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Utilizing Pinterest to Promote The Learning Child Curriculum

Alexis Noeldner

University of Nebraska-Lincoln, alexisnoeldner@gmail.com

Dipti A. Dev

University of Nebraska-Lincoln, ddev2@unl.edu

Emma Thomas

University of Nebraska-Lincoln, thomasemmamarie@gmail.com

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UTILIZING PINTEREST TO PROMOTE “THE LEARNING CHILD” CURRICULUM

MARKETING AND EVALUATION OF NUTRITION EDUCATION IN CHILDCARE

Alexis Noeldner, Human Resource Management and Marketing | Emma Marie Thomas, College of Journalism and Mass Communication
Dipti Dev PhD Department of Child, Youth and Family Studies



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

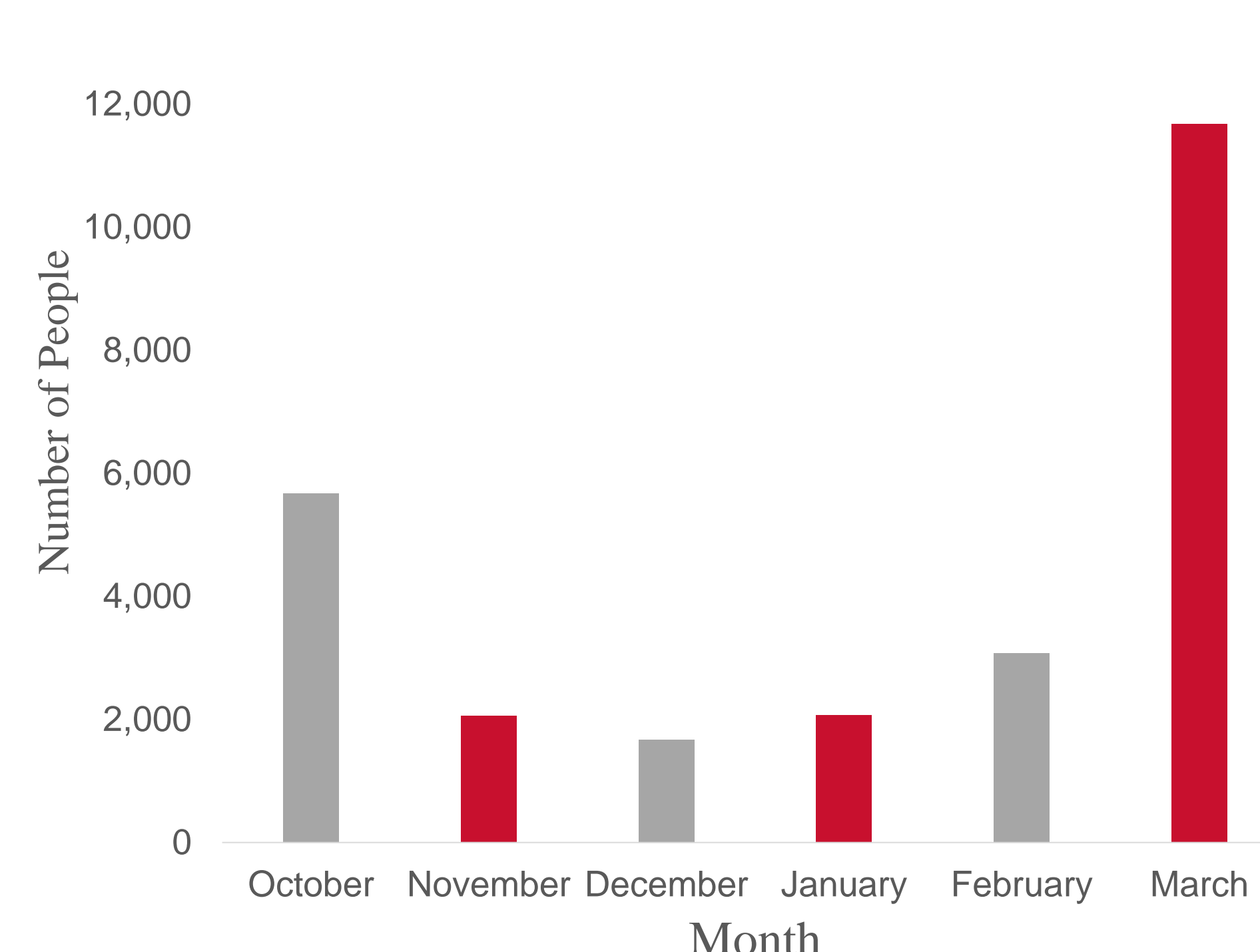
- Utilize survey responses to improve content and the overall curriculum
- Increase amount of pins based on previous favorite pins

IMPROVE AND EXECUTE

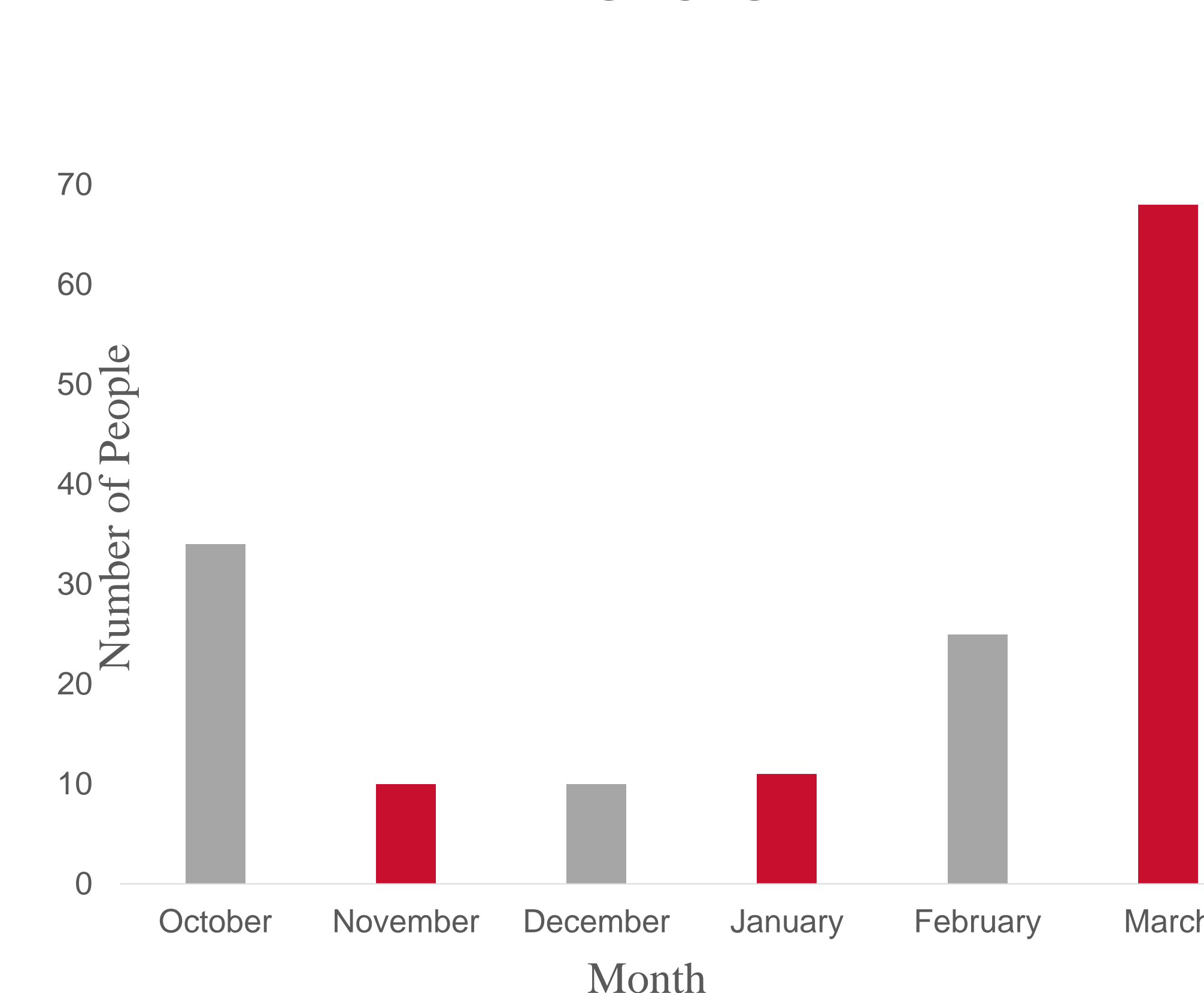
- Continue to pin frequently
- Use new and credible content
- Receive feedback

RESULTS

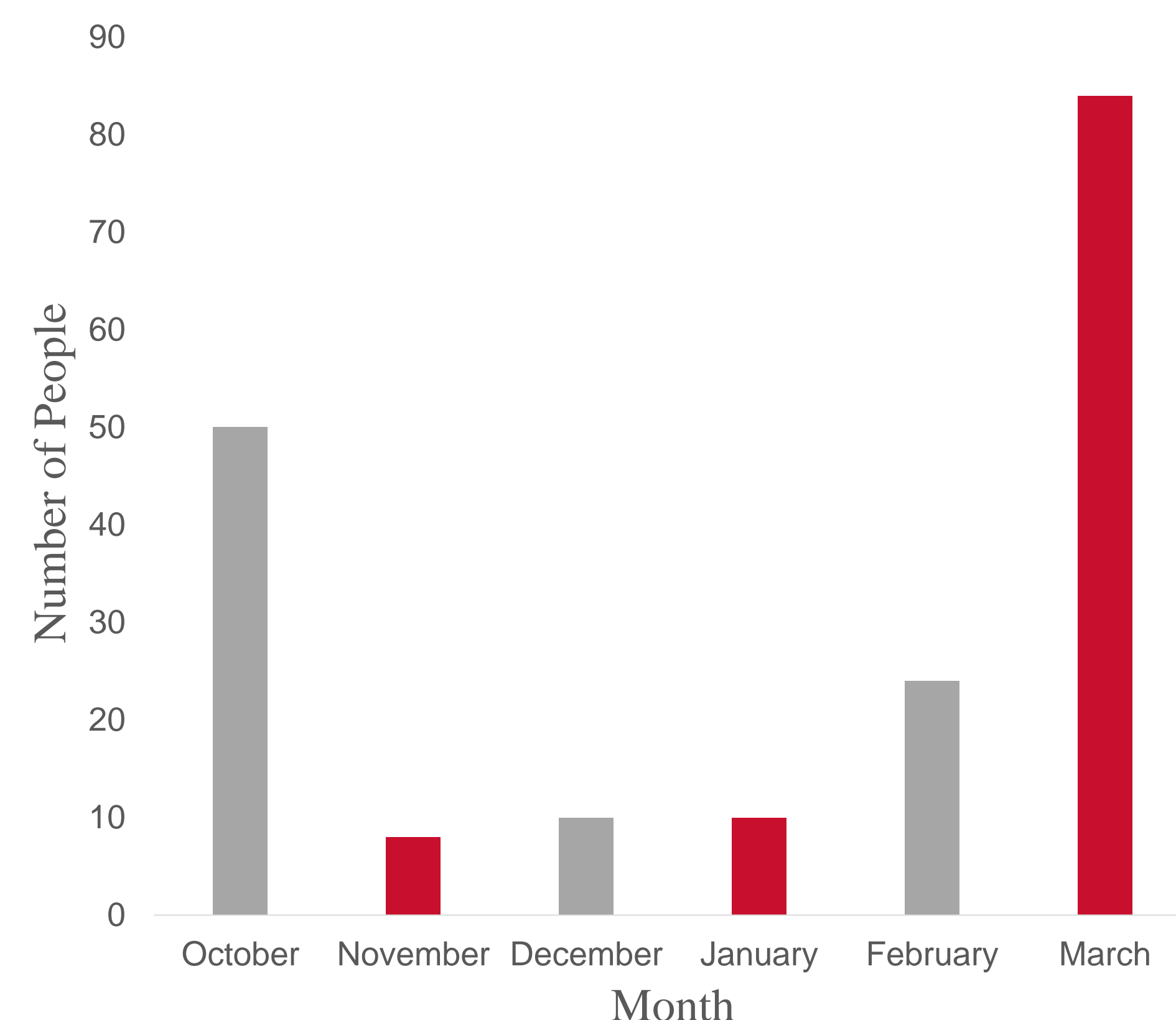
PIN IMPRESSIONS



VISITORS



REPINS



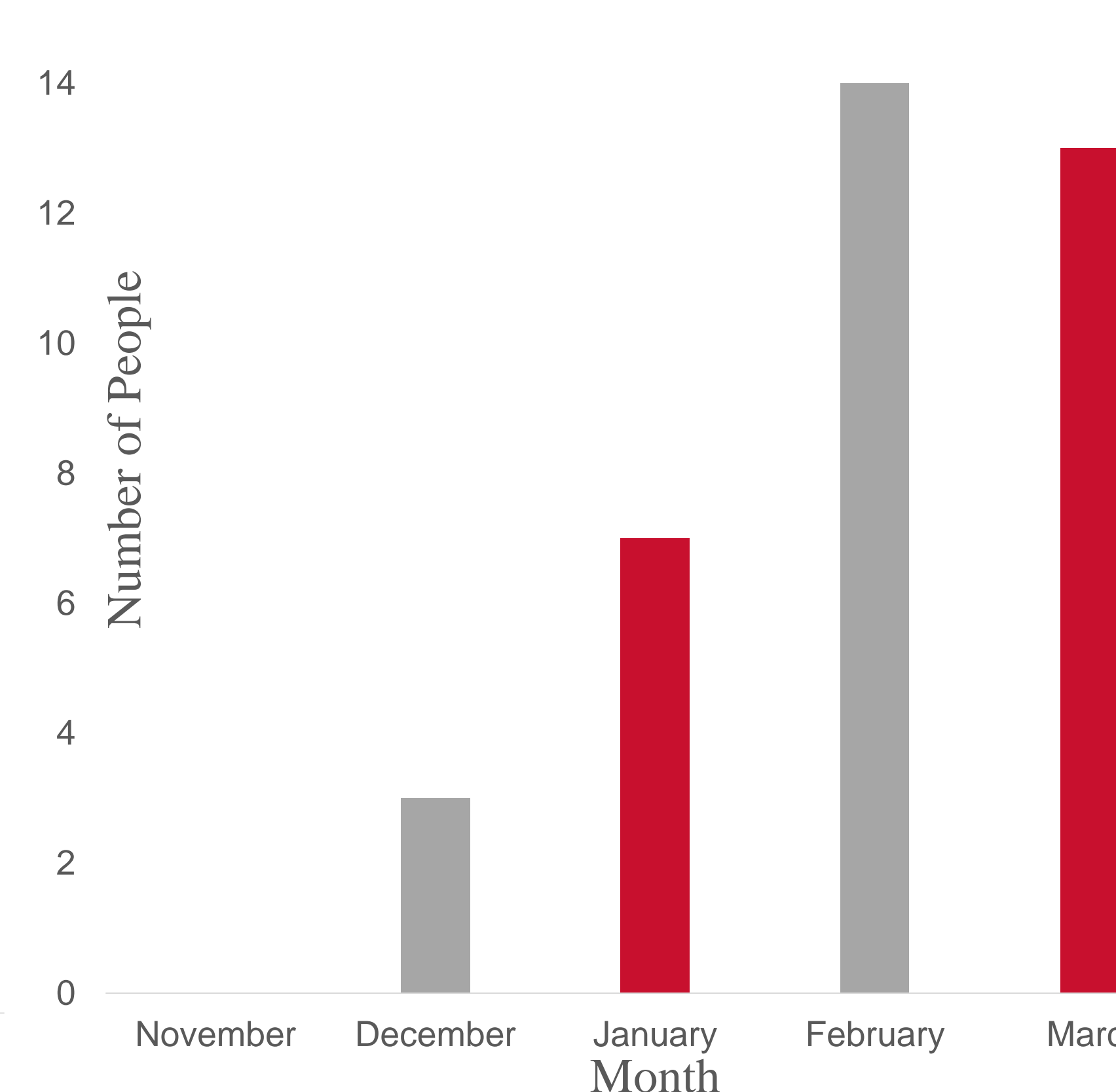
KEY FINDINGS

- 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

NEW FOLLOWERS



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

ACKNOWLEDGEMENTS

UCARE, Emma Thomas, Dipti Dev

For references contact author.

