THE AFTER FIVE SHIFT

The 2-Hour Pinterest Workflow

A practical guide to batching, creating and scheduling a week of Pinterest pins using Claude, Canva and Tailwind.

This guide walks through a weekly routine for preparing a batch of pins in around two hours, for anyone building a business alongside a full-time job.

You don't need to copy this exact setup. Use the steps, prompts and checks in this guide to build a process that works with your business, your tools and the time you have.

CLAUDE CANVA TAILWIND

01

Understand the workflow

The aim is to reduce repetitive work, not remove your judgement. Each tool in the workflow has a defined job.

TOOL	WHAT IT DOES
Claude	Drafts pin titles, descriptions and image text overlays, then prepares the CSV using Tailwind's template. You can set this up as a scheduled task so the work is ready before you sit down.
Canva	Creates the pin graphics using saved brand elements and reusable layouts.
Tailwind	Imports the CSV, holds the pin details while you attach each image, and schedules the finished pins.
Google Sheet	Keeps your target keywords and the URLs you want pins to link to in one place.

AN EXAMPLE WEEKLY RHYTHM

> **Friday evening.** Claude runs the scheduled task and prepares the week's pin copy and CSV.

> **Saturday.** Review the copy, create the graphics, import the CSV, attach images, check and schedule.

> This guide uses 14 pins a week, two a day, as its example. Your volume and schedule may be different.

BEFORE YOU START

- A Pinterest business account and a clear destination URL for each pin.
- A keyword list relevant to your audience and content.
- Tailwind's current bulk upload CSV template.
- A Canva brand kit or saved colours, fonts and reusable pin layouts.
- A few examples of pin copy that sound right for your business.

Interfaces and CSV requirements can change. Always download the current template from Tailwind and follow its instructions rather than relying on an old example file.

02

Prepare your inputs

A little preparation makes the weekly task much easier. Keep the information Claude needs together rather than rebuilding it every time.

YOUR KEYWORD AND URL SHEET

A simple spreadsheet is enough. Use one row per content destination or pin idea. For example:

TOPIC / CONTENT	KEYWORD	DESTINATION URL
A blog post about testing an offer	how to test a business idea	https://yourwebsite.com/example
A guide to planning a side business	starting a business while working	https://yourwebsite.com/example-2

You can add columns for audience, content type, campaign or notes if they help. Keep it simple enough that you will actually maintain it.

GIVE CLAUDE EXAMPLES, NOT JUST INSTRUCTIONS

Prompts for pin copy tend to grow into long lists of rules, with a new instruction added whenever something goes wrong. Eventually some rules compete with each other, and the copy starts sounding as though it was written to pass a test.

A better order is to put examples of good pins first: reference pins from other creators, plus approved pins from your own business. Ask Claude to compare new drafts against those examples before it applies the practical requirements.

BUILD YOUR OWN EXAMPLE SET

- Choose two or three pins whose writing you genuinely like.
- Add two or three examples of your own copy that you have approved.
- Explain briefly what makes them work: clear, specific, natural, useful, recognisably yours.
- Keep the examples current. Replace them when your voice or offer changes.

> A good example gives Claude something concrete to aim for. A long list of things to avoid can become contradictory.

03

A prompt you can adapt

Use this as a starting point. It is a framework, not a magic prompt. Add your own examples, audience details and brand guidance, then improve it based on the output you actually get.

I am preparing Pinterest pins for my business.

MY BUSINESS AND AUDIENCE

[Describe your business, who you want to reach and what they need.]

MY BRAND VOICE

[Describe how you want the writing to sound. Include words or styles to use or avoid.]

EXAMPLES OF GOOD PINS

[Paste 2-3 reference pins and 2-3 examples of your own approved pins.]

Use these as the main benchmark for tone, clarity and level of detail.

KEYWORDS AND DESTINATION URLS

[Paste your keyword and URL sheet.]

TAILWIND CSV HEADERS

[Paste the exact column headings from the current Tailwind bulk upload template.]

WHAT I NEED

Create [number] pins. For each pin:

1. Write a clear title.
2. Write a useful, natural description.
3. Suggest a short text overlay for the graphic.
4. Match the pin to the most relevant keyword and destination URL.

WRITING GUIDANCE

- Write plainly and naturally. Each field should communicate one main idea.
- Use the keyword naturally where it fits. Do not force it into an awkward position.
- Do not invent statistics, examples, personal experiences, features or results.
- Avoid clickbait, curiosity gaps and wording that sounds clever for its own sake.
- Prefer concrete information: a number, named tool, clear topic or genuine result where relevant.
- Keep overlays short. They can simply reinforce the title.
- Vary the pins through genuinely different angles, not by making each one longer.
- If information is missing, ask me or flag it. Do not fill gaps by guessing.

OUTPUT

First show the pin copy in a reviewable table, including the keyword and destination URL.

Then create a CSV using the exact headers and order I supplied. Do not add image URLs; I will create and attach the images in Tailwind.

List the image text overlays clearly so I can use them in Canva.

Before finishing, check for missing fields, incorrect URLs, forced keywords, invented specifics and copy that sounds clever for its own sake.

MAKE THE PROMPT BETTER OVER TIME

Don't add a new rule every time one pin misses the mark. First ask whether Claude has a clear example of what good looks like. If it doesn't, add or improve an example. Then simplify the instructions so the most important requirements are easy to follow.

PRINCIPLES WORTH BUILDING IN

- Examples come before rules.
- Plain writing takes priority over clever-sounding hooks.
- Keywords should fit naturally, not be forced into a fixed character window.
- Do not fabricate specifics to make a pin sound more concrete.
- Keep each title, description and overlay focused on one idea.
- Once copy is approved, preserve it. Don't silently rewrite it during a later check.
- When revising, make the wording clearer and plainer rather than bolder.

04

Create, upload and schedule

CREATE REUSABLE CANVA DESIGNS

A standard Pinterest portrait pin is commonly made at 1000 × 1500 pixels (2:3 ratio). Set up a Canva design at that size and save a small selection of layouts. Keep your brand colours, fonts and logo or name easy to access.

- Use a few repeatable layouts rather than designing every pin from scratch.
- Make sure the text is readable on a phone screen.
- Check that the graphic accurately reflects the pin title and destination content.
- Download each graphic in a suitable image format and use a clear filename so you can match it to the right pin.

IMPORT THE CSV INTO TAILWIND

Use the current Tailwind bulk upload template. Claude should use the exact column headings and order from that template. The CSV in this workflow contains the written pin details; it does not contain the image files.

After importing, upload each graphic and attach it to the corresponding pin. Take care not to rely on row order alone if you have changed or rearranged anything. Match the image to the correct title and destination.

YOUR FINAL REVIEW

- [ ] Does every pin have the correct title and description?
- [ ] Is the keyword used naturally?
- [ ] Does the image match the copy?
- [ ] Does the pin lead to the correct destination URL?
- [ ] Are there any unsupported claims or invented details?
- [ ] Are the dates, times and boards correct in the scheduler?

> Do not schedule the batch until you have checked the imported pins. AI can prepare the work; you remain responsible for what is published under your business name.

IF BULK UPLOAD BEHAVES UNEXPECTEDLY

Check the current template, required fields, date and time formats, image requirements and any error messages. If a bulk upload reports success but only schedules some of your pins, and you can't find the reason, try running that step through a scheduler such as Tailwind instead.

05

Your weekly checklist

Use this as a simple repeatable routine. Adjust the number of pins and the timing to suit your business.

FRIDAY EVENING: PREPARE

- [ ] Check that your keyword and URL sheet is up to date.
- [ ] Run your Claude scheduled task.
- [ ] Review the generated titles, descriptions and overlays.
- [ ] Check the CSV uses the current Tailwind template and has the right links.

SATURDAY: CREATE AND SCHEDULE

- [ ] Make the pin graphics using your Canva templates.
- [ ] Import the CSV into Tailwind.
- [ ] Check the imported pin details.
- [ ] Upload each image and attach it to the right pin.
- [ ] Review the finished batch, then schedule.

A QUICK REVIEW OF YOUR OWN PROCESS

My weekly pin target

When I prepare the content

Where I keep keywords and URLs

My design templates are saved in

My final quality check

Time the process takes now

One thing I can simplify next

A FINAL THOUGHT

> The point of a more efficient workflow isn't to fill every saved hour with more work. It's to make room for the parts of your business that need your attention, and for the rest of your life too.

THE AFTER FIVE SHIFT | THEAFTERFIVESHIFT.COM

This guide describes one working setup. Tool features and interfaces may change. Check the current instructions from Pinterest, Canva and Tailwind before using their services.