It's different here

Amidst an ongoing global pandemic and conversations around
social media toxicity, positive context matters—
to your customers and to your brand's bottom line.

October 2021

2020:

The year that 'doom-scrolling' entered our cultural vocabulary

60%

of adults surveyed agree that some parts of the internet feel dark and scary these days, particularly where people are fighting or arguing over their beliefs— and they're scared it's going to intensify.

2021:
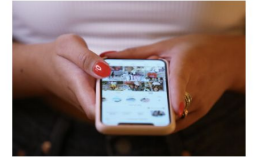## Negativity online has moved from personal concern to public health issue

Scrolling Is The New Smoking

Teenage girls say Instagram's mental health impacts are no surprise.

Among young people, the idea that Instagram can hurt someone's self-image is widely discussed.

By ERIN WOO

Social Media Is Attention Alcohol

A fun product has the same downsides as booze. Instagram's own internal research makes the case better than any critic.

By Derek Thompson

BUSINESS • FACEBOOK

How Facebook Forced a Reckoning by Shutting Down the Team That Put People Ahead of Profits

Positive context matters more than ever for brands

2 in 3

adults agree it's a brand's responsibility to advertise in safe, positive places and avoid negative content.[1]

"When I see brands in negative and unsafe places, I start to lose my confidence and trust in them that they come from a good place. As a result, I would be less likely to purchase from them."[2]
– Female, 20's

Positivity drives impact at every stage of the purchase funnel

6 in 10

adults agree that they're more likely to:

Remember
brands they encounter online
when they feel positive.

Feel positive
toward brands they encounter
in positive environments.

Trust
brands that they see
in a positive space.

Purchase
a brand when they see it
in a positive space.

Awareness

Conversion

The majority of more than 2,000 participants surveyed said:

Implied endorsement

If a brand or ad appears alongside harmful content, they assume the brand endorsed it or are aware they're adjacent to it.
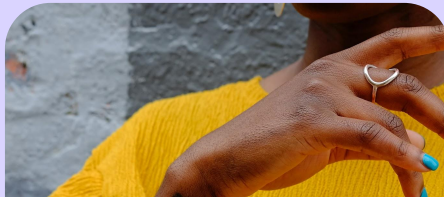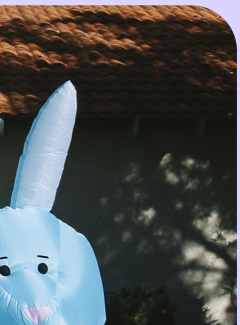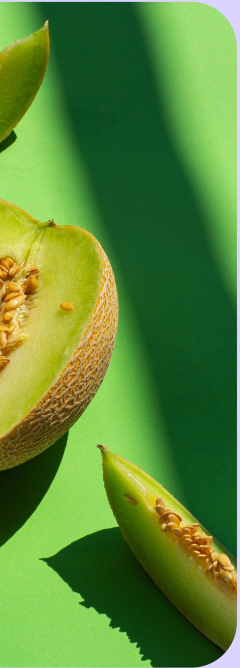
Negative perception

If a brand shows up alongside negative content, it negatively impacts their perception of the brand.
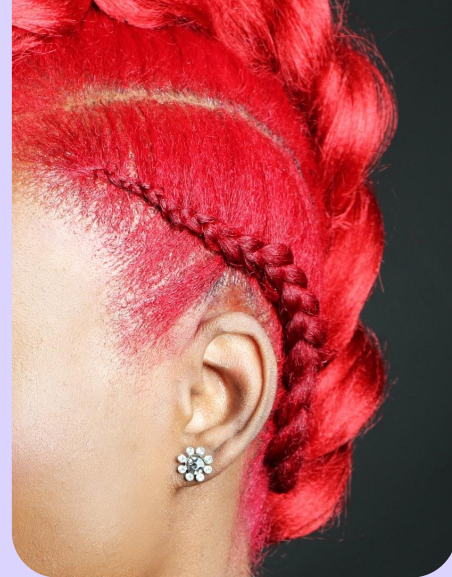
Less trustworthy

If a brand appears next to misinformation (e.g. health or election content), it appears less trustworthy.

In a climate where people are craving a more positive space online...
How can brands stop paying the negativity tax?

On
Pinterest

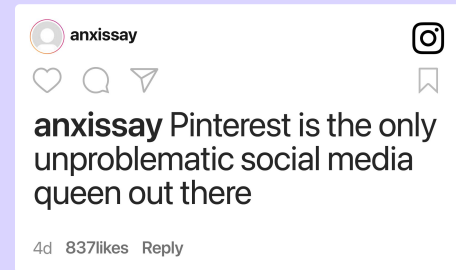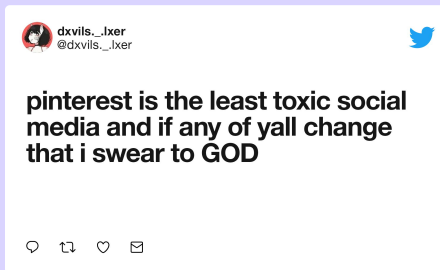On Pinterest, people feel positive

8 in 10

Pinners go to Pinterest
to feel positive.

vs

3 in 10

say that about social
media competitors.

Pinterest is the antidote to toxic online spaces

anxissay Pinterest is the only unproblematic social media queen out there

4d 837 likes Reply

dxvils._.lxer
@dxvils._.lxer

pinterest is the least toxic social media and if any of yall change that i swear to GOD

pannies.floppies
@pannies.floppies

pinterest is the best social media change my mind 📈

queen quen
@quenblackwell

Pinterest is a manifestation app. I will not be elaborating any further.

saddvans my Pinterest feed be lookin so pretty like whenever im sick of everything i go to Pinterest and it makes me all: 👁️ 👄 👁️ ✨ 🦋 ❤️ 👄 ➖ 👄 ✨ ✨ ✨ 🥰
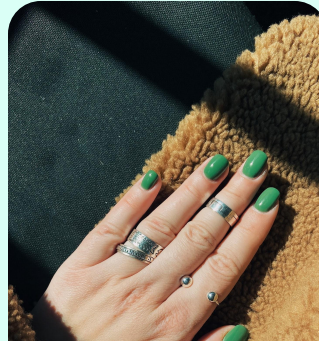
4d 19 likes Reply

On Pinterest, people trust brands

9 in 10

Pinterest shoppers agree that they trust the content on Pinterest. That's 70% higher than social media competitors.

On Pinterest, advertisers feel safer

7 in 10

Advertisers who use Pinterest say that it "embraces transparency."

#1 in trust

attributes such as brand safety, quality content standards, transparency and reputation vs. seven competitors, based on ratings by advertisers.

Positivity starts with policy

You can't have a positive platform without proactive content policies. We've always had a zero tolerance policy when it comes to harmful content and go the extra mile to ensure it has no home on our platform. Here's a look back at some of our key content policy decisions.
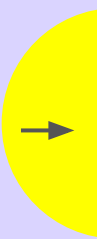
2017

Launched a health misinformation policy that blocks anti-vaccination content

2018

Banned political campaign ads and began removing QAnon conspiracy content

2019

Rolled out compassionate search for people seeking mental health support

Rolled out inclusive beauty searches

2020

Directed people with election-related inquiries to vote.org

Launched authoritative search results for COVID-19

2021

Launched first-of-its-kind hair pattern search for inclusive beauty results.

Updated policy to prohibit weight loss ads

Launched Creator Code and new comment moderation tools to keep content positive, safe and inspiring

When everything online is designed to be divisive, show up on a platform where people come to feel inspired, positive and safe –

On Pinterest

- ✓ More positive.

- ✓ More effective.

- ✓ More purchases.

- ✓ Higher purchase intent.

- ✓ Increased brand awareness.

Thank you.