

Pinning for Parent Education

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What is interest?

A social content discovery and curation platform.

Extension and Pinterest

Number of pins on FD page

Most parents (85.9%) cite the internet in the top three “useful” or “very useful” sources for parenting information (Walker, Dworkin, & Connell, 2011). New technologies are forcing Extension to reevaluate traditional programming with increased use of online information (Seger, 2011). Extension must leverage online media s educational tools to increase the prevalence and accessibility (or “discoverability”) of reliable resources to online audiences (Sagor & Potyondy, 2011).



Number of board followers

Categories

Why Pinterest?

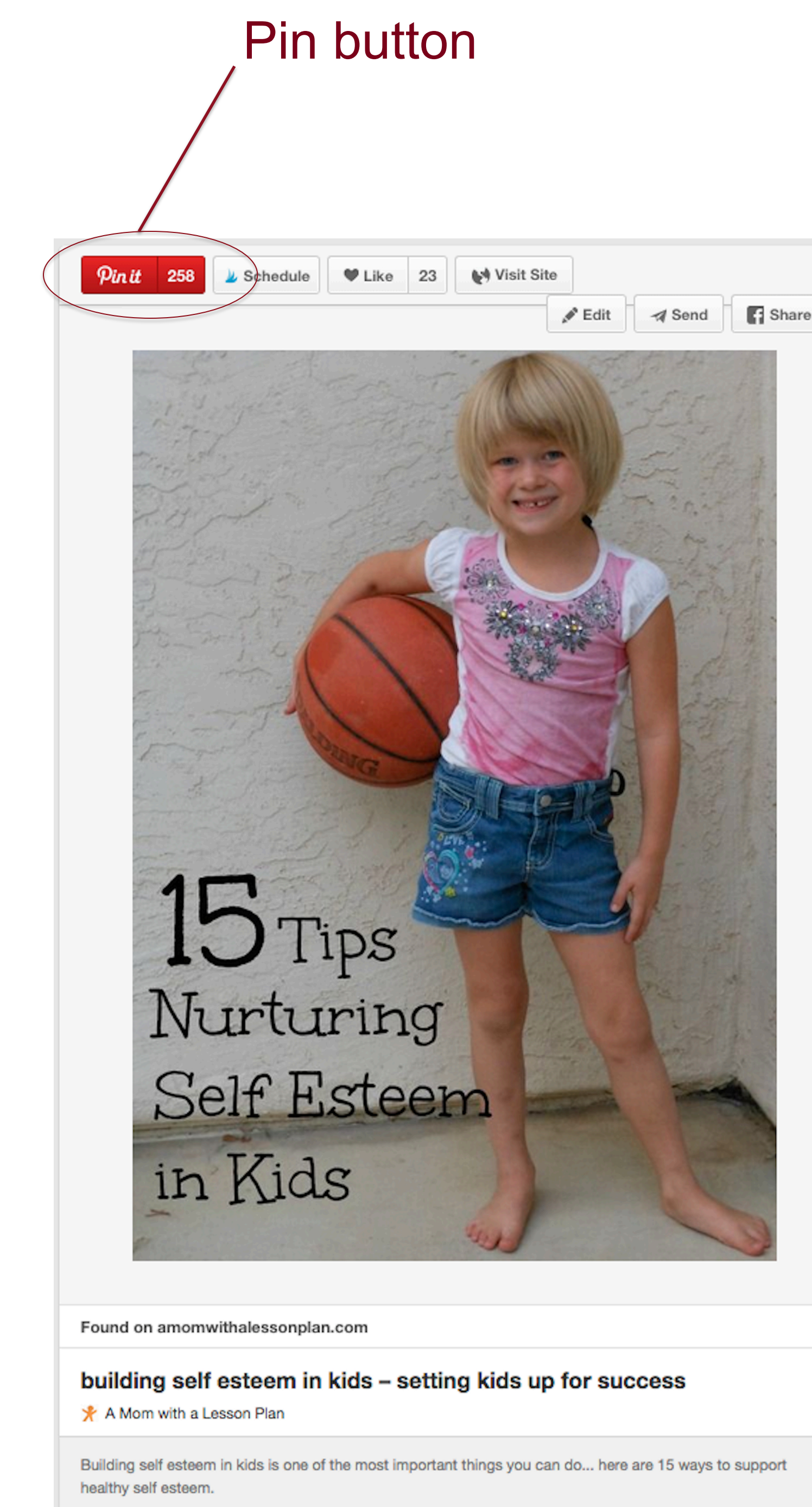
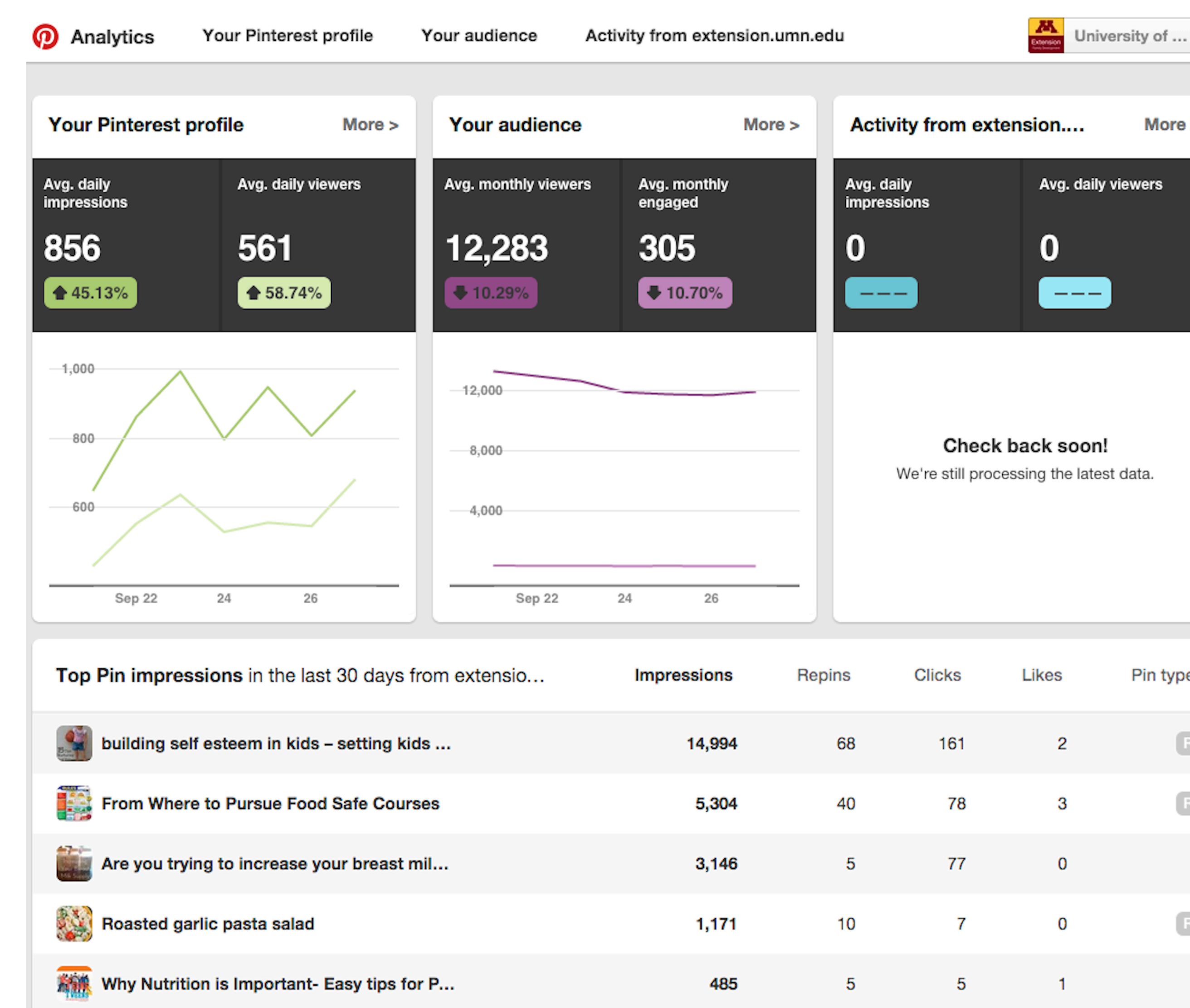
- Parents are already on Pinterest
- Pinterest satisfies all Knowles principles of adult learning
- Pinning increases information discoverability

Our Pinterest

- Users are 68.2% female, 50% with children, 77.5% between 18-44
- Objective is to extend content reach
- Metric is growing number of followers and repins
- Must be evidence-based, visually appealing, relatable and timely

Table 1: How Pinterest Addresses Andragogy

Principles of Andragogy	Why Pinterest Works
Adults need to be involved in the planning and evaluation of their instruction.	<p>Users:</p> <ul style="list-style-type: none"> ➢ Select content boards to follow & resources to repin ➢ Select the information to learn ➢ Evaluate content with repins and likes
Experience (including mistakes) provides the basis for learning activities.	<p>Users:</p> <ul style="list-style-type: none"> ➢ Repin, like, or comment on relevant information ➢ Read, watch, listen to, or take action based on resources pinned
Adults are most interested in learning subjects that have immediate relevance and impact to their job or personal life.	<p>Resources pinned are:</p> <ul style="list-style-type: none"> ➢ Situation-specific ➢ Solutions-based ➢ Directly relevant to users’ lives
Adult learning is problem-centered rather than content-oriented.	<p>Resources pinned provide:</p> <ul style="list-style-type: none"> ➢ Possible solutions to immediate situations users are encountering



Pin button

Before you Pin:

Know your audience

- Does your target demographic use this site?
- What topics are they interested in?
- How do they like information presented

Know your goals

- What are your learning objectives
- What outcomes will define success for this site?

Know your potential pins

- What content do you already have that can be provided to consumers?
- What qualifications do you have for including outside information?
- What is your maintenance plan for posting new material?