

Pinterest strengthens corporate culture with global wellbeing benefits

As builders of the world's first visual discovery engine serving 300+ million people around the globe, Pinterest depends on its employees worldwide to stay inspired and keep bringing their best ideas forward. Their progressive approach to employee benefits is driven by their cultural focus on diversity and creating an environment where everyone feels welcome. "Not only do wellbeing benefits make Pinterest an attractive place to work," explains Benefits Program Manager, Jacquelyn Ainsley, "but supporting peoples' whole self is the right thing to do."

“We were looking for a solution that could be accessible by everyone. Onsite wellness resources serve just one location — and we needed a way to democratize wellbeing benefits.”

Jacquelyn Ainsley

Benefits Program Manager, Pinterest

“As we grow the number of employees globally, we need to make sure we can carry through our wellbeing program tenets across locations with solutions like Grokker.”

— Jacquelyn Ainsley

Problem

Headquartered in San Francisco, CA, with multiple offices around the world including Ireland, UK, Italy, France, Germany, Spain, Australia, Japan, Singapore, Brazil, and Canada, Pinterest's global footprint is immense — and Ainsley's team needed benefits they could easily deploy, whenever possible, across their entire employee base. Selecting benefits for a diverse population isn't a simple task, and it involves many moving parts.

“We're constantly talking with employees to gather feedback and ensure we're supporting our greatest employee needs,” says Ainsley. Pointing out that wellness means something different everywhere, Ainsley notes that “benefits should be flexible enough to conform to local norms and practices.”

See Grokker in action



Solution

Pinterest's Beingwell workforce wellbeing program was launched in 2018. "Its four tenets of mind, body, community, and financial wellness apply to everyone," Ainsely explains, "and line up with the four quarters of the year, giving us a good way to organize our program campaigns so they come across as cohesive and employees better understand what we're offering." Ainsley says that not every attempt to meet the needs of the entire workforce is successful, but Grokker has been a great fit to support their international growth and goals for widespread employee health engagement.

Grokker was selected as a self-directed wellbeing resource for employees because its range of video content (across the spectrum of nutrition, fitness, mental health, sleep, and financial wellbeing) syncs with Pinterest's holistic approach to wellness. And the solution's on-demand access makes it convenient for employees any time day or night, and on any device.

Pinterest has also invited Grokker expert Jaime McFaden to their San Francisco location to share advice with employees. In addition to speaking on the popular topic of sleep at Pinterest's annual KnitCon conference, McFaden has also presented about building healthy habits for families. "That session had good engagement, especially from our mom's group," recalls Ainsely, who also shared that she became a big fan of Grokker's prenatal yoga videos while she was pregnant. "I found it really convenient and helpful to do a quick 10 or 20 minutes when I had time."

Ainsley says that because their Beingwell program is in its infancy, they expect to make improvements as they move along. "Having the support of Pinterest leadership and various employee groups, such as the mom's group, has been key to our success," she says. "We are lucky as a company that our execs are already focused on wellness — but communication is also key."

Ainsley's team has also learned that wellness programs are most effective when tailored to the specific goals and needs of the population, which is why they're committed to providing customizable benefits like Grokker as well as continuing to collect employee feedback and using it to shape future changes. But they're considering the data, too. When they sat down with the Grokker team to review engagement numbers, they saw an increase in Grokker fitness video views in the quarter that focused on physical health. "We'll take that lesson, and others we learn throughout the year, to understand how employees are using their benefits and explore ways to build on our 'wins.'"

About Grokker

Grokker is the health engagement solution that employees love. Combining exclusive, consumer-grade video content available on-demand with the support of an active community, Grokker provides employees with a personalized toolkit to help them achieve their goals. The result is a happier, healthier and more productive workforce. Whether launching a new initiative or augmenting an existing platform or program, Grokker works to inspire and engage employees through improved health and wellbeing.

