The Plexus Way: Tips for Using Pinterest

If you love sharing recipes, inspirational quotes, or workout tips, you’re most likely a fan of Pinterest. Originally launched in 2010, Pinterest allows users to upload, sort, and create collections of images and videos – called “pins” – that are unique to each person’s interests.

Pinterest is also a great tool you can use to promote your Plexus business, and in today’s Plexus Way, we are going to share some Do’s and Don’ts of using Pinterest for your Plexus business.

What to Pin

Recipes
Do you love Plexus 96® - our protein shake on-the-go? If there’s a certain recipe that you fell in love with, you may consider creating a Pin for others to enjoy!

Product Information
Use Pinterest to share and promote Plexus products! Our Shareables Library is jam-packed with approved product images and claims. Plus, we’ve made it easy for you to share on Pinterest – simply click the Pinterest icon next to any shareable!

Inspiration
Need some motivation to kick start your day? Use Pinterest to create your own collection of inspirational quotes about entrepreneurship, business, living a healthy lifestyle, and more!

What to Avoid
As with any social media site, there are certain guidelines you will want to follow to help keep your business and online presence safe.

Avoid medical claims, exaggerated income claims, or anything misleading. Remember, Plexus products are not intended to diagnose, treat, or cure any disease.

Avoid Pinning or Saving a non-compliant post. When you save a Pin, it becomes part of your public profile. This is something you’ll want to keep in mind because, even if you’re sharing compliant information, saving a non-compliant Pin can harm your profile.

Avoid using trademarked or copyrighted material. When posting Plexus related content using a trademarked logo or phrase (such as the Plexus Slim® logo), be sure to use Plexus approved graphics. You can find approved graphics in the Shareables Library, our website, our Facebook page, and our email blasts.

If you’re new to Pinterest, or you’re not sure your Pin is going to be compliant, we can help.

Feel free to reach out to our Compliance Team at compliance@plexusworldwide.com and let us know what your goals are for using Pinterest!