Utilizing Pinterest to Promote The Learning Child Curriculum

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UTILIZING PINTEREST TO PROMOTE “THE LEARNING CHILD” CURRICULUM
MARKETING AND EVALUATION OF NUTRITION EDUCATION IN CHILDCARE
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BACKGROUND

WHY PINTEREST?
• Provides quick and useful information
• Interactive and visual
• Promotes networking and education of curriculum

SOCIAL MEDIA AND TLC
• Target childcare providers
• Expand audience and promote curriculum
• Share resources and information
• Learn more about new childcare practices

STUDY OBJECTIVE
• Research initiatives and strategies to expand engagement on Pinterest and to increase following on The Learning Child Pinterest account.
• Produce and develop authentic content to post on Pinterest channels, including quality image, descriptions, and titles.
• Receive feedback to improve and revise the developed curriculum on Pinterest

METHODS

DEVELOPMENT
• Identify content and boards focused on educating the target audience about the healthful development of young children
• Identify target audience through research and surveys

FEEDBACK
• Utilize survey responses to improve content and the overall curriculum
• Increase amount of pins based on previous favorite pins

IMPROVE AND EXECUTE
• Continue to pin frequently
• Use new and credible content
• Receive feedback

RESULTS

KEY FINDINGS
• Quality over quantity
• Sort boards by ensuring that pins are related to the board
• Take advantage of pin descriptions
• Images make or break a pin
• Make sure you can read the whole board title and give boards strong descriptions
• Ensure that the content is reliable and leads to credible website
• Pin 40+ a week to keep the attention of followers

Most Popular Pins
• Bedtime Routine
• Fluorescent Paint
• Fun Goo
• Growing Seeds With Toddlers
• Lavender Cloud Dough
• Handwriting Tips
• Weaving Through a Rainbow
• Weird Parenting Tips
• Teach your Child Not to Interrupt in One Simple and Respectful Step

IMPlications

CONTENT UPDATE
• Helps reach targeted audience
• Effective to create community and engagement
• Utilize initiatives to expand the number of people reached through Pinterest

POLICY
• Encourage childcare professionals to follow The Learning Child on Pinterest
• Measure Pinterest impact with surveys
• Send newsletters to keep audience up to date with up and coming content

RESEARCH
• Determine impact of Pinterest and newsletters in Nebraska Extension
• Identify and utilize social media strategies that are important for the Pinterest target audience
• Understand what posts are most engaging for the audience and which posts have the least engagement

CONCLUSION
• Researching and utilizing new social media practices is key to attracting the target audience to Pinterest
• Developing surveys and newsletters to better understand the audience can help evaluate the impact of the curriculum
• Use quality content and photographs to attract the target audience

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For references contact author.