

# Pinterest separates personal, business accounts

November 14 2012

---

Pinterest is separating business accounts from personal ones, a move that could be an early step toward making money.

Pinterest Inc. burst onto the tech scene last year, appealing to designers, wedding planners, [chefs](#) and anyone else who likes to collect and share images from the Web.

The San Francisco company is offering businesses more free tools for their Pinterest content. Companies already use Pinterest to share photos of clothes, recipes or design inspiration.

Other social media companies have differentiated between people and institutional users. Facebook introduced pages for users including corporations, schools and [sports teams](#) that others could "like" in 2007.

Pinterest is privately held and does not disclose revenue. Research firm [comScore](#) says the site had 26.7 million unique visitors last month, from 3.3 million in October 2011.

Copyright 2012 The Associated Press. All rights reserved. This material may not be published, broadcast, rewritten or redistributed.

Citation: Pinterest separates personal, business accounts (2012, November 14) retrieved 25 April 2024 from <https://phys.org/news/2012-11-pinterest-personal-business-accounts.html>

This document is subject to copyright. Apart from any fair dealing for the purpose of private

study or research, no part may be reproduced without the written permission. The content is provided for information purposes only.