

# *Pinterest*

A Pinteresting Possibility:  
Using Social Bookmarking To Promote Student Learning

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# Introduction



- Increasing number of digital natives entering college classrooms
  - Challenged to find new ways to meet students' unique learning styles
    - “...integrating virtual pedagogies (Internet and interactive simulations) to support the venerable face-to-face classroom” (Prosperio & Gioia, 2007, p. 75)

# Introduction



- Effective and engaging content for today's students will take multiple sources of Web-based media, including social media (Baird, 2005)
- Utilizing Pinterest in the classroom provides a new avenue for students to learn, improves classroom learning, and fosters collaboration between students (Holt, 2012)

# What Is Pinterest?



- Social sharing network, as well as a bookmarking site
- Fastest growing social media tool to date
- Centered around visuals images rather than text
- Their mission is to “Connect everyone in the world through the ‘things’ they find interesting”

# What We Did



- 3 Agricultural Communications courses utilized Pinterest to enhance course content
  - 1 as extra credit
  - 2 as part of course requirements
- Students instructed to join class pin board and were instructed to pin based on class requirements
  - One pin per week throughout the semester
  - When pinning assignments were given

# What We Did



- For an agricultural communications campaigns course, students pinned:
  - Design, advertisements, and page layout ideas
  - Event planning
  - Other effective campaign tactics
- For an agricultural graphic design class, students pinned:
  - Graphic design inspirations
  - Photoshop and Illustrator tutorials and shortcuts
  - Design project ideas

# One of Our Class Pin Boards



Search

Pinterest

Courtney 4

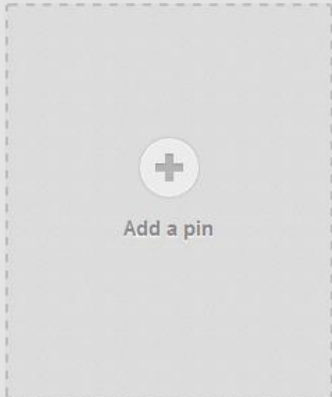
## ACOM 4305 - Spring 2013



Edit Board

218 Pins

170 Followers



### SOCIAL STEREOTYPES

YOU ARE WHAT YOU SHARE

WHAT WOULD SOCIAL NETWORKS LOOK LIKE IN A HIGH SCHOOL YEARBOOK?

- Facebook**
  - Living "likes" WAS UP 1,131.9%
  - 48% THEY FOUND OUT ABOUT NEWS THROUGH FACEBOOK
  - 52% OF STUDENTS REPORTED BEING CYBERBULLIED
  - MONTHLY ACTIVE USERS NOW TOTAL 1.01 BILLION
  - COMEDY DRAMA, ACTION, ROMANCE HE PLAYS EVERY ROLE
  - EXCEPT: NO NUDDY & MAKES NO SSSSS
  - YOUTUBE PARTNERS WILL ONLY MAKE IN THE RANGE OF \$2.5 TO \$5
  - YOUTUBE WILL ONLY PAY YOU ONCE YOUR VIDEO MAKES 100
- Twitter**
  - WON'T SHUT UP
  - 71% OF TWEETS ARE IGNORED
  - 23% OF TWEETS GET A REPLY
  - CHATTY CATS
- Pinterest**
  - PINTEREST DRIVES MORE TRAFFIC THAN TWITTER
  - 5% OF USERS ARE UNDER THE AGE OF 18
  - 80% OF PINTEREST USERS ARE WOMEN
  - FASTEST STANDALONE WEBSITE TO RECURSE THE 40 MILLION PER MONTH MARK EVER
  - THE CHERLEADER
- Google**
  - 20 MILLION USERS
  - GOOGLE MADE \$37.9 BILLION
  - 3 MINUTES/MONTH

### 10 STEPS

ON HOW TO CREATE A SOCIAL MEDIA STRATEGY

- 1 Get buy in from the business
- 2 Set your objectives and measurement plan
- 3 Get to know your tribes
- 4 What are people saying about your brand, products and services across the Social Web?
- 5 Analyse your competitors social media strategy
- 6

### THE SCIENCE of SOCIAL TIMING

PART 2 - Timing & Email Marketing

BEST KIND OF PROMOTION BY TIME OF DAY

KEY TAKEAWAYS:



Creative, simple and effective ad for toothpaste

Repinned by Jordan Burson ?

# A Pin From Our Class Pin Board



The infographic features a white background with a light gray grid pattern. At the top, there are two horizontal bars: a dark red one on top and a dark blue one below it. The text '10 STEPS' is centered in the red bar, and 'ON HOW TO CREATE A SOCIAL MEDIA STRATEGY' is centered in the blue bar. Below this, the first step is presented in a dark blue ribbon shape with a white circle containing the number '1' and the text 'Get buy in from the business'. The second step is in a similar ribbon shape with a white circle containing the number '2' and the text 'Set your objectives and'. The rest of the steps are not visible.

This is a preview of a Pinterest pin. At the top, it shows the title 'ACOM 4305 - Spr...' and the name 'Courtney Gibson'. Below the title is a vertical list of 10 steps, each represented by a dark blue ribbon with a white number and text. The first step is '1 Get buy in from the business' and the second is '2 Set your objectives and'. To the right of the list is a small circular chart. At the bottom of the pin preview is an 'Edit' button.

Other pins from Courtney Gibson



# What Our Students Thought



- Most students in each class pinned regularly
  - Some, especially females, went well beyond the minimum requirement

# What Our Students Thought



- Students completed a hard copy, simple questionnaire
- Comments were mostly positive
  - Gave them ideas that helped them be more creative and think outside the box
  - Many were using it outside of the class and liked getting to use it in class as well
  - Felt they were learning and utilizing a social media tool they may use in their future careers

# Our Thoughts



- The positive responses from students indicate that Pinterest had some value and should be considered as an instructional tool in agricultural communications classrooms.

# Some Suggestions For Using Pinterest in the Classroom



- Give students specific topics to pin
- Have a system for assigning credit for pins
- Participate with your students!
- Look at and discuss the board in class

# *Pinterest*

Questions?

