A proposal on the use of a photo-sharing social networking service
Pinterest for the regional websites

Toranosuke FUKUMOTO
Nagoya University
tora@fukumoto.cc

Shoko KASUGAI
Nagoya University
tmr_hare_ke_yst@yahoo.co.jp

Shigeki YOKOI
Nagoya University
shigeki.yokoi@gmail.com

ABSTRACT

The regional websites using the social media has increased. In this paper, we propose how to use Pinterest for regional sites usefully. We aim to enhance the information in the regional sites. Photograph is one of the effective means to communicate the regional information. It helps people to understand easily and clearly about the region. For that reason, we focused on Pinterest which is a photo-sharing SNS with excellent design and layout. We research the use of social media in the regional websites and then propose how Pinterest to work with the most popular SNS Facebook and Blogs. In this experiment, we prepared prototype sites which have the theme of Kyoto and Asuke using Pinterest and Facebook Pages. The photos which are really introduced on the web are used in our prototype. The results of the questionnaire, it is found that photo-sharing SNS Pinterest is useful to introduce the regional information to the people by working with social media.

Keyword: Regional website, Social networking service, Social media, Pinterest, Facebook