

## **Pinterest & Athletic Departments v1**

Following up on our three previous audits of how professional sports teams are using Pinterest. We decided to take a snapshot look at how college athletic departments are using the channel. This audit is not meant to be an exhaustive list of all college athletic departments, and only schools that have official athletic department accounts are included.

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 as of October 16, 2013

## AD Listings & Stats

Team	Username	Followers	Following	Boards	Pins	Recent Pin
Arizona St. Sun Devils	thesundevils	424	8	22	428	13 wks
Arkansas Razorbacks	arkrazorbacks	304	0	3	37	21 wks
Army Black Knights	armyathletics	337	15	36	524	3 days
Auburn Tigers	auathletics	1,477	11	22	457	2 days
Baylor Athletics	baylorathletics	4	0	2	11	14 wks
Boston College Eagles	bcsports	89	47	14	342	34 wks
California Golden Bears	calathletics	213	31	17	730	1 day
Clemson Tigers	clemsonathletics	1,049	54	15	384	5 wks
Colorado Buffaloes	runraphierun	104	97	22	411	3 wks
Duke Blue Devils	dukeathletics	325	53	18	242	1 day
Florida St. Seminoles	fsuseminoles	1,043	8	30	499	13 wks
Fresno St. Bulldogs	fsathletics	152	14	13	168	3 wks
Georgia Tech	gtathletics	459	24	17	348	1 yr
Illinois Fighting Illini	illiniathletics	186	24	10	67	5 hrs
Indiana Hoosiers	iuhoosiers	721	3	13	383	3 wks
Iowa St. Cyclones	cycloneath	3,104	254	25	856	1 day
Kansas Jayhawks	kuathletics	87	56	6	33	34 wks
Louisville Cardinals	uoflsports	611	63	21	403	4 hrs
Marquette Golden Eagles	muathletics	136	102	9	265	2 wks
Maryland Terrapins	mdterrapins	115	15	7	32	2 wks
Memphis Tigers	tigersmedia	320	165	41	689	3 wks
Miami Hurricanes	hurricanesports	548	52	38	1,018	13 wks
Michigan St. Spartans	msuathletics	2,257	84	45	7,634	5 hrs
Minnesota Golden Gophers	gophersports	375	3	22	675	43 wks
Missouri Tigers	mutigersdotcom	90	15	3	52	12 wks
Navy Midshipmen	navyathletics	528	15	26	669	8 days
Nebraska Cornhuskers	nebraskaathletics	1,044	1	12	82	1 yr
North Carolina Tarheels	uncathletics	386	10	16	232	32 wks
NC State Wolfpack	ncstateathletic	873	9	18	308	6 wks
Northern Iowa Panthers	uniathletics	13,115	26	17	483	4 wks
Notre Dame Fighting Irish	ndfightingirish	2,395	46	15	432	40 wks
Oklahoma Sooners	oklahomasooners	1,122	215	14	657	7 days
Oklahoma St. Cowboys	osuathletics	82	2	14	392	39 wks
Oregon Ducks	uoregonducks	3,575	229	20	508	5 days
Oregon St. Beavers	beaverathletics	28	59	9	62	2 days
Penn St. Nittany Lions	gopsusports	872	1	12	142	13 wks
Purdue Boilermakers	purduesports	455	54	23	510	12 days
Richmond Spiders	spiderathletics	227	405	15	324	2 hrs

South Carolina Gamecocks	gamecocksonline	1,213	111	19	1,196	5 hrs
South Florida Bulls	usfathletics	145	6	9	239	2 days
SMU Mustangs	smumustangs	277	0	19	543	13 days
Southern Miss Golden Eagles	usmgoldeneagles	382	625	18	250	9 days
Syracuse Orange	suathletics	944	59	28	849	5 wks
Tennessee Volunteers	utsports	1,407	76	14	365	10 wks
Texas Longhorns	texassports	1,537	9	41	1,027	1 day
Texas Tech Red Raiders	techathletics	3,192	996	30	1,703	7 hrs
UCLA Bruins	uclaathletics	115	3	6	57	1 yr
UCONN Huskies	uconnathletics	412	28	14	560	9 wks
UNLV Rebels	unlvathletics	56	0	4	46	6 wks
USC Trojans	usctrojans	502	5	8	129	34 wks
Utah Utes	utahathletics	147	0	5	337	2 days
UTEP Miners	utepathletics	52	5	7	245	3 wks
Virginia Tech Hokies	hokiesports	1,246	103	19	354	2 wks
Wake Forest Demon Deacons	wfusports	265	233	18	241	1 yr
Washington Huskies	uwathletics	2,190	67	23	1,725	4 days
Washington St. Cougars	wsucougars	822	22	16	776	2 days
Wisconsin Badgers	uwbadgersdotcom	764	18	21	343	3 days

## Snapshot “Most” Stats

### Most Followers

- 13,115 – Northern Iowa
- 3,575 – Oregon
- 3,192 – Texas Tech
- 3,104 – Iowa St.
- 2,395 – Notre Dame

### Following the Most

- 996 – Texas Tech
- 625 – Southern Miss
- 405 – Richmond
- 254 – Iowa St.
- 233 – Wake Forest

### Most Boards

- 45 – Michigan St.
- 41 – Memphis
- 41 – Texas
- 38 - Miami
- 36 - Army

### Most Pins

- 7,634 – Michigan St.
- 1,725 - Washington
- 1,703 – Texas Tech
- 1,196 – South Carolina
- 1,027 – Texas

## AD's with the Most Followers

Rank	School	Followers
1	Northern Iowa Panthers	13,115
2	Oregon Ducks	3,575
3	Texas Tech Red Raiders	3,192
4	Iowa St. Cyclones	3,104
5	Notre Dame Fighting Irish	2,395
6	Michigan St. Spartans	2,257
7	Washington Huskies	2,190
8	Texas Longhorns	1,537
9	Auburn Tigers	1,477
10	Tennessee Volunteers	1,407
11	Virginia Tech Hokies	1,246
12	South Carolina Gamecocks	1,213
13	Oklahoma Sooners	1,122
14	Clemson Tigers	1,049
15	Nebraska Cornhuskers	1,044
16	Florida St. Seminoles	1,043
17	Syracuse Orange	944
18	NC State Wolfpack	873
19	Penn St. Nittany Lions	872
20	Washington St. Cougars	822
21	Wisconsin Badgers	764
22	Indiana Hoosiers	721
23	Louisville Cardinals	611
24	Miami Hurricanes	548
25	Navy Midshipmen	528
26	USC Trojans	502
27	Georgia Tech	459
28	Purdue Boilermakers	455
29	Arizona St. Sun Devils	424
30	UCONN Huskies	412
31	North Carolina Tarheels	386
32	Southern Miss Golden Eagles	382
33	Minnesota Golden Gophers	375
34	Army Black Knights	337
35	Duke Blue Devils	325
36	Memphis Tigers	320
37	Arkansas Razorbacks	304
38	SMU Mustangs	277



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39	Wake Forest Demon Deacons	265
40	Richmond Spiders	227
41	California Golden Bears	213
42	Illinois Fighting Illini	186
43	Fresno St. Bulldogs	152
44	Utah Utes	147
45	South Florida Bulls	145
46	Marquette Golden Eagles	136
47	Maryland Terrapins	115
48	UCLA Bruins	115
49	Colorado Buffalos	104
50	Missouri Tigers	90
51	Boston College Eagles	89
52	Kansas Jayhawks	87
53	Oklahoma St. Cowboys	82
54	UNLV Rebels	56
55	UTEP Miners	52
56	Oregon St. Beavers	28
57	Baylor Athletics	4

## AD's Following the Most Accounts

Rank	School	Following
1	Texas Tech Red Raiders	996
2	Southern Miss Golden Eagles	625
3	Richmond Spiders	405
4	Iowa St. Cyclones	254
5	Wake Forest Demon Deacons	233
6	Oregon Ducks	229
7	Oklahoma Sooners	215
8	Memphis Tigers	165
9	South Carolina Gamecocks	111
10	Virginia Tech Hokies	103
11	Marquette Golden Eagles	102
12	Colorado Buffalos	97
13	Michigan St. Spartans	84
14	Tennessee Volunteers	76
15	Washington Huskies	67
16	Louisville Cardinals	63
17	Oregon St. Beavers	59
18	Syracuse Orange	59
19	Kansas Jayhawks	56
20	Clemson Tigers	54
21	Purdue Boilermakers	54
22	Duke Blue Devils	53
23	Miami Hurricanes	52
24	Boston College Eagles	47
25	Notre Dame Fighting Irish	46
26	California Golden Bears	31
27	UCONN Huskies	28
28	Northern Iowa Panthers	26
29	Georgia Tech	24
30	Illinois Fighting Illini	24
31	Washington St. Cougars	22
32	Wisconsin Badgers	18
33	Army Black Knights	15
34	Maryland Terrapins	15
35	Missouri Tigers	15
36	Navy Midshipmen	15
37	Fresno St. Bulldogs	14
38	Auburn Tigers	11

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39	North Carolina Tarheels	10
40	NC State Wolfpack	9
41	Texas Longhorns	9
42	Arizona St. Sun Devils	8
43	Florida St. Seminoles	8
44	South Florida Bulls	6
45	USC Trojans	5
46	UTEP Miners	5
47	Indiana Hoosiers	3
48	Minnesota Golden Gophers	3
49	UCLA Bruins	3
50	Oklahoma St. Cowboys	2
51	Nebraska Cornhuskers	1
52	Penn St. Nittany Lions	1
53	Arkansas Razorbacks	0
54	Baylor Athletics	0
55	SMU Mustangs	0
56	UNLV Rebels	0
57	Utah Utes	0



## AD's with the Most Boards

Rank	School	Boards
1	Michigan St. Spartans	45
2	Memphis Tigers	41
3	Texas Longhorns	41
4	Miami Hurricanes	38
5	Army Black Knights	36
6	Florida St. Seminoles	30
7	Texas Tech Red Raiders	30
8	Syracuse Orange	28
9	Navy Midshipmen	26
10	Iowa St. Cyclones	25
11	Purdue Boilermakers	23
12	Washington Huskies	23
13	Arizona St. Sun Devils	22
14	Auburn Tigers	22
15	Colorado Buffalos	22
16	Minnesota Golden Gophers	22
17	Louisville Cardinals	21
18	Wisconsin Badgers	21
19	Oregon Ducks	20
20	South Carolina Gamecocks	19
21	SMU Mustangs	19
22	Virginia Tech Hokies	19
23	Duke Blue Devils	18
24	NC State Wolfpack	18
25	Southern Miss Golden Eagles	18
26	Wake Forest Demon Deacons	18
27	California Golden Bears	17
28	Georgia Tech	17
29	Northern Iowa Panthers	17
30	North Carolina Tarheels	16
31	Washington St. Cougars	16
32	Clemson Tigers	15
33	Notre Dame Fighting Irish	15
34	Richmond Spiders	15
35	Boston College Eagles	14
36	Oklahoma Sooners	14
37	Oklahoma St. Cowboys	14
38	Tennessee Volunteers	14

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39	UCONN Huskies	14
40	Fresno St. Bulldogs	13
41	Indiana Hoosiers	13
42	Nebraska Cornhuskers	12
43	Penn St. Nittany Lions	12
44	Illinois Fighting Illini	10
45	Marquette Golden Eagles	9
46	Oregon St. Beavers	9
47	South Florida Bulls	9
48	USC Trojans	8
49	Maryland Terrapins	7
50	UTEP Miners	7
51	Kansas Jayhawks	6
52	UCLA Bruins	6
53	Utah Utes	5
54	UNLV Rebels	4
55	Arkansas Razorbacks	3
56	Missouri Tigers	3
57	Baylor Athletics	2

**AD's with the Most Pins**

Rank	Schools	Pins
1	Michigan St. Spartans	7,634
2	Washington Huskies	1,725
3	Texas Tech Red Raiders	1,703
4	South Carolina Gamecocks	1,196
5	Texas Longhorns	1,027
6	Miami Hurricanes	1,018
7	Iowa St. Cyclones	856
8	Syracuse Orange	849
9	Washington St. Cougars	776
10	California Golden Bears	730
11	Memphis Tigers	689
12	Minnesota Golden Gophers	675
13	Navy Midshipmen	669
14	Oklahoma Sooners	657
15	UCONN Huskies	560
16	SMU Mustangs	543
17	Army Black Knights	524
18	Purdue Boilermakers	510
19	Oregon Ducks	508
20	Florida St. Seminoles	499
21	Northern Iowa Panthers	483
22	Auburn Tigers	457
23	Notre Dame Fighting Irish	432
24	Arizona St. Sun Devils	428
25	Colorado Buffalos	411
26	Louisville Cardinals	403
27	Oklahoma St. Cowboys	392
28	Clemson Tigers	384
29	Indiana Hoosiers	383
30	Tennessee Volunteers	365
31	Virginia Tech Hokies	354
32	Georgia Tech	348
33	Wisconsin Badgers	343
34	Boston College Eagles	342
35	Utah Utes	337
36	Richmond Spiders	324
37	NC State Wolfpack	308
38	Marquette Golden Eagles	265

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39	Southern Miss Golden Eagles	250
40	UTEP Miners	245
41	Duke Blue Devils	242
42	Wake Forest Demon Deacons	241
43	South Florida Bulls	239
44	North Carolina Tarheels	232
45	Fresno St. Bulldogs	168
46	Penn St. Nittany Lions	142
47	USC Trojans	129
48	Nebraska Cornhuskers	82
49	Illinois Fighting Illini	67
50	Oregon St. Beavers	62
51	UCLA Bruins	57
52	Missouri Tigers	52
53	UNLV Rebels	46
54	Arkansas Razorbacks	37
55	Kansas Jayhawks	33
56	Maryland Terrapins	32
57	Baylor Athletics	11

## Insights

For those of you that have read our previous ‘Pinterest & Sports’ reports, the first three practices will look familiar, because in these instances they’re not just good takeaways for pro teams, but also for athletic departments.

### **Use the Description Feature:**

Really surprised to see how many departments do not use the “Description” feature to help describe what their Boards are about. Sorry, but sometimes a three word title just doesn’t do it. Miami does a good job of including a description with the majority of their boards (ie - <http://www.pinterest.com/hurricanesports/tailgatetuesday/>)

### **Best Time to Remove Old Boards:**

One problem with Pinterest is by just browsing boards you can’t tell how current 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, but many times you click into the board and you really have no idea if it’s current to last week or 20 weeks ago.

Sample dated board from UTSA – cool idea but now it’s outdated and incomplete. What were some of the submissions and who won? Best to update the description noting it’s over or remove it.

<http://www.pinterest.com/utsaathletics/instagram-video-contest/>

### **Pinterest Specific Content:**

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.

### **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.)
- Teams (all teams)
- Facilities
- Fans (lots of options)
- History – HOF
- SM Cross Promotion
- SM Directory
- Misc. Unique & Fun (ie Mascot, Campus, City, Colors, Food, Traditions, Pets, Weddings, Contests, Partners/Sponsors, ect.)

### **Northern Iowa – Follower Anomaly**

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

We were expecting Washington or Oregon to lead the way in followers, but UNI with 13K+ has every other department beaten by a landslide. Interesting to note they don’t promote the channel on their athletic department website or Facebook page.

### **Following Doesn't = Followers**

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

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

Both of these schools follow a large number of people, but it's not being reciprocated: Arkansas follows 1,559 and has 565 followers, while North Texas follows 1,041 and has 458 followers.

### **Frequency of Posts**

Only 20 of the 57 athletic departments included in our report have posted a new pin within the last week. 24 of the 57 haven't posted a new pin within the last four weeks.

## **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.

### **Creative Board Cover Images:**

Nice job by these schools being different and using a consistent theme across all their board cover images:

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

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

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

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

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

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

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

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

### **Washington – Missing Retail Boards**

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

The Huskies have consistently had one of the better sports activations on Pinterest, but surprised to see they don't include any targeted retail boards.

### **Brown – Showcase Current Teams**

<http://www.pinterest.com/brownathletics/meet-the-brown-bears>

This board by the Brown Bears is outdated, but the idea to showcase teams is a good one. This could be done via team poster or photo, but showcasing ALL your athletic teams (too many just include photos of revenue sports) and linking to their specific section within the AD site is a good idea.

### **Facebook Cover Photos**

<http://www.pinterest.com/gogriffs/facebook-cover-photos/>

<http://www.pinterest.com/gtathletics/facebook-timeline-covers/>

No-brainer and should be a standard board on all departments accounts. These example boards from Canisius and Georgia Tech are outdated, but get the idea across. Oregon also provides a good example board: <http://www.pinterest.com/uoregonducks/wallpaper-cover-photos/>

### **Canisius – Celebration Photos**

<http://www.pinterest.com/gogriffs/celebration-photos/>

Great idea by Canisius with this board, think about all the opportunities (past and present) to showcase your players/teams in photos that can really connect with fans on an emotional level. Really a lot of possibilities to get creative with this and showcase success.

### **Iowa St. - Retailing**

<http://www.pinterest.com/CycloneATH/youth-style/>

<http://www.pinterest.com/CycloneATH/men-s-style/>

<http://www.pinterest.com/CycloneATH/women-s-style/>

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

The Cyclones provide a good example of using Pinterest to showcase products from your AD Store – retailing.

### **Iowa St. – e-cards**

<http://www.pinterest.com/CycloneATH/cyclone-e-cards/>

Good example of a unique and fun board that lends itself to repining.

### **Iowa St. – Team Posters**

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

Goes back to the idea of showcasing your teams, and posters are a creative alternative to the standard team photo. In this case it's better if your poster includes the entire team instead of 1-2 players. Duke Basketball does a good job of this on an annual basis: <http://www.pinterest.com/dukeblueplanet/team-posters>

### **Iowa St. – Pin It to Win It**

<http://www.pinterest.com/CycloneATH/cyclone-football-countdown-pin-it-to-win-it/>

In some circles the “Pin It to Win It” promo has gone out of favor, but done right they still provide value: rewards followers for engaging with your account, helps drive repeat visits, and provides worthwhile content to promote on other social channels. The Cyclones do a good job with theirs, but would like to see it completed (ie who won and let users know it's over – good example by Arizona St - <http://www.pinterest.com/thesundevils/pin-it-to-win-it/>.)

### **Miami - Infographics**

<http://www.pinterest.com/hurricanesports/infographics/>

The Hurricanes do a good job with their infographics on their AD website, and it's good to see a dedicated board set up to showcase their work. Trend in college sports is some level (ie full ones like Miami, Instagram sized, Pre-Game, Post-Game, In-Game, individual player stats, etc.) of infographic so there's a board opportunity for most schools. The Canes haven't updated their board in 20 wks, and also interesting to note no Pin got more than 2 repins so will be interesting to see if they fold it.

### **Miami – Classic Canestagrams**

<http://www.pinterest.com/hurricanesports/classic-canestagrams/>

Couple things to like about what the Canes have done here: showcased former players in a cool way, integrated another social channel, and branded the board in a unique way.

### **Miami – #CanesDad**

<http://www.pinterest.com/hurricanesports/canesdad/>

Lots of schools include boards for Father's Day or Mother's Day – but I like how the Canes added a simple boarder frame to some father/son images to give the board a really unique feel.

### **Navy – Victories over Army**

<http://www.pinterest.com/NavyAthletics/victories-over-army/>

Every school has a main rival, and I like that Navy put it right out there and promote beating theirs with a dedicated board. I feel like it actually has more potential than what they've done so far, but the idea is there. Another value aspect of a rival board is it's something the fan base can get passionate about.

### **Northern Iowa – Top Fan Tweets, Facebook and Instagram Posts**

<http://www.pinterest.com/uniathletics/top-fan-tweets-facebook-and-instagram-posts/>

This represents a good way to cross-promote your other channels and showcase fans. The concept has more potential than what you see from UNI, and it's another example about seeing things through. This should be updated daily and possibly broken out by school year. UNI has given up on it not updating it in 38 weeks, but the idea has potential.

### **Oregon - Nike**

<http://www.pinterest.com/uoregonducks/nike/>

Many programs showcase uniform partners through retail boards, but very few include a dedicated board for their partner. Only fitting that Nike University showcases this, and it's a straight-up swag board that could probably be taken to an even higher level showcasing even more aspects of their partnership.

### **Oregon – What's Hot | Top 10 Items**

<http://www.pinterest.com/uoregonducks/whats-hot-top-10-items/>

Great retailing board by Oregon, more schools should copy this idea. Also impressive they include a timestamp in the description so you know it's updated.

### **Texas Tech – Facebook Ideas**

<http://www.pinterest.com/techathletics/texas-tech-facebook-ideas/>

Really like this board, because it goes beyond the Cover Images to include other related imagery that may interest fans to share.

### **Texas Tech - Contests**

<http://www.pinterest.com/techathletics/mothers-day-contest/>

<http://www.pinterest.com/techathletics/fathers-day-pin-win/>

<http://www.pinterest.com/techathletics/red-hot-summer-style-pin-win/>

<http://www.pinterest.com/techathletics/countdown-to-kickoff/>

Really like the initiative by TT doing multiple contests on their account. They also do a great job of showcasing who won the contests (minus Countdown to Kickoff - way too many college/pro teams just do a board around the rules and never tell us who if anyone actually won the thing). All the boards are now outdated so they should use the description area to timestamp it.



**Duke - #GetYourDukeOn**

<http://www.pinterest.com/dukeathletics/getyourdukeon/>

Good example of proactively asking fans to send in their photos via email listed in the description for a chance to be featured on the board.

**California – Grr-eat Contests & Giveaways****Richmond – Tickets and Promotion****Southern Miss – Contests, Promos, and More...**

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

<http://www.pinterest.com/spiderathletics/tickets-and-promotion>

<http://www.pinterest.com/usmgoldeneagles/contests-promos-and-more>

Saw a couple schools doing this, but the keys are to keep it updated and know when to remove dated promotions.

**Memphis – Sports Cover Images**

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

We noted a few schools that used a unique consistent theme for their board cover images, and the Tigers also do that but only for their sports programs. Nice touch to help them stand out as you're browsing their page, just need to make sure they're all grouped together.

**USF – Sponsored Boards**

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

USF also uses a unique consistent theme for their boards, but they include a sponsor logo on all the images – Tampa General Hospital. Huge fan of this sponsor integration, would also like to see it in the account description, and possibly the board descriptions. Some good opportunities to integrate sponsors in athletic department accounts - just needs to be well thought-out.

**USF - #USFDunks**

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

Good example of a fun board by USF. The type of action photos with a custom filter that provides a really unique image. Like to see this concept a little more developed though, possibly every dunk throughout an entire season, or best one from each game then tied to contest to vote on 'Dunk of the Year' at the end of the season.

**Oklahoma – Sooners Serving**

<http://www.pinterest.com/oklahomasooners/sooners-serving>

Great job by OU showcasing their alumni and fans serving in the military. Browsing the number of repins these images are getting is also a lot higher than most boards we've reviewed.

**UTSA – Instagram Video Contest**

<http://www.pinterest.com/utsaathletics/instagram-video-contest>

Good contest idea (although it's not exclusive to Pinterest) that ties in another social channel, but when schools do this they need to finish it. Let's see some submissions, let's see who won, etc.

**Stetson – Twitter Handle Board Names**

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

Highlighted a lot of schools for their board cover image strategies; well Stetson deserves credit for being unique with their board names. For each of the sports they feature with a board, they used their Twitter handle for the name – well done!

**Washington St. – Countdown to Cougars Football**

<http://www.pinterest.com/wsucougars/countdown-to-cougars-football/>

Many schools feature this type of board, but nice job by the Cougars with interesting pins and descriptions on this board. Also like they came full circle with a video from the coach for the last pin.

**Washington St. – Board Relationship**

<http://www.pinterest.com/wsucougars/honor-the-past/>

<http://www.pinterest.com/wsucougars/live-the-present/>

<http://www.pinterest.com/wsucougars/create-the-future/>

The Cougars tie their first three boards together nicely: Honor the past... | ...live the present... | ...create the future.

**Louisville – This Week In THE VILLE**

<http://www.pinterest.com/uoflsports/this-week-in-the-ville/>

Nice reminder of all the athletic events that are happening each week – need to make sure it is updated weekly.