

Pinterest Help Center: Video Pins

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The screenshot shows the Pinterest Help Center interface. At the top, there's a navigation bar with 'Help Center', 'General', and 'Business'. A search bar and 'Log in' link are on the right. The main heading is 'Create Video Pins'. Below it, there are social sharing icons and a section titled 'View instructions for:'. The main content area contains a paragraph explaining Video Pins, a link to 'creative best practices', and a sub-heading 'Create a video Pin' followed by an 8-step numbered list. A right-hand sidebar lists 'Other articles' such as 'Content creation overview', 'Pin formats', and 'Create and edit Pins and boards'.

Purpose

This article lives on the Business Help Center, which is targeted to all users with a Pinterest business account. This article was created to explain what Video Pins are, how to use it, and to provide the creative specs and requirements needed for this Pin format.

I updated this article to:

- Rewrite the content to adhere to our updated 2020 writing style guidelines, in which I provided guidance to the Senior Content Strategist in revamping based on my prior experience with Pinterest's content.
- Include the latest information and steps about Video Pins so it's in line with what's currently in the product on all platforms (desktop, Android, iOS).
- Add a link directly to the product that opens in a new window, so users can either sign into Pinterest at step 1, or take them straight to their account if they're already logged in. They can continue to follow the steps provided while completing the actions in the new window.
- Added an explicit paragraph about Pinterest's policy guidelines and what happens as a result of violating guidelines.

As a result, 30 days after:

- The article's customer satisfaction score increased by 35%
- Clicks on the CTA in the article that directs users to the contact form to reach our user support team, "Still need help?", dropped by 16%

Skills/Techniques

- HTML coding - formatting, links, images
- Content strategy

- Stakeholder management (User Education content strategists and specialists, Product Marketing Managers, Product Manager, Localization)
- Data analysis

Tools

- Drupal content management system
- Google Documents
- Google Analytics
- HTML

[Help Center](#)
[General](#)
[Business](#)

[Log in](#)
[Pinterest home](#)


Create Video Pins

View instructions for: [🌐](#) [📱](#) [🍏](#)


Video Pins are a great way to tell a more comprehensive story about your brand, idea or project. Video Pins have a cover image that captures your audience's attention. They play in users' feeds, so keep in mind that your audience may or may not have their volume on when they see your video. If you [become an advertiser on Pinterest](#), you can also [create video ads](#).

Check out our [creative best practices](#) for more ideas about video Pins.

Create a video Pin

1. Log into your [Pinterest business account](#)
2. Click **Create** at the top-left of the page and then click **Create Pin**
3. Click  to upload a video or drag and drop a video into the uploader
4. Move the selector left or right to select an image in your video for the cover image
5. Give the Pin a title, description, add related topic tags and a destination link
6. Publish your Pin immediately or schedule it for a later date
7. Choose a board from the dropdown menu, or select **Create board** to create a new public one
8. Click **Publish**

To make your Pins accessible, you can [add alternative text to your Pin](#) to explain what people can see in your Pin.

To upload multiple videos, click  to create additional video Pins. You can upload up to 2 GB of video at once.

Once your video Pin is created, Pinterest will review it within 24 hours to make sure it doesn't violate our [Community Guidelines](#). If a Video Pin violates our guidelines, you may lose access to video Pins.

To track the performance of video Pin, check out your [Pin stats](#) or [Analytics](#).

Bulk upload Video Pins

To upload many videos at once, use the [Bulk create Pins tab](#) in your Pinterest Settings.

Other articles

- [Content creation overview](#)
- Pin formats**
 - Create Story Pins
 - Create Video Pins**
 - Create a collections Pin
 - See more
- Create and edit Pins and boards

Creative specs

The following specs are for both standard videos and max width videos. [Learn more about creating video ads.](#)

File type	mp4, .mov or .m4v
File size	2GB max
Encoding	H.264 or H.265
Length	4 seconds - 15 minutes Recommended length for video ads: 6-15 seconds
Text	Title: Up to 100 characters. If no title, description will show in feed. Description: Up to 500 characters. For either title or description, the first 50-60 characters are likely to show up in feed.
Aspect ratio	Required for standard video: Taller than 19:1 and shorter than 1:2 Recommended for standard video: 1:1 (square) or 2:3, 4:5 or 9:16 (vertical) Required for max width video: 1:1 (square) or 16:9 (widescreen)

Video & audio codecs

	Video codecs	Audio codecs
No container	<ul style="list-style-type: none"> DV/DVCPRO AVC (H.264) HEVC (H.265) MPEG-1 MPEG-2 	<ul style="list-style-type: none"> PCM
Audio video interleave (AVI)	<ul style="list-style-type: none"> Uncompressed Canopus HQ DivX/Xvid DV/DVCPRO 	<ul style="list-style-type: none"> Dolby Digital (AC3) Dolby Digital Plus (EAC3) Dolby E frames carried in PCM streams <ul style="list-style-type: none"> MP3 MPEG Audio PCM
Adobe Flash	<ul style="list-style-type: none"> AVC (H.264) Flash 9 File H.263 	<ul style="list-style-type: none"> AAC
Matroska	<ul style="list-style-type: none"> AVC (H.264) PCM MPEG-2 MPEG-4 part 2 VC-1 	<ul style="list-style-type: none"> AAC Dolby Digital (AC3) Dolby Digital Plus (EAC3) WMA WMA2
IMF	<ul style="list-style-type: none"> Apple ProRes JPEG 2000 (J2K) 	<ul style="list-style-type: none"> PCM

MPEG Transport Streams	<ul style="list-style-type: none"> • AVC (H.264) • HEVC (H.265) • MPEG-2 • VC-1 	<ul style="list-style-type: none"> • AAC • AIFF • Dolby Digital (AC3) • Dolby Digital Plus (EAC3) • Dolby E frames carried in PCM streams • MPEG audio • PCM • WMA • WMA2
MPEG-1 System Streams	<ul style="list-style-type: none"> • MPEG-1 • MPEG-2 	<ul style="list-style-type: none"> • AAC • AIFF • Dolby Digital (AC3) • Dolby Digital (EAC3) • MPEG • Audio PCM
MPEG-4	<ul style="list-style-type: none"> • Uncompressed • AVC Intra 50/100 • DivX/Xvid • H.261 • H.262 • H.263 • AVC (H.264) • HEVC (H.265) • JPEG 2000 • MJPEG • MPEG-2 • MPEG-4 part 2 • VC-1 	<ul style="list-style-type: none"> • AAC • Dolby Digital (AC3) • Dolby Digital Plus (EAC3) • PCM • WMA • WMA2
MXF	<ul style="list-style-type: none"> • Uncompressed • Apple ProRes • AVC Intra 50/100 • DNxHD 	<ul style="list-style-type: none"> • AAC • AIFF • Dolby E frames carried in PCM streams
	<ul style="list-style-type: none"> • JPEG 2000 (J2K) • MPEG-2 • Panasonic P2 • SonyXDCam • SonyXDCam MPEG-4 Proxy 	
QuickTime	<ul style="list-style-type: none"> • Uncompressed • Apple ProRes • AVC Intra 50/100 • DivX/Xvid • DV/DVCPRO • H.261 • H.262 • H.263 • AVC (H.264) • HEVC (H.265) • JPEG 2000 (J2K) • MJPEG • MPEG-2 • MPEG-4 part 2 • QuickTime Animation (RLE) 	<ul style="list-style-type: none"> • AAC • MP3 • PCM
WebM	<ul style="list-style-type: none"> • VP8 • VP9 	<ul style="list-style-type: none"> • Vorbis
WMV/ASF	<ul style="list-style-type: none"> • VC-1 	<ul style="list-style-type: none"> • WMA • WMA2

Still need help?

[Contact us](#)