What is Pinterest?
A social content discovery and curation platform.

Extension and Pinterest
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 as educational tools to increase the prevalence and accessibility (or “discoverability”) of reliable resources to online audiences (Sagor & Potyondy, 2011).

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

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<tr>
<th>Table 1: How Pinterest Addresses Andragogy</th>
<th>Why Pinterest Works</th>
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<tr>
<td><strong>Principles of Andragogy</strong></td>
<td><strong>Why Pinterest Works</strong></td>
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| Adults need to be involved in the planning and evaluation of their instruction. | Users:  
  - 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. | Users:  
  - 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. | Resources pinned are:  
  - Situation-specific  
  - Solutions-based  
  - Directly relevant to users’ lives |
| Adult learning is problem-centered rather than content-oriented. | Resources pinned provide:  
  - Possible solutions to immediate situations users are encountering |

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?