

Pinterest launches 'emotional well-being activities' for stressed internet users

By [Shereesa Moodley](#)

25 Jul 2019

Pinterest is one platform looking to make sure your time online is spent more positively. In a [blog post](#) on Monday the company revealed new "emotional well-being activities" for users to perform when they search for negative content...

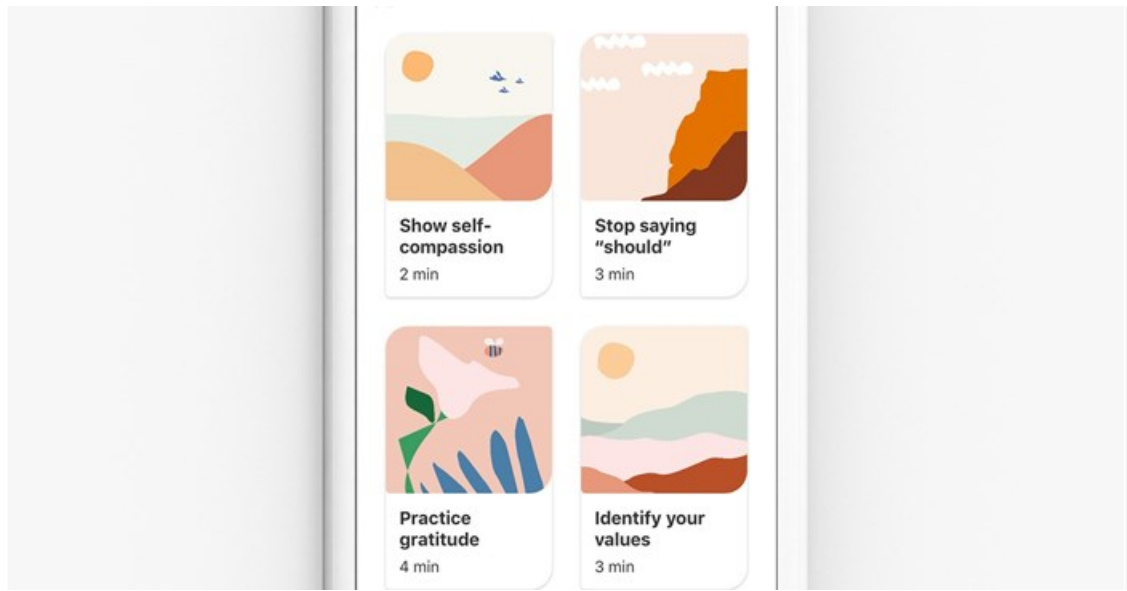


Image credit: Pinterest.

“People will see a prompt to explore these resources when they search for things like ‘stress quotes’, ‘work anxiety’ or other terms that indicate they might be feeling down,” Pinterest explained.

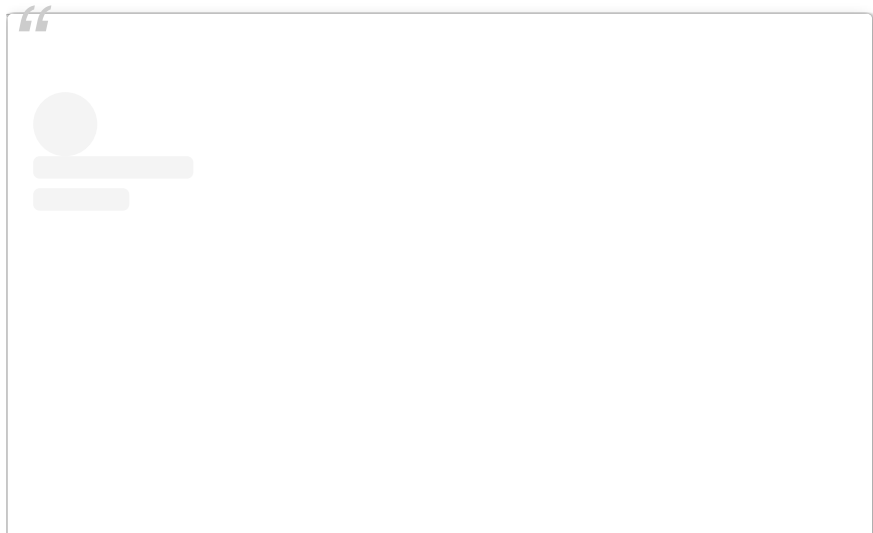


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The prompts, which pop up on screen in calm, pastel-coloured cards, include deep breathing exercises and practices for gratitude and self-love.





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Today we're rolling out a collection of emotional well-being activities right on our app, from deep breathing to self-compassion exercises. After noticing an increase in searches related to anxiety and stress, we're hoping to find new, interactive ways to help improve your mood. Link in bio for more info.

A post shared by [Pinterest](#) (@pinterest) on Jul 22, 2019 at 1:34pm PDT

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People's interactions with these activities are private and not connected to their account. This means we won't show recommendations or ads based on their use of these resources,” the company further noted.



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Though this sounds like a great way to tackle the insecurity-inducing nature of online spaces, the feature is only rolling out for iOS and Android in the US currently.

“We hope to bring the experience to all Pinner in the future,” Pinterest said.



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The company intends to include more features like the emotional well-being activities in order to create “a more

compassionate, actionable experience”.

ABOUT SHEREESA MOODLEY

Shereesa is a passionate writer who often delves into the world of social media, online trends and all things photography. She is also a journalism graduate of Rhodes University and can be found frequenting YouTube and Instagram. She lurks on Twitter too, sometimes.

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