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International Diplomats Visit Pinterest Headquarters To Plan Future Projects

Pinterest executives brought Consular Officers from all over the world to their San Francisco Headquarters last week as part of their increasing global outreach. After lengthy presentations and discussions, the diplomats enthusiastically stated they planned to use the social media platform for their own projects, including using Pinterest as an "visual search engine promoting tourism in our countries".

Demonstrating how Pinterest can be used to more easily reach out to the world on behalf of diplomatic missions, Pinterest executives emphasized that images are more than just pictures. They're content sources with rich information that lead users to discovering new ideas and possibilities. The potential for increasing international understanding and knowledge for each guest was discussed in an open question-and-answer format with representatives of 16 countries, following a tour of the Pinterest facilities. The visit was coordinated by Charlie Hale, Head of Public Policy at Pinterest; Deanna Tryon, Silicon Valley Chief of Protocol; and Sherri Ferris of Protocol Professionals, Inc. and The Young Diplomats Club.

The visit "presented extremely effective tools of using their service to raise customer flow", and to "help promote cooperation between our respective countries and the United States of America" stated Oleksandr Krotenko, Consul, Consulate General of Ukraine in San Francisco. He described the visit as "an amazing experience". Consular officials stated they planned to use Pinterest more broadly to promote positive images for travel, tourism, national events, traditional dress, technology, design arts, business, culture and cuisine.

"The Pinterest team was enthusiastic, knowledgeable, and took the time necessary to answer the specific questions presented by all the officials" said Tryon after the event.

The diplomats were anxious to learn about the Pinterest functions and uses, and how Pinterest could help them more effectively use technology in their official activities. They learned how to accomplish visual bookmarking, and save and share creative ideas to expand their international communications.

Business at Pinterest has seen growth of 137% over the past year, and is seeing increasing levels of interest in its "content-based" format. It now hosts 50 billion "pins" on one billion "boards". The Consular Officers thanked the Pinterest team for "unlocking the secrets" of Pinterest.

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