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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.