

# Making King County Archives “Pinteresting”

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King County



# History of Pinterest

- Launched March 2010
  - Invite only
- December 2010
  - 10,000 users
- December 2011
  - Top ten largest social media platforms
  - Top social media driver for holiday gift-buying season



# History of Pinterest

- January 2012
  - Nearly 12 million unique monthly visitors
    - Fastest social networking platform to reach 10 million unique monthly visitors
      - Faster than Facebook, Twitter, or YouTube
- February 2012
  - Monthly traffic grew 50%
- August 2012
  - Open to all, no invite needed
  - 25 million unique monthly visitors



# History of Pinterest

- September 2012
  - Fourth largest social networking platform

1. Facebook



2. YouTube



3. Twitter



4. Pinterest



5. Google+



6. Tagged



7. LinkedIn



8. Instagram



# Who uses Pinterest?

- 59% of users are female
- 58% are ages 25-44
- 20% do not overlap with other social networking platforms
  - Unique audience
- Overperforms in Northwest and Midwest



# Most Popular Categories

- Hobbies
- Arts and Crafts
- Food and Drink
- Fashion
- Home decor



# What Makes Pinterest Unique?

- Visual
- Organized
- Collection-driven
- Strong appeal to women
- Simple design
- Geared to reflect an overall lifestyle or “personal brand”



# What is Pinterest?

“Twitter for the  
visually inclined”



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# Why Pinterest for King County?

- Archives = photos = VISUAL
- Surge in interest
  - 50<sup>th</sup> anniversary of World's Fair
  - Sonics nostalgia
  - Waterfront streetcar
  - Harborview Hall adaptive re-use proposal
  - Authentically “vintage” photos
    - Instagram before it was “cool”



# Why Pinterest for King County?

- Process began in May 2012
  - Researched “competitors”
    - National Archives
    - Seattle Municipal Archives
    - Smithsonian
  - Created mock-up
  - Prepared Social Media Action Plan
  - Selected images for first “blast”



# Why Pinterest for King County?

- Easy and effective
- Builds awareness and familiarity
  - Makes King County more “personable”
- Possibility of generating new revenue
  - New York City Archives



# Why Pinterest for King County?

- “Fail forward” organization
  - Willing to experiment
    - Willing to tweak!
- Early adopter (at least for government!)
- Archives asked first!
  - One of most “visual” agencies in King County



# Implementation

- Upload photos
  - First to Flickr, then pinned to Pinterest
- Caption each uploaded photo
  - Intern = “free” labor
- Develop rollout plan and implement
  - Facebook and Twitter
  - Website links
  - News release



# News Release



**King County**

**Dow Constantine**  
King County Executive

Department of Executive Services  
Records and Licensing Division – Archives and Records Management

## ***News Release***

Date: August 28, 2012

Contact: Cameron Satterfield, 206-263-9758

### **“Pinteresting” items from King County’s history now online**

**Archives puts dozens of historical photos on Pinterest, more to come**

King County Archives is hoping to pique interest in its vast collection of historical photos and documents through social media. The agency just launched several Pinterest boards, with dozens of historical photos now available online. Some of the photos have never been widely seen by the public before.



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# Resulting Coverage



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### Discover images from local history on Pinterest

August 29, 2012

By Staff

**NEW — 4 p.m. Aug. 29, 2012**

Find iconic images from local history on the King County Archives' [Pinterest](#) boards.

The agency launched several Pinterest boards containing dozens of photos to pique interest in a vast collection of documents and photos. Some photos in the collection have not been widely seen before by the public.

"Our agency has a huge number of items that document the history of our region," acting county Archivist Janette Gomes said in a statement. "By putting these pieces of King County's past on Pinterest, we're opening our collection to a wider audience. We hope people will help us spread the word and share the items they find most interesting by re-pinning them."



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# Resulting Coverage



KOMO 4 6:30am News

August 29, 2012



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# Lessons Learned

- Plan ahead for sustainment
  - Interns are useful!
- Crowdsource
  - Followers helped provide valuable additional information
- Think about future
  - Regional Animal Services and Parks considering Pinterest
- Cross-promote using existing social media platforms



# Title

- Text



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