

## Want it to run automatically?

No more manual clicks. You can schedule the automation to clean up pins on autopilot, even while you sleep.

### **Here's how to do it:**

#### Setting up Scheduling in [Make.com](#)

1. Open your scenario
2. Click the clock icon  in the bottom toolbar
3. Enable Scheduling
4. Choose your desired frequency:
  - Daily
  - Weekly
  - Every X hours
  - Custom (e.g., every Sunday at 4am)

#### **Best practice:**

Run the cleanup monthly as a part of your content hygiene routine, e.g. every 1st of a month.

## Schedule setting

? X

Run scenario: \*

Days of the month

Days \*

Select All

1

2

3

4

5

Time \*

14:05

 Time zone: America/New\_York

 Format: h:mm A



Show advanced settings

Cancel

Save

 Can You “Overclean”? Yes.

While Pinterest isn't known to penalize you for deleting underperforming pins, every API call still registers. And abuse of automation, even if it's deletion, can raise spam signals.

Especially if:

- You're deleting thousands of pins per hour
- The automation runs too frequently without breaks
- You're running multiple automated actions in parallel

Rule of thumb:

- Clean consistently, but not aggressively
- Prioritize *quality filters* over *volume*
- Monitor how many pins match your filter on average - and adjust scheduling accordingly

From our experience, this has never led to bans.

On the contrary, it usually boosts engagement and save rates fast, often within just a few days, and new pins start getting impressions quicker too.