

Referencing a Pinterest board in APA

- Pinterest is a website which allows users to locate and save images (pins) to online pin boards.
- In the example below, the name of the person who has pinned the image is given as the author. To aid in retrieval, also provide the author first name in square brackets.
- The title is not italicized because an image in Pinterest is always part of a collected group of images known as a 'board'. If you are referencing a Pinterest 'board', place the title in italics.
- A description of the source is provided in square brackets after the title of the image.
- A retrieval date is used because content may change and Pinterest users cannot archive their content.
- **Reference format**
- Author, A. A. [First name]. (Year). Title of image [Format]. Retrieved Month Day, Year, from URL
- **Reference example**
- Vercruse, R. [Robin]. (n.d.). Twin baby loris [Pinterest post]. Retrieved May 22, 2017, from <https://au.pinterest.com/pin/19421842113477796/>
- Note: Always include a publication date if it is available. In this particular example, the abbreviation for no date (n.d.) is used as a publication date is not available for the image.