

Difference Between Pinterest and Instagram

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Key Difference - Pinterest vs Instagram

The **key difference** between Pinterest and Instagram is **Instagram is used to share content that is authentic whereas Pinterest is used to share content that is visual**. Currently, Instagram has more followers in the world when compared with Pinterest. Let us take a close look at both the image sharing programs and see what they have to offer.

What is Pinterest?

Pinterest is an online pinboard. It mostly uses images and visual pieces of [multimedia](#). You can create a number of these pinboards as you would like. This will make it an easy to organise your content. You can create a title for your pin board and insert relevant content as needed. Pinterest users can interact with each other by commenting, liking, and pinning stuff. That is what makes Pinterest an effective tool for [social networking](#).

Pinterest is free, but you will need an account to sign in and start using Pinterest. You can create the free account at Pinterest.com You will only need a valid [email](#) address and a password. You can also create an account using your [Facebook](#) or [Google account](#). You will need to fill in a few details like name, age, language, gender, and country before you can pick at least five categories to follow using Pinterest. This will help Pinterest show you personalised pins based on the interest that you provided.

You can move into your profile by clicking on the name and profile picture found in the top right corner. You can click on the username of the preferred user pull out their profile and click on the follow button at the top of the profile. You will have the option of following the user's boards or follow specific boards of the user. Pinterest is an intuitive platform that can be used to interact and share content with people.



Figure 01: Pinterest Logo

Pinterest can be used effectively on your [desktop web](#), but it is also powerful as an app for Android and iOS. Apps can be easily used in discovering pins, saving pins and finding them at a later time.

What is Instagram?

Instagram is a social networking platform that is used to share videos and photos from your [smartphone](#). Similar to [twitter and facebook](#) you will get a profile and news feed on Twitter. When you post a video or a photo, it will be displayed on your profile. Users can follow you to see posts on your feed. You will see the posts of users whom you choose to follow.

It almost is a simplified version of Facebook. It emphasises on visual sharing and mobile use. As with other social networking platforms, you can interact with users with whom you wish to follow. Instagram is free and can be used on iOS and Android devices. Instagram can also be accessed via the web. But users will only be able to upload videos and photos from their devices.

Before you can use this app, you will be required to create a free account. You can easily sign up by using an existing email or Facebook account. You may be asked to follow Instagram users who are on your Facebook network. You can do or skip this process and do it at a later time.

You can customise your profile by adding a photo, adding your name, and inserting a short bio and a link to your [website](#) if you have one. Instagram is all about sharing video content. So, everybody will intend to share their best videos and photos. Every profile will come with followers and following count which will represent the number of people who are following you and how many people are being followed by you. Each user profile comes with a button that can be tapped to follow them. If the user you try to follow has set his profile to private, the user will need to approve your request.

If your profile is set to public, anyone can find and view your profile. They can view your videos and photos as well. You can set your profile to private if you want to approve your followers. Interacting with the post is an easy process. You can comment and like a post. You can also share a post if you wish to. You can use the search tab to find new friends and to search for tailored posts.

Instagram was launched in 2010 and has come a long way in regards to posting options. In the past users were only able to add filter without any editing features. Today you can directly post using the app or from the videos and photos on your device. You can filter your videos and photos and also tweak and edit them.



Figure 02: Instagram Logo

Instagram has over 23 filters that can be applied videos and photos. You can adjust the contrast, brightness, adjustments, and structure using the edit option.

What is the Difference Between Pinterest and Instagram?

Pinterest vs Instagram	
Pinterest is an online pinboard. It mostly uses images and visual pieces of multimedia.	Cell inclusions are the non-living substances that are not able to carry out any metabolic activity.
Audience	
Crafters, Women, and Foodies.	Women, Teens and under 30.
Best For,	
Sharing visual content, e-books, website traffic, how to and sales.	Sharing content that is authentic, showcasing the scene and creating brand awareness
Primarily Used By	
B2C	Nonprofits, B2C
Looking For	
Products, photos, tips, and videos	Exclusive and interesting photos, personalized experience with brands
Focus	
Discovery and curation	More personal experience
Order of Images	
Thematic	Chronological
Outreach	
100 million	400 million
Followers	
Fewer personal	More personal
Liked Images	
Available	Short links
Types of Images	
High quality images of products and professional images	Professional private and snapshots
Embedding with Social Media	
Complicated	Simple
Image Filters	
Not available	Available

Video Uploaded	
Not available	Available
Upload through Browser	
Available	Not available
Upload through App	
Available	Available

Summary - Pinterest vs Instagram

Although both Instagram and Pinterest seem to be similar, it is clear that they come with some important differences. The difference between Pinterest and Instagram is Instagram is used to share content that is authentic while Pinterest is used to share content that is visual.

Image Courtesy:

- 1.'Pinterest Shiny Icon'By Jessekoeckhoven - Own work, (Public Domain) via [Commons Wikimedia](#)
- 2.'Instagram logo 2016'By Instagram - Own work, (Public Domain) via [Commons Wikimedia](#)

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