and all the content to go in it) and then create four more redirect sites (no "content"...only the redirect code). You would have five sites for the amount of time/work it took to create one. Then you can go create five Pinterest accounts that will be used to pin links pointing to each of these five websites.

There is no set "magic" number of how many redirect sites you can have for one main site. Some only do one or two. Some do ten (or more). It is up to you.

**\*Note:** *This "redirect" site code (script) has been in use for over two years. There have been times in this forum (and in the old Prosperative) forum when people*

have declared that it "is not working any more" or that "Pinterest has figured out the redirect script". As of the time I am writing this, the script continues to work, and there has been no evidence that Pinterest has or is able to detect it. And they have definitely not "banned" it in any way. That being said, there is always the chance that this could happen in the future and that these redirect sites could get found and banned. Use of them is a strategic choice that you will have to make.

There is presently one potential condition, however, where Pinterest can "find" a redirect site and potentially ban it. This is during a manual review of a Pinterest account. If they get suspicious, for some reason, about an account, and choose to look at it manually, there is a good chance that they would notice the redirect and ban the account. However, unless you are doing something pretty bad to cause this, manual reviews are very rare.

## **USE SUBDOMAINS TO SAVE MONEY**

Buying a lot of domains to use in this process can start to make the costs add up. One way to GREATLY REDUCE your domain (and hosting) costs is to use subdomains.

You can buy one "generic" domain name to use for your money sites and then create multiple subdomains – one for each niche. For example:

aboutthings.com – Buy this domain name, and create subdomains for niches...

fishing.aboutthings.com

modelairplanes.aboutthings.com

gardens.aboutthings.com

You can also use subdomains for your redirect sites. For example:

myredirectdomain1.com – Buy these three domain names

myredirectdomain2.com



myredirectdomain3.com

And create these redirect subdomains...

fishing.myredirectdomain1.com

fishing.myredirectdomain2.com

fishing.myredirectdomain3.com

modelairplanes.myredirectdomain1.com

modelairplanes.myredirectdomain2.com

modelairplanes.myredirectdomain3.com

gardens.myredirectdomain1.com

gardens.myredirectdomain2.com

gardens.myredirectdomain3.com

In this total example setup, you will have three money sites with a total of nine redirect sites, but you only purchased four domains. And you can continue to add more money sites and redirects with no additional domain name costs.

## **TYPES OF HOSTING**

Hosting can basically be broken into three different types – shared, VPS, and dedicated. (See info in previous section about VPS & servers.)

We will discuss them very briefly. You can readily find much more info/videos on the internet that can explain it in more detail.

Shared hosting is the “entry” level and it’s name implies what happens. You are “sharing” the hosting service with many other users and their websites (maybe hundreds). VPS hosting gives you your own “virtual” portion of the server where you manage your websites alone. And with dedicated hosting you have a complete server to yourself and your websites.

There are generally limitations to shared hosting that, once dictate that once you start to get more than a few websites, or if your websites start to get a good bit of people coming to them, you are going to need to upgrade to VPS or dedicated hosting. If you are just getting started with websites and hosting, don't believe the sales pages when they say "unlimited" websites, email accounts, bandwidth, etc. In the small print for **EVERY** one of them they can (**and will**) scale back your account. If you start to have problems, it is time to move up.

And I would not recommend just trying to set up several shared hosting accounts. It might seem cheaper, but once you get more than 20-30 websites, you will wish they were all in one central location.

## **HOSTING FOR MONEY SITES VS REDIRECT SITES**

If you are using redirect sites to "forward/redirect" users to your money site(s), the redirect sites themselves actually don't do much at all. When a user comes to them, they are immediately sent to the other site. The "overhead" for this is very small and the amount of storage and bandwidth that redirect sites use is almost negligible. Because of this, you can put hundreds of redirect sites on one server and not have any cause for concern that you will be overloading it in any way.

However, that may not be the case with your money sites. While these sites, for most of us, would probably not be "big" sites (with thousands of pages and images), you could end up sending a huge number of users to a money site. Remember, you could have all the visitors from many redirect sites ending up at this site too...and Pinterest (with this system) can drive TONS OF TRAFFIC to these sites.

Because of this, you may want to consider having your money sites hosted by a company that specializes in "Wordpress Hosting"...that manages, tunes, and backs them up for you. Of course, there is a higher cost for this type of hosting, and you might not want to do it right from the start. But after you are making some money, and can afford it, I would recommend that you look at it. It might cost you \$50/month, but if your websites went down for a day or two and you were making \$200/day, you will end up wishing you had paid for that extra security.

If/when you get to that point, you can ask on the forum and people will be glad to give you recommendations for these types of services.

# TO FOLLOW OR NOT

## **GUIDELINES FOR FOLLOWING**

Many months ago, users of SM1/SM2 used to use the program to follow many users on a daily basis. Under the (correct) assumption that a certain percentage of those users that you followed would follow you back. And then, since they followed you back, they must be interested in your pins. Therefore, they would be much more likely to click on your pins (and links).

In practice, this turned out to not really matter that much. The fact that you had a lot of followers on an account did not mean that you would get more clicks than an account with just a few followers.

Along the way, it was also highly suspected that it was easy for Pinterest to detect when an account was following a high number of people every day. And since this was not what a "normal" user would do, they could easily suspend accounts (and they did).

Because of this, using this function has almost completely stopped. Many users don't use it at all. If you do chose to use it, it is recommended that you do it with very low amounts.

# TYPES OF PIN JOBS

## TYPES OF JOBS

There are basically five different types of pin jobs available within SM3. Some share options, and all options do not apply to all pin jobs. Therefore, it is important to understand which options apply to which types of jobs. We have tried to arrange the options in groups that are related so that they are easier to understand and remember.

*\*NOTE: See SM3 User's Guide for options that apply to each different job type.*

These are the types of pin jobs...

1. Existing Pinterest images searched for and image ids stored in local SM3 database.
2. Existing Pinterest images found by "Job Proxy Server" (no image ids stored in local SM3 database).
3. Amazon images
4. "Local" custom images
5. "Remote" custom images

SM3 has quite a few different options for setting jobs up. This can be intimidating and confusing to new users (newbies). Because of this, at the end of each type of job, I will list settings that I recommend using and not using to start off with...until you gain more experience. (Or you may just want to leave them this way forever.)

Details on each type of job...

## **EXISTING PINTEREST IMAGES SEARCHED FOR**

This is probably the most frequent type of job set up by users...and the easiest. You enter a list of keywords that relate to images you would like to pin to your account. SM3 will search Pinterest for those images and store the imageid for each of those images in the local database (it doesn't store the actual image). The number of images found will be shown in the "Images" column on the "Pins" tab.

When you initially create this type of job, SM3 will start making calls to Pinterest to "find" images matching your keywords. During this time, you can see the number in the "Images" column increasing (click the "Filter" button to refresh the display). The job will be "paused" until SM3 has completed this search process. You may then have to "un-pause" the job for it to start pinning.

If you are going to set up jobs like this in a given niche and the jobs are basically going to be duplicates of each other for each account you are using (meaning you are using the same keywords for jobs for different accounts), I would HIGHLY RECOMMEND that you set up all these jobs in the same instance. This is because SM3 will only store a given image one time in the local database (for a given keyword) no matter how many jobs might use that image. This can greatly reduce the size of the database for this instance. You could have 30 accounts all running basically the same job (same keywords but different target URLs), but SM3 would only need to store one copy of any image for all 30 accounts to share.

If you do set your accounts/jobs up like this, you will notice that the number of images listed for each of the "similar" jobs for each account is the same. This is an indication that those jobs all have the same keywords and will therefore be using all the same images.

### **Settings recommendations for newbies:**

- Tags – N/A (Only used for "grouping" jobs. Does not affect pinning in any way.)
- QueryString Variable – Do not use for now.
- Board – Recommend using specific boards (not "Random Board")

- Schedule – Leave at default (pins 24/7)
- Max Pins/Day – Suggest limiting each ACCOUNT (not job) to 50 total/day. Can enter settings to gradually increase to 100/day if you like.
- Descriptions – Suggest taking the time to create spun descriptions that will be used for your pins. If you don't, the images will be pinned with the same description that was on the original image.
- Keywords – Choose your keywords wisely
- Amazon Images – Suggest not using
- Manipulate Images – Turn this on (check)
- Convert keyword to hashtag in description – Good to turn on (can't hurt)
- Use board name as image keywords – Don't use for now
- Let job proxy server handle image selection – Don't use for now
- No Duplicates/Pin Sequential – N/A to this job type
- Target URL % Settings – Always set to 100% from the start. (Some users will recommend different, but I have never found any reason to not do this.)

## **EXISTING PINTEREST IMAGES FOUND BY "JOB PROXY SERVER"**

With this type of job, the "Let job proxy server handle image selection" box is checked. In this case, SM3 does not "find" and build a list of images that will be used to pin to this account. The process is actually passed to the SM3 server each time a pin is done. One keyword will be chosen and passed to the server, and the server will find an image to pin (do a search based on the keyword that was passed).

If you use this option, the number of images shown in the "Images" column for this job will always be zero. Using this image reduces the size of your local SM3

database since images are not found/stored on it. It, however, increases the work that is required on the server side to complete this pin (because a search needs to be done).

I (personally) don't use this option. I don't see that it provides any benefit. Using this option also seemed to cause accounts to have the same image pinned over and over to the account (even if the "No Duplicates" option was checked). I think this happens because an image gets pinned/repinned/repinned/etc over and over, and therefore is "found" many times but is "technically" not the same image. This can look very spammy for this account and could cause it to get suspended.

### **Settings recommendations for newbies:**

- All the same as the first job type with the exception of...
- Let job proxy server handle image selection – Check this
- No Duplicates – Recommend checking this. (Will prevent the same image from being "found" and pinned to your account frequently.)

## **AMAZON IMAGES**

This option was added quite a while ago, and I don't know that anyone is actually using it right now. There are a few reasons for not even considering this...

- Amazon changed their stance on using their API (and made it more difficult), so getting an API key can be difficult. And you can't use this option without it.
- When people did use it, quite often the images were of poor quality and seemingly not related to the keyword(s).
- Unless you are specifically marketing Amazon products, I don't know that you would want to do this. And users have tried using SM3 to promote Amazon products...and gotten very poor results.



## **“LOCAL” CUSTOM IMAGES**

Both types of custom image jobs require the user to set up a CSV prior to creating the job. The CSVs are used as input for these jobs for some of the options. With “local” custom image jobs, the CSV file contains two columns – Target URLs & Descriptions.

The user must first select a “local” folder on the PC/VPS that the images (to be used for this job) are stored in. Please note that, while this is called a “local” folder, it can be any folder that can be selected from the Windows File Explorer on this PC/VPS. This could be a network drive or even a “cloud” drive (like DropBox or OneDrive) that can be referenced via a “drive” letter on this PC/VPS. (\*Note: There are utilities that provide this type of interface.)

After the folder of images is selected, the user chooses the CSV input file mentioned above. The number of target URLs and descriptions contained in the CSV do not need to be the same and do not need to match the number of images in the folder selected. SM3 will just reuse the target URLs & descriptions over and over until one is assigned to each image.

### **Settings recommendations for newbies:**

- Manipulate Images – Recommend turning on (never hurts anything).
- Convert keyword to hashtag in description – Your choice.
- Pin Sequential – Your choice
- Use custom images – Required (check this)
- Loop custom images – Your choice whether to restart pinning the same images once completed.

## **“REMOTE” CUSTOM IMAGES**

Both types of custom image jobs require the user to set up a CSV prior to creating the job. The CSVs are used as input for these jobs for some of the options. With “remote” custom image jobs, the CSV file contains three columns – Image URLs, Target URLs & Descriptions.

In this type of job, the images are considered “remote” because they are not stored on the PC/VPS that is running SM3. They are stored on a “remote server” of some type. The requirement for these images is that they MUST be able to be referenced via a URL...meaning you can type the URL for this image in your browser address bar and the image will be displayed.

This “remote server” could be AWS, online image storage servers, or even your own server. In the last case, some users will put the images (in an “images” folder for example) on the domain that they are going to be linking to. That way Pinterest sees the image as coming from the domain that it is linking to and may give it more value. (\*NOTE: If you use “Manipulate Images”, this is not necessarily the case. When images are manipulated, the final image is uploaded to Pinterest from one of the SM3 FTP servers by default. You can overcome this by using an FTP account for your own domain if you like. Refer to the instructions on using FTP for info on doing that.)

The user chooses the CSV input file mentioned above. The number of target URLs and descriptions contained in the CSV do not need to be the same and do not need to match the number of image URLs in the CSV either. SM3 will just reuse the target URLs & descriptions over and over until one is assigned to each image.

### **Settings recommendations for newbies:**

- Manipulate Images – Recommend turning on (unless you want it to look like this image is coming from your domain...see above).
- Convert keyword to hashtag in description – Your choice.

- Pin Sequential – Your choice
- Use custom images – Required (check this)
- Loop custom images - Your choice whether to restart pinning the same images once completed.

# NUMBER OF PINS PER DAY

## PINS PER DAY

Another big topic of discussion on the forum involves the number of pins that users make to their accounts each day. It can range from one to several hundred. And many of people will declare that this is an "acceptable" number to Pinterest, and others will say that number is much higher. This is a VERY GRAY area...and don't let anyone tell you any different. Sometimes Pinterest allows accounts to pin huge numbers of images (over 1000/day) and sometimes it SEEMS as if they ban accounts that are doing this. Pinterest does SEEM to be more lenient with "aged" accounts (over a year old), but again, this is just based on observation and is not something that is absolutely verifiable.

Obviously, Pinterest KNOWS how many pins each account makes each day. And they KNOW how many pins an AVERAGE account makes each day. Therefore, we can make the assumption that Pinterest could, at any time they chose, institute a "rule" that would cause all accounts that pin over a certain amount daily to get banned/sandboxed. It would be easy for them to implement. If your account only pinned 30 times/day, it would be very hard for them to pick you "out of the crowd".

For reference sake, here are some statistics I have read...

- On average, there is only about 1 pin per day for each Pinterest user.
- The average "active" Pinterest user will pin 20-30 pins/day.
- The upper end of what could be considered "normal pin activity" is probably about 50 pins/day.

The bottom line is...the choice is up to you. But the "safe approach" would be to look as "normal" as possible.

# WHEN TO PIN (SCHEDULING YOUR PINS)

## SCHEDULING

This is another highly subjective area. Pinterest will say (and has) that the "highest use" time (of Pinterest) may be the best time to pin...and that this time is generally 7-11PM. But, therein lies the hidden question...where in the world are you referring to? Generally, since most of us are in the USA, we think of that in regard to US time. But even then, it involves a 3-4 hour variance based on where you live.

While there might be SOME benefit to trying to schedule you pins to be done close to when you think people will be looking for them, the truth is that Pinterest pins have a lifetime that is much, much longer than posts on any other platform on the internet. They last for months! And because of that, it isn't nearly as important when you pin them...and it can be very difficult to determine if it really makes a difference.

In practice, most people probably leave the schedule to pin 24/7...and that works just fine.

# TROUBLESHOOTING

## WHEN THINGS GO WRONG

### **PINTEREST IS ACTING UP**

Sometimes, errors that happen when using SM3 can be the result of problems with Pinterest itself. Whether it is because they are growing so fast, or doing maintenance on their servers, or rolling out an update, or experiencing “outages” for some other reason, there are times that Pinterest is just having problems itself. And just like how this would affect you using Pinterest on your PC or phone, it can (and does) also affect SM3.

These problems can be things like...

- Frequent “errors” logged in the “Processes” tab.
- Inability to see your account details when you select the account on the “Accounts” tab.
- Having your accounts (and therefore jobs) “paused” because the program is having trouble accessing your account.
- And others...

One convenient way to check if Pinterest is experiencing problems is to visit this site...

<http://downdetector.com/status/pinterest>

## **SM3 STOPS PINNING**

From time to time, some jobs in some instances of SM3 may stop pinning (or you may be able to pin via "Run Now", but scheduled pins don't happen). This is most often caused by some "glitch" in the local SM3 database for that instance. It can usually be fixed by going to the "Processes" tab and clicking on the "Compact DB" button. This action not only "compacts" the database, but also fixes most of the problems that cause this type of behavior.

Please try this before contacting support or posting a thread about it in the forum.