

Pinterest Adds Features to Support Black Lives Matter

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Pinterest added some new features this week aimed at connecting its users to resources related to Black Lives Matter.

The Today tab will feature daily inspiration curated by the Pinterest team, including resources on how to be an ally, how to speak with your kids about racism and a celebration of art.

When Pinnerers search for Black Lives Matter, they will see recommended trending topics like Black Lives Matter protest, along with quotes and art, over a black background. Pinterest said this debuted on the web Friday and will be extended to its mobile applications next week.

Pinterest created a Black Lives Matter board containing topics such as organizations to donate to and how to support Black-owned businesses.

Searches for protests on Pinterest were up 25 times during the week of May 25 compared with the previous week, and top searches over the past week included Black Lives Matter protest signs, protest art and peaceful protest quotes.

Searches for justice also reached their highest level ever on the platform, up four times during the week of May 25 versus the prior week, with trending searches including justice for George Floyd, justice quotes and no justice no peace.

Finally, Pinterest noted a spike in searches for racism is taught.

<https://www.adweek.com/digital/pinterest-adds-features-to-support-black-lives-matter/>