

Pinterest & Athletic Departments v2

Following up on our initial audit from last October, we've taken another detailed look at how college athletic departments are using Pinterest. This audit is not meant to be an exhaustive list of all departments, but this year we've added 21 schools to the review for a total of 78.

Findings include:

- AD Listings & Stats
- Snapshot "Most" Stats
- AD's with the Most Followers
- AD's Following the Most Accounts
- AD's with the Most Boards
- AD's with the Most Pins
- Insights
- Board Samples

-All account information and stats are from November 05, 2014.

Pinterest Snapshot:

If you're not fully aware of Pinterest, here are a few stats highlights from the recent Forbes article – ["Inside Pinterest: The Coming Ad Colossus That Could Dwarf Twitter and Facebook"](#)

- 80% of its users are women, and it's already more popular than Twitter.
- U.S. user base is projected to top 40 million this year.
- Doubled the number of active male users in the past year.
- 54 million new pins are added each day.
- Only Facebook drives more traffic to web publishers.
- Analysis of data from 25,000 retailers showed that users driven to commerce sites from Pinterest are 10% likelier to buy something than those coming from other social sites.

AD Listings & Stats

School	Username	Followers	Following	Boards	Pins	Recent Pin
Akron Zips	akronathletics	228	30	19	1,225	1 year
Arizona St. Sun Devils	thesundevils	661	8	22	504	41 weeks
Arkansas Razorbacks	arkrazorbacks	522	0	5	58	13 weeks
Army Black Knights	armyathletics	608	27	54	1,165	6 days
Auburn Tigers	auathletics	3,289	59	29	873	9 days
Baylor Athletics	baylorathletics	580	337	9	228	4 hrs
Boston College Eagles	bcsports	105	46	14	343	1 year
Bowling Green Falcons	bgathletics	81	12	7	30	1 year
BYU Cougars	byuathletics	816	849	18	1,315	1 hr
California Golden Bears	calathletics	297	31	17	759	8 days
Cincinnati Bearcats	gobearcats	532	21	19	246	2 wks
Clemson Tigers	clemsontigers	1,248	53	15	385	40 wks
Colorado Buffalos	runraphierun	246	255	24	476	7 wks
Duke Blue Devils	dukeathletics	407	56	17	638	6 days
East Carolina Pirates	piratesofecu	199	1	15	174	8 wks
Florida Gators	gatorzone	1,212	0	10	374	2 hrs
Florida St. Seminoles	fsuseminoles	1,286	9	30	499	1 year
Fresno St. Bulldogs	fsathletics	256	15	13	168	1 year
Georgetown Hoyas	hoyasathletics	38	129	5	162	2 wks
Georgia St.	gsupanthers	96	1	15	121	1 year
Georgia Tech	gtathletics	518	24	18	364	1 year
Hawaii	hawaiiathletics	58	0	5	19	1 year
Idaho Vandals	vandalathletics	552	112	2	17	1 year
Illinois Fighting Illini	illiniathletics	268	29	11	84	28 wks
Indiana Hoosiers	iuhoosiers	884	3	36	614	18 wks
Iowa St. Cyclones	cycloneath	3,875	262	32	1,006	5 hrs
Kansas Jayhawks	kuathletics	91	4	7	156	9 days
Kansas St. Wildcats	kstatesports	3,008	62	34	1,220	3 hrs
Louisville Cardinals	uoflsports	815	65	29	510	9 wks
Marquette Golden Eagles	muathletics	162	121	10	266	24 wks
Maryland Terrapins	mdterrapins	207	15	7	35	41 wks
Memphis Tigers	tigersmedia	375	164	38	658	1 year
Miami Hurricanes	hurricanesports	712	52	40	1,020	23 wks
Miami, OH	miamiredhawks	76	3	3	3	19 wks
Michigan Wolverines	umichathletics	853	342	28	1,203	3 days
Michigan St. Spartans	msuathletics	3,577	89	45	10,235	5 days
Minnesota Golden Gophers	gophersports	494	4	23	694	47 wks
Missouri Tigers	mutigersdotcom	126	15	3	52	1 year

Navy Midshipmen	navyathletics	662	16	26	684	28 wks
Nebraska Cornhuskers	nebhuskers	1,370	10	18	185	5 days
North Carolina Tarheels	uncathletics	487	11	16	232	1 year
NC State Wolfpack	ncstateathletic	1,039	10	18	308	1 year
Northern Iowa Panthers	uniathletics	12,795	31	17	699	23 hrs
North Texas	meangreensports	565	1033	14	643	36 wks
Notre Dame Fighting Irish	ndfightingirish	2,526	46	17	499	7 wks
Ohio St. Buckeyes	gobucksosu	1,199	47	20	449	5 wks
Oklahoma Sooners	oklahomasooners	1,441	208	14	732	3 wks
Oklahoma St. Cowboys	osuathletics	91	2	14	392	1 year
Oregon Ducks	uoregonducks	4,432	244	23	719	2 wks
Oregon St. Beavers	beaverathletics	576	80	30	567	1 day
Penn St. Nittany Lions	gopsusports	1,100	1	12	142	1 year
Purdue BoilerMakers	purduesports	573	58	22	779	13 wks
Richmond Spiders	spiderathletics	344	411	18	398	2 wks
San Jose St.	sjsuspartans	52	5	11	247	47 wks
SMU Mustangs	smumustangs	419	23	20	822	29 wks
South Carolina Gamecocks	gamecocksonline	1,808	127	24	2,020	10 wks
South Florida Bulls	usfathletics	210	6	11	283	41 wks
Southern Miss	usmgoldeneagles	526	622	19	291	27 wks
Syracuse Orange	suathletics	1,147	55	27	912	4 wks
Tennessee Volunteers	utsports	1,635	75	14	376	41 wks
Texas Longhorns	texassports	24,015	10	69	1,974	9 days
Texas Tech Red Raiders	techathletics	4,088	970	33	2,028	4 hrs
UAB	uabathletics	222	21	18	317	1 year
UCF	ucfathletics	866	20	32	1,112	6 wks
UCLA Bruins	uclaathletics	165	3	6	57	2 years
UCONN Huskies	uconnathletics	636	28	14	562	1 year
UNLV Rebels	unlvathletics	97	0	4	46	1 year
USC Trojans	usctrojans	650	6	8	129	1 year
Utah Utes	utahathletics	230	3	10	601	4 days
UTEP Miners	utepathletics	62	5	7	245	1 year
UTSA	utsaathletics	178	12	13	112	1 year
Virginia Tech Hokies	hokiesports	1,537	121	22	928	1 hr
Wake Forest	wfusports	297	231	18	241	2 years
Washington Huskies	uwathletics	2,525	66	23	1,989	2 wks
Washington St. Cougars	wsucougars	926	22	16	810	8 wks
Wisconsin Badgers	uwbadgersdotcom	1,071	19	22	433	11 days
Wyoming	officialgowyo	292	297	28	419	23 hrs
Xavier Musketeers	xavierathletics	245	7	11	259	3 wks

Snapshot “Most” Stats

Most Followers

- 24,015 – Texas
- 12,795 – Northern Iowa
- 4,432 – Oregon
- 4,088 – Texas Tech
- 3,875 – Iowa St.

Following the Most

- 1,033 – North Texas
- 970 – Texas Tech
- 849 – BYU
- 622 – Southern Miss
- 411 – Richmond

Most Boards

- 69 – Texas
- 54 – Army
- 45 – Michigan St.
- 40 – Miami
- 38 – Memphis

Most Pins

- 10,235 – Michigan St.
- 2,028 – Texas Tech
- 2,020 – South Carolina
- 1,989 – Washington
- 1,974 – Texas

AD's with the Most Followers

School	Username	Followers
Texas Longhorns	texasports	24,015
Northern Iowa Panthers	uniathletics	12,795
Oregon Ducks	uoregonducks	4,432
Texas Tech Red Raiders	techathletics	4,088
Iowa St. Cyclones	cycloneath	3,875
Michigan St. Spartans	msuathletics	3,577
Auburn Tigers	auathletics	3,289
Kansas St. Wildcats	kstatesports	3,008
Notre Dame Fighting Irish	ndfightingirish	2,526
Washington Huskies	uwathletics	2,525
South Carolina Gamecocks	gamecocksonline	1,808
Tennessee Volunteers	utsports	1,635
Virginia Tech Hokies	hokiesports	1,537
Oklahoma Sooners	oklahomasooners	1,441
Nebraska Cornhuskers	nehuskers	1,370
Florida St. Seminoles	fsuseminoles	1,286
Clemson Tigers	clemsonigers	1,248
Florida Gators	gatorzone	1,212
Ohio St. Buckeyes	gobucksosu	1,199
Syracuse Orange	suathletics	1,147
Penn St. Nittany Lions	gopsusports	1,100
Wisconsin Badgers	uwbadgersdotcom	1,071
NC State Wolfpack	ncstateathletic	1,039
Washington St. Cougars	wsucougars	926
Indiana Hoosiers	iuhoosiers	884
UCF	ucfathletics	866
Michigan Wolverines	umichathletics	853
BYU Cougars	byuathletics	816
Louisville Cardinals	uoflports	815
Miami Hurricanes	hurricanesports	712
Navy Midshipmen	navyathletics	662
Arizona St. Sun Devils	thesundevils	661
USC Trojans	usctrojans	650
UConn Huskies	uconnathletics	636
Army Black Knights	armyathletics	608
Baylor Athletics	baylorathletics	580
Oregon St. Beavers	beaverathletics	576
Purdue BoilerMakers	purduesports	573

North Texas	meangreensports	565
Idaho Vandals	vandalathletics	552
Cincinnati Bearcats	gobearcats	532
Southern Miss	usmgoldeneagles	526
Arkansas Razorbacks	arkrazorbacks	522
Georgia Tech	gtathletics	518
Minnesota Golden Gophers	gophersports	494
North Carolina Tarheels	uncathletics	487
SMU Mustangs	smumustangs	419
Duke Blue Devils	dukeathletics	407
Memphis Tigers	tigersmedia	375
Richmond Spiders	spiderathletics	344
California Golden Bears	calathletics	297
Wake Forest	wfusports	297
Wyoming	officialgowyo	292
Illinois Fighting Illini	illiniathletics	268
Fresno St. Bulldogs	fsathletics	256
Colorado Buffalos	runraphierun	246
Xavier Musketeers	xavierathletics	245
Utah Utes	utahathletics	230
Akron Zips	akronathletics	228
UAB	uabathletics	222
South Florida Bulls	usfathletics	210
Maryland Terrapins	mdterrapins	207
East Carolina Pirates	piratesofecu	199
UTSA	utsaathletics	178
UCLA Bruins	uclaathletics	165
Marquette Golden Eagles	muathletics	162
Missouri Tigers	mutigersdotcom	126
Boston College Eagles	bcsports	105
UNLV Rebels	unlvathletics	97
Georgia St.	gsupanthers	96
Kansas Jayhawks	kuathletics	91
Oklahoma St. Cowboys	osuathletics	91
Bowling Green Falcons	bgathletics	81
Miami, OH	miamiredhawks	76
UTEP Miners	utepathletics	62
Hawaii	hawaiiathletics	58
San Jose St.	sjsuspartans	52
Georgetown Hoyas	hoyasathletics	38

AD's Following the Most Accounts

School	Username	Following
North Texas	meangreensports	1033
Texas Tech Red Raiders	techathletics	970
BYU Cougars	byuathletics	849
Southern Miss	usmgoldeneagles	622
Richmond Spiders	spiderathletics	411
Michigan Wolverines	umichathletics	342
Baylor Athletics	baylorathletics	337
Wyoming	officialgowyo	297
Iowa St. Cyclones	cycloneath	262
Colorado Buffalos	runraphierun	255
Oregon Ducks	uoregonducks	244
Wake Forest	wfusports	231
Oklahoma Sooners	oklahomasooners	208
Memphis Tigers	tigersmedia	164
Georgetown Hoyas	hoyasathletics	129
South Carolina Gamecocks	gamecocksonline	127
Marquette Golden Eagles	muathletics	121
Virginia Tech Hokies	hokiesports	121
Idaho Vandals	vandalathletics	112
Michigan St. Spartans	msuathletics	89
Oregon St. Beavers	beaverathletics	80
Tennessee Volunteers	utsports	75
Washington Huskies	uwathletics	66
Louisville Cardinals	uoflports	65
Kansas St. Wildcats	kstatesports	62
Auburn Tigers	auathletics	59
Purdue BoilerMakers	purduesports	58
Duke Blue Devils	dukeathletics	56
Syracuse Orange	suathletics	55
Clemson Tigers	clemsonigers	53
Miami Hurricanes	hurricanesports	52
Ohio St. Buckeyes	gobucksosu	47
Boston College Eagles	bcsports	46
Notre Dame Fighting Irish	ndfightingirish	46
California Golden Bears	calathletics	31
Northern Iowa Panthers	uniathletics	31
Akron Zips	akronathletics	30
Illinois Fighting Illini	illiniathletics	29

UConn Huskies	uconnathletics	28
Army Black Knights	armyathletics	27
Georgia Tech	gtathletics	24
SMU Mustangs	smumustangs	23
Washington St. Cougars	wsucougars	22
Cincinnati Bearcats	gobearcats	21
UAB	uabathletics	21
UCF	ucfathletics	20
Wisconsin Badgers	uwbadgersdotcom	19
Navy Midshipmen	navyathletics	16
Fresno St. Bulldogs	fsathletics	15
Maryland Terrapins	mdterrapins	15
Missouri Tigers	mutigersdotcom	15
Bowling Green Falcons	bgathletics	12
UTSA	utsaathletics	12
North Carolina Tarheels	uncathletics	11
Nebraska Cornhuskers	nehuskers	10
NC State Wolfpack	ncstateathletic	10
Texas Longhorns	texasports	10
Florida St. Seminoles	fsuseminoles	9
Arizona St. Sun Devils	thesundevils	8
Xavier Musketeers	xavierathletics	7
South Florida Bulls	usfathletics	6
USC Trojans	usctrojans	6
San Jose St.	sjsuspartans	5
UTEP Miners	utepathletics	5
Kansas Jayhawks	kuathletics	4
Minnesota Golden Gophers	gophersports	4
Indiana Hoosiers	iuhoosiers	3
Miami, OH	miamiredhawks	3
UCLA Bruins	uclaathletics	3
Utah Utes	utahathletics	3
Oklahoma St. Cowboys	osuathletics	2
East Carolina Pirates	piratesofecu	1
Georgia St.	gsupanthers	1
Penn St. Nittany Lions	gopsusports	1
Arkansas Razorbacks	arkrazorbacks	0
Florida Gators	gatorzone	0
Hawaii	hawaiiathletics	0
UNLV Rebels	unlvathletics	0

AD's with the Most Boards

School	Username	Boards
Texas Longhorns	texasports	69
Army Black Knights	armyathletics	54
Michigan St. Spartans	msuathletics	45
Miami Hurricanes	hurricanesports	40
Memphis Tigers	tigersmedia	38
Indiana Hoosiers	iuhoosiers	36
Kansas St. Wildcats	kstatesports	34
Texas Tech Red Raiders	techathletics	33
Iowa St. Cyclones	cycloneath	32
UCF	ucfathletics	32
Florida St. Seminoles	fsuseminoles	30
Oregon St. Beavers	beaverathletics	30
Auburn Tigers	auathletics	29
Louisville Cardinals	uoflspots	29
Michigan Wolverines	umichathletics	28
Wyoming	officialgowyo	28
Syracuse Orange	suathletics	27
Navy Midshipmen	navyathletics	26
Colorado Buffalos	runraphierun	24
South Carolina Gamecocks	gamecocksonline	24
Minnesota Golden Gophers	gophersports	23
Oregon Ducks	uoregonducks	23
Washington Huskies	uwathletics	23
Arizona St. Sun Devils	thesundevils	22
Purdue BoilerMakers	purduesports	22
Virginia Tech Hokies	hokiesports	22
Wisconsin Badgers	uwbadgersdotcom	22
Ohio St. Buckeyes	gobucksosu	20
SMU Mustangs	smumustangs	20
Akron Zips	akronathletics	19
Cincinnati Bearcats	gobearcats	19
Southern Miss	usmgoldeneagles	19
BYU Cougars	byuathletics	18
Georgia Tech	gtathletics	18
Nebraska Cornhuskers	nebuskers	18
NC State Wolfpack	ncstateathletic	18
Richmond Spiders	spiderathletics	18
UAB	uabathletics	18

Wake Forest	wfusports	18
California Golden Bears	calathletics	17
Duke Blue Devils	dukeathletics	17
Northern Iowa Panthers	uniathletics	17
Notre Dame Fighting Irish	ndfightingirish	17
North Carolina Tarheels	uncathletics	16
Washington St. Cougars	wsucougars	16
Clemson Tigers	clemsonigers	15
East Carolina Pirates	piratesofecu	15
Georgia St.	gsupanthers	15
Boston College Eagles	bcsports	14
North Texas	meangreensports	14
Oklahoma Sooners	oklahomasooners	14
Oklahoma St. Cowboys	osuathletics	14
Tennessee Volunteers	utsports	14
UCONN Huskies	uconnathletics	14
Fresno St. Bulldogs	fsathletics	13
UTSA	utsaathletics	13
Penn St. Nittany Lions	gopsusports	12
Illinois Fighting Illini	illiniathletics	11
San Jose St.	sjsuspartans	11
South Florida Bulls	usfathletics	11
Xavier Musketeers	xavierathletics	11
Florida Gators	gatorzone	10
Marquette Golden Eagles	muathletics	10
Utah Utes	utahathletics	10
Baylor Athletics	baylorathletics	9
USC Trojans	usctrojans	8
Bowling Green Falcons	bgathletics	7
Kansas Jayhawks	kuathletics	7
Maryland Terrapins	mdterrapins	7
UTEP Miners	utepathletics	7
UCLA Bruins	uclaathletics	6
Arkansas Razorbacks	arkrazorbacks	5
Georgetown Hoyas	hoyasathletics	5
Hawaii	hawaiiathletics	5
UNLV Rebels	unlvathletics	4
Miami, OH	miamiredhawks	3
Missouri Tigers	mutigersdotcom	3
Idaho Vandals	vandalathletics	2

AD's with the Most Pins

School	Username	Pins
Michigan St. Spartans	msuathletics	10,235
Texas Tech Red Raiders	techathletics	2,028
South Carolina Gamecocks	gamecocksonline	2,020
Washington Huskies	uwathletics	1,989
Texas Longhorns	texasports	1,974
BYU Cougars	byuathletics	1,315
Akron Zips	akronathletics	1,225
Kansas St. Wildcats	kstatesports	1,220
Michigan Wolverines	umichathletics	1,203
Army Black Knights	armyathletics	1,165
UCF	ucfathletics	1,112
Miami Hurricanes	hurricanesports	1,020
Iowa St. Cyclones	cycloneath	1,006
Virginia Tech Hokies	hokiesports	928
Syracuse Orange	suathletics	912
Auburn Tigers	auathletics	873
SMU Mustangs	smumustangs	822
Washington St. Cougars	wsucougars	810
Purdue BoilerMakers	purduesports	779
California Golden Bears	calathletics	759
Oklahoma Sooners	oklahomasooners	732
Oregon Ducks	uoregonducks	719
Northern Iowa Panthers	uniathletics	699
Minnesota Golden Gophers	gophersports	694
Navy Midshipmen	navyathletics	684
Memphis Tigers	tigersmedia	658
North Texas	meangreensports	643
Duke Blue Devils	dukeathletics	638
Indiana Hoosiers	iuhoosiers	614
Utah Utes	utahathletics	601
Oregon St. Beavers	beaverathletics	567
UConn Huskies	uconnathletics	562
Louisville Cardinals	uoflports	510
Arizona St. Sun Devils	thesundevils	504
Florida St. Seminoles	fsuseminoles	499
Notre Dame Fighting Irish	ndfightingirish	499
Colorado Buffalos	runraphierun	476
Ohio St. Buckeyes	gobucksosu	449

Wisconsin Badgers	uwbadgersdotcom	433
Wyoming	officialgowyo	419
Richmond Spiders	spiderathletics	398
Oklahoma St. Cowboys	osuathletics	392
Clemson Tigers	clemsonigers	385
Tennessee Volunteers	utsports	376
Florida Gators	gatorzone	374
Georgia Tech	gtathletics	364
Boston College Eagles	bcsports	343
UAB	uabathletics	317
NC State Wolfpack	ncstateathletic	308
Southern Miss	usmgoldeneagles	291
South Florida Bulls	usfathletics	283
Marquette Golden Eagles	muathletics	266
Xavier Musketeers	xavierathletics	259
San Jose St.	sjsuspartans	247
Cincinnati Bearcats	gobearcats	246
UTEP Miners	utepathletics	245
Wake Forest	wfusports	241
North Carolina Tarheels	uncathletics	232
Baylor Athletics	baylorathletics	228
Nebraska Cornhuskers	nehuskers	185
East Carolina Pirates	piratesofecu	174
Fresno St. Bulldogs	fsathletics	168
Georgetown Hoyas	hoyasathletics	162
Kansas Jayhawks	kuathletics	156
Penn St. Nittany Lions	gopsusports	142
USC Trojans	usctrojans	129
Georgia St.	gsupanthers	121
UTSA	utsaathletics	112
Illinois Fighting Illini	illiniathletics	84
Arkansas Razorbacks	arkrazorbacks	58
UCLA Bruins	uclaathletics	57
Missouri Tigers	mutigersdotcom	52
UNLV Rebels	unlvathletics	46
Maryland Terrapins	mdterrapins	35
Bowling Green Falcons	bgathletics	30
Hawaii	hawaiiathletics	19
Idaho Vandals	vandalathletics	17
Miami, OH	miamiredhawks	3

Insights

Use the Description Feature:

STILL really surprised to see how many departments do not use the “Description” feature to help set the stage for what their Boards are about. Sorry, but sometimes a three word title just doesn’t do it. Last year I cited [Miami](#) as a good example to follow, and this year I’ll add Cal – great job:

See the Stats

<http://www.pinterest.com/calathletics/see-the-stats/>

A collection of Infographics (statistics shown visually) that demonstrate why the California Golden Bears DOMINATE the Pac-12.

Golden Bears in the Pros

<http://www.pinterest.com/calathletics/golden-bears-in-the-pros/>

Once a Bear, always a Bear. See how Cal prepared these student athletes to perform on the professional stage.

Best Time to Remove Old Boards?

STILL a problem with Pinterest is by just browsing boards you can’t tell how current the pins are, you have to click-through to see when it was added. We noticed a lot of boards based on their title that you can tell immediately if it’s active (ie 2012 Roster), but many times you click into the board and you really have no idea if it’s current to last week or two years ago.

Unless you have a championship season, don’t see a reason to keep boards from past seasons – showcase your most current coaches and athletes, and create a TBT/Legends/Where Were You When, etc type board to capture the historical highlights.

Make the Commitment or Delete it:

Reviewing accounts and boards was too often like visiting a ghost-town. It’s ok to test out a channel, but if one day you decide to quit it, the best course of action is to delete your old/incomplete boards and just leave the account blank or just add a Connect board with links to your other SM accounts – don’t give off the impression that your department is incompetent and lazy:

<http://www.pinterest.com/uconnhuskies/moments-gampel/>

<http://www.pinterest.com/ECUAthletics/paint-it-purple/>

<http://www.pinterest.com/uncathletics/u-of-national-champions/>

<http://www.pinterest.com/IUHoosiers/>

<http://www.pinterest.com/osuathletics/>

Pinterest Specific Content:

STILL recommend working to have Pinterest-exclusive content and promote it across other channels to really grow your account. The trend it seems is still to just repost from Twitter, Facebook, Instagram, or the website. Think about what you can use for content that is only found on your Pinterest boards and you’ll have a better chance of gaining followers and repeat visits.

The trend for Pinterest is still on a female demographic and shopping focus, so it would be wise to include categorized retail boards, and also a focus on recipes/tailgating/nutrition.

Board Topics:

After reviewing hundreds of pro and college accounts, there's no one specific model that should be followed, but there are some core boards that each athletic department should include:

- Retail (His, Her, Kids, Pets, etc.)
- Tailgating
- Teams (all teams)
- Facilities
- Fans (lots of options)
- History – HOF – In the Pros
- Holiday Themed
- SM Cross Promotion
- SM Directory
- Misc. Unique & Fun (ie Mascot, Campus, City, Colors, Food, Traditions, Pets, Weddings, Contests, Partners/Sponsors, ect.)

Texas – Follower Anomaly

<http://www.pinterest.com/texassports/>

Last year the surprise was Northern Iowa with 13,115 followers – they showed no unique channel strategy and didn't even promote the channel on their website (interesting to note they've lost 320 followers in the past year).

This year the surprise is Texas which has gone from to 1,537 followers to 24,015. In the past year they've also added 28 new boards and 947 pins. The only thing that really stands out about their strategy is the focus on football. They post galleries from each game, and 51 of their 69 boards are football-related.

Following Doesn't Always Equal Followers:

Similar to Twitter, following doesn't always equal a reciprocal follow – these athlete departments follow more accounts than they have followers:

- BYU – 816 to 849
- Colorado – 246 to 255
- Georgetown – 38 to 129
- North Texas – 565 to 1,033
- Richmond – 344 to 411
- Southern Miss – 526 to 622
- Wyoming – 292 to 297

Frequency of Posts:

- Only 15 of the 78 athletic departments included in our report have posted a new pin within the last week.
- 48 of the 78 haven't posted a new pin within the last four weeks.
- 23 of the 78 haven't posted a new pin within the last year (UCLA and Wake Forest are at two years).

Creative Board Cover Images:

Nice job by these schools being different and using a consistent theme across all their board cover images. Three benefits to this strategy:

- Good way to showcase your department's creativity.
- Sets the tone for a visitor's first impression of your account as professional and well thought out.

- Can help provide a reinforcement teaser for the content inside of your board.

<http://www.pinterest.com/CycloneATH>

<http://www.pinterest.com/kstatesports>

<http://www.pinterest.com/muathletics>

<http://www.pinterest.com/navyathletics>

<http://www.pinterest.com/purduesports>

<http://www.pinterest.com/spiderathletics>

<http://www.pinterest.com/ucfathletics>

<http://www.pinterest.com/usctrojans/>

<http://www.pinterest.com/usfathletics>

<http://www.pinterest.com/hokiesports>

<http://www.pinterest.com/uwathletics>

Lack of Sponsorships:

Only saw one department with a possible sponsorship tie – USF with their board cover images:

<https://www.pinterest.com/usfathletics/>. I did see a lot of tailgating and recipe boards, departments should consider the food-related sponsorships that the Seahawks have integrated:

Subway for tailgating: <http://www.pinterest.com/seattleseahawks/subway-eat-freshtm-tailgate-ideas/>

Premera for recipes: <http://www.pinterest.com/seattleseahawks/premera-serve-it-up/>

Missed Real-time Marketing:

Nobody in sports has been worse than the Yankees at taking advantage of the retailing potential of Pinterest, but two departments that missed the boat this past year were Florida St. and UCONN with their national championships. Both accounts are inactive (no updates in a year), but it would have made a lot of sense to have a Championship Gear board linking back to all the options on their stores.

Lack of SM Directory:

Mentioned this in the “Board Topics”, but was odd to not see even one department create a Connect board to showcase their other social channels. Couple simple examples:

<http://www.pinterest.com/danicapatrick/connect/>

<http://www.pinterest.com/gswarriors/connect/>

Board Organization & Maintenance:

Strongly recommend doing a periodic audit of boards – way too many active channels had outdated boards and pins. Along with a determination of which boards and pins are old, make a concerted effort to properly organize your boards – keep new boards in the first row – keep sports together – keep related sports topics together – keep retailing together – keep crossover social media boards together, etc.

Board Samples

The purpose in listing the following boards is to simply help kick-start ideas, and in some cases to showcase what not to do. In many cases even the boards that are good examples can be improved upon, so we're hoping you and your team can do just that.

Promotions

Smart board topic to have, but you must keep it updated. With a title like Contests and Promotions a user gravitates toward the board and expects to see something new or at least current. Few samples below (could have had 20 more):

<http://www.pinterest.com/armyathletics/promotions/> - 1 year old

<http://www.pinterest.com/auathletics/tickets-and-promotions/> - 29 weeks old

<http://www.pinterest.com/calathletics/grrr-eat-contests-giveaways> - 1 year old

<http://www.pinterest.com/cubuffsgo/tickets-promotions-and-pac-12-information> - 1 year old

<http://www.pinterest.com/illiniathletics/illini-promotions> - 48 weeks old

Arizona St. – Fans Say the Darndest Things...

<http://www.pinterest.com/thesundevils/fans-say-the-darndest-things/>

Good use of built-in content. Fans bring crazy signs to all sporting events – good idea to snap them and create a UGC board. Can be done organically or via unique promotion.

Army – 2014-15 Play of the Week Gifs

<http://www.pinterest.com/armyathletics/2014-15-play-of-the-week-gifs/>

Credit to Army for adding a unique board – one of the few or only departments that we saw promote gifs. Key as usual will be continuing to update it.

Auburn – Tailgate Awards

<http://www.pinterest.com/auathletics/tailgate-awards/>

Another great use of built-in content – fans are going to tailgate even without an extra push. Possible extension would be adding a sponsor promotion:

<http://www.talladegasuperspeedway.com/Vanity-Pages/2014/2014-ADW-Danica-Coke.aspx>

<http://www.talladegasuperspeedway.com/Articles/2013/04/Danica-Tall-Blvd.aspx>

<http://www.danicaracing.com/photos&cid=4&aid=276>

Cincinnati – Unforgettable UC moments

<http://www.pinterest.com/gobearcats/unforgettable-uc-moments/>

Good board idea, questionable execution, especially since it hasn't been updated in 2 years. Could tie-in a sponsor and reveal one per week with a content programming play.

Colorado – Studious Buffs

<http://www.pinterest.com/cubuffsgo/studious-buffs/>

Promoting student-athlete academic achievement - rarely see this topic from any athletic department boards, so well done. Colorado hasn't updated it in a year so definitely need better execution.

Duke – This Week in DUAA

<http://www.pinterest.com/dukeathletics/this-week-in-duaa/>

Board acts as a top highlights notification – as long as you keep it updated (again content is all built-in) a pretty easy board to maintain and provide content.

Fresno St. – Bulldog Coaches

<http://www.pinterest.com/fsathletics/bulldog-coaches/>

Good awareness board for departments to include – too often only the football and men’s basketball coaches get recognition.

Georgia Tech – Georgia Tech Halloween!

<http://www.pinterest.com/gtathletics/georgia-tech-halloween/>

Hasn’t been updated in a year, but wanted to include a holiday-themed board example. Great way to get fans involved – possible add-on would be having an athlete or coach pick a winner and provide a reward for the pinner.

Iowa St. – Memes

<http://www.pinterest.com/CycloneATH/memes/>

Good example of RTM by Iowa State – memes are really hot right now so capitalize on it with a dedicated board. Possibly the only department we saw utilize this topic for a board – well done.

Iowa St. - Snapchat

<http://www.pinterest.com/CycloneATH/snapchat>

The only department to cross-promote Snapchat on Pinterest – hasn’t been updated in five weeks so interested to see what happens with this.

Kansas St. – Tailgate Time

<http://www.pinterest.com/kstatesports/tailgate-time/>

A few departments include Tailgate-related boards, but wanted to provide a sample and Kansas State had a good board. Again might want to think about a potential sponsor tie-in with these boards – some pretty good options. Also of note the recipe type pins consistently appear to get more repins and likes.

Kansas St. – Wildcat Inspiration

<http://www.pinterest.com/kstatesports/wildcat-inspiration/>

“Mini pep-talks from the greats of K-State.” Really like this board topic, and it’s seeing some strong repin and like numbers. Great way to showcase coaches and players – also for reference makes a great Instagram category.

Louisville - #MyCardsMoment

<http://www.pinterest.com/uoflsports/mycardsmoment/>

A different spin on the Kansas State board, this is a great job by Louisville showcasing quotes by coaches, staff, and players - really well done.

Minnesota – Buy Your Tickets

<http://www.pinterest.com/gophersports/buy-your-tickets>

The only ticketing board we saw. It hasn’t been updated in two years, but a good concept to consider for other schools.

Notre Dame – ND in Nashville

<http://www.pinterest.com/NDFightingIrish/nd-in-nashville/>

Interesting board from ND using place pins to promote their Final Four games in Nashville. ND has a lot of boards around cities that previously just had normal pins (ie [ND in Chicago](#)). A good example for other schools on how to alert fans about school-related outlets in major cities.

Oregon St. – Pro Beavers

<http://www.pinterest.com/beaverathletics/nfl-beavers/>

<http://www.pinterest.com/beaverathletics/mlb-beavers/>

<http://www.pinterest.com/beaverathletics/nba-beavers/>

Definitely recommend a pros board for every department – again key is making sure they're updated. Should also consider a custom branded border for these pins.

**Another good sample from Duke - <http://www.pinterest.com/dukeathletics/blue-devils-in-the-pros/>*

Richmond - #SpiderSpringSelfies

<http://www.pinterest.com/spiderathletics/spiderspringselfies/>

Good example of UGC promo from this past spring, but could use a more detailed description and needs to be followed up on (ie who won, just has Entry pins). Reminder that contest/promo boards need to be planned all the way through to completion.

Texas – Event Rentals

<http://www.pinterest.com/texasports/event-rentals/>

Smart idea to showcase all your rentable facilities – only program we saw doing this – well done.

Texas – Texas Performance Nutrition

<http://www.pinterest.com/texasports/texas-performance-nutrition/>

The next three samples all focus on nutrition, a really great board topic to include. Texas does the best job with the description and videos, but they've been dormant for the last 13 weeks.

Utah – Nutrition Tips

<http://www.pinterest.com/utahathletics/nutrition-tips/>

Utah also does a good job in the description letting you know they're tips from Nutritionist Beth Wolfram. I like the combination of image and video pins, but they've been dormant for the last 15 weeks.

VA Tech – Healthy Hokies

<http://www.pinterest.com/hokiesports/healthy-hokies/>

The Hokies do the best job with regular updates, but they don't have any description to set the stage.

Wisconsin – Badger Gameday App

<http://www.pinterest.com/uwbadgersdotcom/badger-gameday-app/>

Smart to include a board showcasing your mobile apps – only program we saw doing this – well done.

Wyoming – Get to Know a Poke

<http://www.pinterest.com/OfficialGoWyo/get-to-know-a-poke/>

Not sure about the graphics, but really like the idea of using built-in content to showcase your student athletes. Great way to include a board that is frequently updated very easily.

Wyoming – The Wild, Wild West

<http://www.pinterest.com/OfficialGoWyo/the-wild-wild-west/>

Another good use of place pins to showcase points of interest on your campus, town, or area.