

Pinterest & Sports Teams v.3

Following up on our two previous audits of how sports teams are using the Pinterest channel, we take an even more detailed look this time around. As in our previous audits, we did a search on every team from MLB, NBA, NFL, and NHL, including the league accounts as well.

Findings include:

- # of Teams on Pinterest by League
- Biggest Gainers since the March 22nd Audit
- Leagues on Pinterest
- Teams with the Most Followers
- Teams with the Most Boards
- Teams with the Most Pins
- Overall Stats
- Insights
- Board Samples
- Teams Including Holiday Gift Boards
- Team by Team Listings & Stats

-All account information and stats are as of December 07, 2012

of Teams on Pinterest by League

MLB

- All 30 teams have active accounts.

NBA

- 28 teams have registered accounts;
- Hawks, Bulls, and Jazz are inactive accounts;
- Lakers, Grizzlies do not have accounts.

NHL

- 27 teams have registered accounts;
- Rangers, Canucks, and Jets are inactive accounts;
- Predators, Senators, Panthers do not have accounts.

NFL

- 26 teams have registered accounts;
- Bears, Lions, Packers, Raiders, Bucs, and Titans do not have registered accounts;
- Bears do have a Shop account, and Redskins also have Women of Washington account.

Biggest Gainers since the March 22nd Audit

NBA:

- Followers – Boston added 4,126
- Boards – Portland added 22 (Brooklyn added 24 as a new account)
- Pins – Portland added 1,251

*Charlotte reduced boards from 25 to 12, and pins from 188 to 100.

NHL:

- Followers – Chicago added 2,481
- Boards – Buffalo added 29 (New Jersey added 48 as a new account)
- Pins – Anaheim added 774 (New Jersey added 1,317 as a new account)

MLB

- Followers – Cubs added 843,953 (expect a big decline once Pinbots are removed)
- Boards – Colorado and Detroit added 16 (Seattle added 32 as a now active account)
- Pins – Colorado added 660 (Seattle added 824 as a now active account)

NFL

- Followers – Seattle added 90,427
- Boards – Arizona and Jacksonville added 16 (Washington added 24 as a new account)
- Pins – Arizona added 558 (Washington added 931 as a new account)

Leagues on Pinterest

All four leagues now have active accounts:

| League | Followers | Following | Boards | Pins |
|--------|-----------|-----------|--------|------|
| NHL | 853,883 | 27 | 16 | 450 |
| MLB | 16,190 | 32 | 24 | 549 |
| NBA | 5,661 | 28 | 28 | 758 |
| NFL | 5,083 | 581 | 2 | 291 |

*Then NHL's Follower count in the timeframe of a week dropped from 1,567,370 to 853,883 with a reduction of Pinbots – expect it to drop to around 8-10K if they're all removed.

Teams with the Most Followers

Overall

- 843,987 – Chicago Cubs
- 90,588 – Seattle Seahawks
- 90,937 – Philadelphia Phillies
- 89,376 – Buffalo Bills
- 20,783 – Seattle Mariners

*Cubs dropped from 1,558,334 to 843,987 in a week timeframe due to removal of Pinbots.

NBA

- 5,414 – Boston Celtics
- 1,691 – Miami Heat
- 1,535 – Dallas Mavericks
- 1,046 – Portland Trail Blazers
- 1,001 – New York Knicks

NHL

- 2,586 – Chicago Blackhawks
- 2,440 – Pittsburgh Penguins
- 2,436 – Detroit Red Wings
- 1,636 – Boston Bruins
- 1,210 – Edmonton Oilers

MLB

- 843,987 – Chicago Cubs
- 90,937 – Philadelphia Phillies
- 20,783 – Seattle Mariners
- 5,172 – New York Yankees
- 3,815 – San Francisco Giants

NFL

- 90,588 – Seattle Seahawks
- 89,376 – Buffalo Bills
- 11,422 – New England Patriots
- 4,974 – Pittsburgh Steelers
- 3,568 – New Orleans Saints

Teams with the Most Boards

Overall

- 48 – New Jersey Devils
- 43 – Portland Trail Blazers
- 38 – Buffalo Sabres
- 32 – Seattle Mariners
- 30 – New England Patriots

NBA

- 43 – Portland Trail Blazers
- 29 – Boston Celtics
- 24 – Brooklyn Nets
- 24 – Indiana Pacers
- 22 – Detroit Pistons

NHL

- 48 – New Jersey Devils
- 38 – Buffalo Sabres
- 28 – Anaheim Ducks
- 24 – Toronto Maple Leafs
- 22 – Calgary Flames

MLB

- 32 – Seattle Mariners
- 28 – Milwaukee Brewers
- 26 – Colorado Rockies
- 23 – Chicago White Sox
- 22 – Atlanta Braves

NFL

- 30 – New England Patriots
- 26 – Arizona Cardinals
- 24 – Jacksonville Jaguars
- 24 – Washington Redskins
- 21 – Miami Dolphins

Teams with the Most Pins

Overall

- 1,521 – Portland Trail Blazers
- 1,317 – New Jersey Devils
- 975 – Anaheim Ducks
- 931 – Washington Redskins
- 896 – Sacramento Kings

NBA

- 1,521 – Portland Trail Blazers
- 896 – Sacramento Kings
- 880 – Orlando Magic
- 593 – Detroit Pistons
- 495 – New York Knicks

NHL

- 1,317 – New Jersey Devils
- 975 – Anaheim Ducks
- 574 – Pittsburgh Penguins
- 525 – Buffalo Sabres
- 436 – LA Kings

MLB

- 824 – Seattle Mariners
- 702 – Colorado Rockies
- 551 – Tampa Bay Rays
- 495 – Milwaukee Brewers
- 384 – Philadelphia Phillies

NFL

- 931 – Washington Redskins
- 819 – New England Patriots
- 595 – Arizona Cardinals
- 533 – Dallas Cowboys
- 493 – Philadelphia Eagles

Overall Stats

| League | Followers | Following | Boards | Pins |
|--------|-----------|-----------|--------|-------|
| NHL | 21,852 | 3,168 | 390 | 8,500 |
| MLB | 996,578 | 603 | 465 | 6,835 |
| NBA | 19,043 | 1,065 | 410 | 8,668 |
| NFL | 221,222 | 773 | 406 | 8,010 |

NBA

- 19,043 Followers
- 1,065 Following
- 410 Boards
- 8,668 Pins

NHL

- 21,852 Followers
- 3,168 Following
- 390 Boards
- 8,500 Pins

MLB

- 996,578 Followers
- 603 Following
- 465 Boards
- 6,835 Pins

*Cubs account for 843,987 of Followers

NFL

- 221,222 Followers
- 773 Following
- 406 Boards
- 8,010 Pins

*Does NOT include Bears Shop or Redskins WOW accounts

Insights

Username Registration

It was alarming to see how many teams don't own their name username, or even a guessable username (ie the nickname). In the past we've been harsh critics of how Pinterest has handled squatters and the lack of a process to get names back, but they've improved over time. In our experience Pinterest has done a better job helping brands get their rightful usernames back, so assuming that teams just don't know what the process is. Here's the information we received from Pinterest:

To request a trademark username already in use, complete our trademark complaint form at:

<http://pinterest.com/about/trademark/>.

We follow a 5-day counter-claim notice procedure so the current account holders are alerted to the claim being made. From there, they can let us know a new username they'd prefer or, in the case of a competing registration, they can file a counter-claim with us. If we don't hear back from them, you'll receive another notification and the username.

If you have any additional questions, feel free to let us know at: copyright@pinterest.com.

Teams w/ Name Usernames: (Full Name or Nickname | Known Abbreviation)

- MLB – 12 | 1
- NBA – 18 | 3
- NFL – 11 | 9
- NHL – 7 | 7

Sample Username Issues:

Boston Celtics:

The Celtics are an interesting case because they currently use /BostonCeltics17, so each time they win a championship they change the username? Lucky for them /BostonCeltics18 is available.

Detroit Red Wings & New York Giants:

Willing to bet nobody can guess their usernames - /DRWSocialMedia and /NYGBigBlue.

NFL:

The NFL uses /NFLOfficial for their account, and it's clear they're not big believers in the channel with only two boards, but still the NFL can't get their own name username? The current owner of /NFL has not updated the account in 50 weeks, so you can tell they haven't even attempted to get it back.

Sample of Taken Usernames:

<http://pinterest.com/bostonceltics/> = Kathy Childs

<http://pinterest.com/celtics/> = Katie Casey

<http://pinterest.com/dallasmavericks/> = Dallas Mavericks squatter

<http://pinterest.com/miamiheat/> = Annalise Poe

<http://pinterest.com/newyorkknicks/> = Joe Ariel

<http://pinterest.com/okcthunder/> = Clark Packard

<http://pinterest.com/detroitredwings/> = Sarah Logan

<http://pinterest.com/redwings/> = Rhonda Counts

<http://pinterest.com/ladodgers/> = Erica Cavazos

<http://pinterest.com/stlcardinals/> = Amy Kutz

<http://pinterest.com/newyorkyankees/> = New York Yankees squatter

<http://pinterest.com/nyyankees/> = Bridget Reichhold

<http://pinterest.com/chicagocubs/> = Shelly Webber

<http://pinterest.com/detroitigers/> = Lora Duveyoung

<http://pinterest.com/nfl/> = Paige Wilczek

<http://pinterest.com/chicagobears/> = Cindy Hart

<http://pinterest.com/dallascowboys/> = Lana Douglas

<http://pinterest.com/detroitlions/> = Luma Dara

<http://pinterest.com/nygiants/> = Courtney McCullough

<http://pinterest.com/newyorkgiants/> = Karen Renshaw

<http://pinterest.com/newyorkjets/> = Judy Niceforo

<http://pinterest.com/oaklandraiders/> = Tracy Golba

<http://pinterest.com/calgaryflames/> = Glenda Cole-bennett

<http://pinterest.com/detroitredwings/> = Sarah Logan

<http://pinterest.com/newyorkrangers/> = David Rinaldo

<http://pinterest.com/bostonbruins/> = Kate Alley

<http://pinterest.com/ottawasenators/> = Katrina Levesque

Use the Description Feature

Really surprised to see how many teams 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. The Carolina Hurricanes do a good job of including a description with each of their boards:

<http://pinterest.com/nhlcanes/>

Best Time to Remove 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 (ie Father’s Day Gifts), 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 boards from the Angels:

<http://pinterest.com/angelsbaseball/father-s-day-gift-ideas-from-the-angels/>

<http://pinterest.com/angelsbaseball/mother-s-day-gift-ideas-from-the-angels/>

<http://pinterest.com/angelsbaseball/final-vote-votefrieri/>

Pinterest Specific Content

We recommend working to have Pinterest-exclusive content and promote it across other channels to really grow your account. The trend it seems now is 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.

Chicago Cubs & NHL - Followers Anomaly

The accounts that really stood out based on number of Followers when we first started tracking them were the Chicago Cubs with 1,558,334, and the NHL League with 1,567,370. The next closest team was the Seahawks with 90,588, and next closest League was the MLB with 16,190. The high numbers as it turns out can be attributed to spam accounts, and Pinterest is making effort to remove them. (Note - Both accounts have lost 700K+ plus Followers in the past week due to spam removals).

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.

Atlanta Hawks – Empty Boards

<http://pinterest.com/atlantahawks/>

- The Hawks took the time to setup 12 boards, but they left 10 boards with no pins. From their Activity listing you can see they haven't touched the account in 25 weeks, and in our listing we've labeled it as inactive. Cliché, but if you're going to start a channel (especially a mainstream one like Pinterest) it's important to be committed and run with it.

Boston Celtics – SM Inclusion

<http://pinterest.com/bostonceltics17/celtics-players-on-twitter/>

<http://pinterest.com/bostonceltics17/celtics-instagram/>

<http://pinterest.com/bostonceltics17/celtics-on-youtube/>

- This is becoming more and more common on team boards, and the Celtics do a good job of promoting their Instagram and YouTube accounts, and also their player's Twitter accounts.

Celtics, Blackhawks, Penguins - Wedding Ideas

<http://pinterest.com/bostonceltics17/celtics-wedding-ideas/>

<http://pinterest.com/nhlblackhawks/blackhawks-weddings/>

<http://pinterest.com/pghpenguins/wedding-on-ice/>

- Great board topic that a lot of teams can have fun with because of how crazy (passionate) fans are.

Dallas Mavericks – Fans Pin & Win Wish List

<http://pinterest.com/dallasmavs/fans-pin-win-wish-list/>

- Cool idea by the Mavs, but why does it take 5 pins to explain it and not sure what the "Meet the Rookies" video has to do with it. Also one pin says this lasts for only 24hrs, but why does it click through to a live page on the Mavs site? Case where using the description area would have helped a lot, and if the promo is indeed over should pull it down unless you're going to showcase winners.

Denver Nuggets – Adventures in Nuggets Nation - Comic

<http://pinterest.com/denvernuggets/adventures-in-nuggets-nation-comic/>

- Creative concept by the Nuggets, would be great if it was a truly Pinterest-only content play and got fans coming back each week for the update.

Denver Nuggets – Nugg Grub

<http://pinterest.com/denvernuggets/nugg-grub/>

- A board that every team could easily have - would love to see this expanded into a promo asking fans for their most creative food-related logo/brand integrations.

Indiana Pacers - #GoldSwagger

<http://pinterest.com/Pacers/goldswagger/>

- Good initial idea by the Pacers, but could be taken further, would like to see this as feature from every home game, and even possibly from road games to help showcase fans. Again without a description it's tough to tell exactly what this board is about or for.

Sacramento Kings – Kings Fans on Instagram

<http://pinterest.com/sacramentokings/kings-fans-on-instagram/>

- Nice job by the Kings to showcase fans through Instagram.

Brooklyn Nets, Hendrick Motorsports – Caption This

<http://pinterest.com/BrooklynNets/caption-this/>

<http://pinterest.com/teamhendrick/caption-this/>

- Nothing wrong with bringing over a promo usually seen on Facebook, but look at the differences in these two boards: Board Description, number of pins, amount of comments. Much better execution by Hendrick.

LA Clippers – Got 'Em!

<http://pinterest.com/laclippers/got-em/>

- Fun concept by the Clippers to showcase players caught snoozing.

Portland Trail Blazers – SM Inclusion

<http://pinterest.com/pdxtrailblazers/trail-blazers-on-instagram/>

<http://pinterest.com/pdxtrailblazers/trail-blazers-on-twitter/>

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

- Nice job by the Blazers showcasing their players on Instagram and Twitter, and showcasing their Facebook Covers (every team should have a FB Cover board).

Phoenix Suns - Organization

<http://pinterest.com/phoenixsuns/>

- The Suns account is really all over the place – a mix of boards with a few pins, no pins, and board topics that don't really make sense.

Utah Jazz, Vancouver Canucks– Twitter Header

<http://pinterest.com/utahjazz/>

- The Jazz have two boards and no pins, and their account is clearly inactive, but it's kind of funny they didn't take the time to change the About info for the account, because it states: *Official Twitter account of the Utah Jazz. Get the latest updates and insight on your Utah Jazz*
- The Canucks also have an inactive board, but they could at least update the About info: *Official Twitter Account of the Vancouver Canucks. Follow us at @canuckstickets | @canucksgame | @canucksstore | @canuckspromo*

Anaheim Ducks – Recent Top Tweets/Facebook Posts

<http://pinterest.com/anaheimducks/recent-top-tweets-facebook-posts/>

- Great way to include fans and social media in a board – also nice job by the Ducks utilizing the description field.

Anaheim Ducks – Teemu Tweets

<http://pinterest.com/anaheimducks/teemu-tweets/>

- Ducks integrate fans and social media again with this board, but on more focused level by just showcasing Tweets on Teemu Selanne. Only problem is there's no description for what's going on and the pins are from 34 weeks ago – better to let fans know if it's ongoing or was a time period feature.

Carolina Hurricanes – Canes Decor

<http://pinterest.com/nhlcanes/canes-decor/>

- Cool board idea by the Canes – showcases fans passion through photos from Twitter. There are so many fans (young and old) that decorate some part of their home, room or office and this board has a lot of potential to grow and even offer prizes or store discounts.

Detroit Red Wings – Social Media Fans of the Day

<http://pinterest.com/drwsocialmedia/social-media-fans-of-the-day/>

- Another good way to showcase your fans on social media – important to keep it updated or use the description area to inform fans if it's a time-period feature.

LA Kings – Featured Fan of the Week

<http://pinterest.com/lakings/featured-fan-of-the-week/>

- Similar to the Red Wings, also important to keep it updated. Really like how the Kings include a great pin description as well – For Example: *Coming in with a fabulous Pinterest cover photo.... @missmarissaa11, you're our featured fan of the week! Congratulations and thanks for your Kings pride!.... Calling all #lakingsfans, pin your favorite LA Kings things, and you could be our next fan of the week!*

Toronto MapleLeafs - #AskJVR

<http://pinterest.com/mapleleafs/askjvr/>

- The MapleLeafs include short videos of a player answering questions from Twitter. Like how they keep it short and also show the Twitter question as an overlay on the video – well done! This could be a great way to cross-promote a Tout channel as well if you keep the answers short.

Toronto MapleLeafs - #Brownbeaut

<http://pinterest.com/mapleleafs/brownbeaut/>

- The MapleLeafs have fun with player Mike Brown's beard in this board. Great way to showcase an individual player and have fun with it.

Montreal Canadiens – Num3rolo9y

<http://pinterest.com/canadiensmtl/num3rolo9y/>

- Little surprised more pro teams haven't used infographics to tell stories, but the Habs do a good job showcasing them on this board. If done right (ie design & content) and distributed on a more exclusive frequency they provide really great content for fans.

Montreal Canadiens – Habs Holiday Scavenger Hunt

<http://pinterest.com/pin/68961438015886067/>

- Located in their Pinterest Contests board, good example of a simple scavenger hunt contest.

Minnesota Wild – The Masks of Josh Harding

<http://pinterest.com/nhlwild/the-masks-of-josh-harding/>

- Long before Oregon made uniforms and equipment a fashion statement, hockey goalies were showcasing incredibly creative designs with their masks. This board topic is a must for every NHL team, and while I do like that it promotes the goalie would be cool to see some template beauty shots of just the masks.

New Jersey Devils – Depth of Boards

<http://pinterest.com/nhldevils/>

- Really like the depth of all the boards that the Devils showcase, one area I think they could add though is social media – you don't find anything related to Twitter, Instagram, etc.

MLB – MLB Mother's Day

<http://pinterest.com/MLBAM/mlb-mother-s-day/>

- Really should have used the description area, and maybe the board should be pulled based on timing, but still a very solid idea to hold a contest around a holiday or event like Mother's Day.

MLB – Pin To Win Around the League

<http://pinterest.com/MLBAM/pin-to-win-around-the-league/>

- Smart concept by MLB, every league account should have this board highlighting any Pinterest-related promos teams are running.

Chicago Cubs – Winning Social Media Night 2 Pinterest Contest Entry

<http://pinterest.com/cubsbaseball/winning-social-media-night-2-pinterest-contest-ent/>

- Good reference for a Pinterest Contest idea – but there needs to be a better way to communicate the contest information: timing, the 5 pins are from the winner, etc.

Cleveland Indians – Social Tribe

<http://pinterest.com/indiansbaseball/social-tribe/>

- Really like the idea of using a board to showcase all of a team's social media outlets. I think that's what this board is attempting – don't need to duplicate pins, and the infographic pin doesn't really get that across, because the real content is still 4 clicks away.
- We'll ask what do most people think of when they see a title like "Social Tribe" – it could be many things so again you really need to use the board description field to get the proper message across.

Colorado Rockies - #myroxpix

<http://pinterest.com/coloradorockies/myroxpix/>

- Good job by the Rockies showcasing Instagram photos from fans.

Colorado Rockies – Rockies Holiday Spirit Contest

<http://pinterest.com/coloradorockies/rockies-holiday-spirit-contest/>

- Another good example of a simple Pinterest-related Holiday contest.

Colorado Rockies – Rockies Soundtrack

<http://pinterest.com/coloradorockies/rockies-soundtrack/>

- Every MLB team should copy this board, showcasing batter intro songs is built-in content for every MLB team and a no-brainer. The Rockies showcase the list on their team site and include an iTunes link, but other teams may look to include the actual music link from YouTube.

Detroit Tigers – Social Media Fan of the Game

<http://pinterest.com/tigersbaseball/social-media-fan-of-the-game/>

- Like this board concept a lot. Nice job including signage in the photos and game dates – would have just liked to see 81+ pins for every home game, and a description on what fans can do to win (ie winning criteria).

Houston Astros - #ThrowbackThursday

<http://pinterest.com/houstonastros/throwbackthursday/>

- Common practice on Twitter, Instagram and sometimes Facebook so makes sense to showcase on Pinterest, unfortunately the Astros only include 1 pin. For sports teams there should be hundreds of possibilities for this feature.

Kansas City Royals - #RoyalsPumpkin Instagram Contest

<http://pinterest.com/royalsbaseball/royalspumpkin-instagram-contest/>

- Good board concept tying Halloween and Instagram together for a contest. One problem – you guessed it, use the description to give fans some details.

LA Dodgers – Dodger Moustaches

<http://pinterest.com/dodgersbaseball/dodger-moustaches/>

- Another good board idea that just seems to have not been updated. The strategy of gradually populating a board vs. putting everything up at once is solid, but just quitting on it doesn't make sense. Pretty sure there have been more than five players with a stache.

Miami Marlins - Retailing

<http://pinterest.com/miamimarlins/men-s-winter-wear/>

<http://pinterest.com/miamimarlins/women-s-winter-wear/>

<http://pinterest.com/miamimarlins/kids-winter-wear/>

- As winter hits for many parts of the US, I like how the Marlins have taken the initiative to include targeted shopping boards featuring winter-related items.

Milwaukee Brewers - Ueckerisms

<http://pinterest.com/brewersbaseball/ueckerisms/>

- Best place to start with content ideas for websites or SM channels is existing built-in content. Nice job by the Brewers by parlaying the notoriety of their famous announcer with this board.

New York Yankees – Lack of Commitment

<http://pinterest.com/yankeesbaseball/>

- A storied team like the Yankees should be literally killing a channel like Pinterest, yet they include a board like “Icons and Memories” and only have a 5 pins, or “Yankee Stadium” and have 3 Pins, or “Thee Yankees Win” and have 3 pins. Feel like they’ve basically just half-assed the attempt.

Philadelphia Phillies – 2012 #Thanksgiving Weekend at CBP

<http://pinterest.com/philaphillies/2012-thanksgivingweekend-at-cbp/>

- Phillies used this board to inform fans of what would be happening at Citizens Bank Park during the Thanksgiving weekend.

Pittsburgh Pirates – Bucs Social Media Suite

<http://pinterest.com/piratesbaseball/bucs-social-media-suite/>

- Really like the Social Media Suite experience that the Pirates offered this past season, and no doubt they should have a board to help showcase it, but really there needs to be more than four random shots. They should add a description, list more info on the Suite, and pin promotions around it and their Social Media Day/Night events. As a fan, one question – how do I get in it?

Seattle Mariners - #ILoveSafecoField

<http://pinterest.com/marinersmlb/ilovesafecofield/>

- Great example by Mariners how to show off your ballpark and get fans involved in social media. Every fan usually takes photos of the park when they attend games – offer up the opportunity to be featured on your team’s Pinterest board and you get instant engagement. Also love the board description: *The prettiest ballpark in baseball, as shared by the best fans in baseball.*

Atlanta Falcons – Key Ingredients

<http://pinterest.com/atlantafalcons/key-ingredients/>

- With the board the Falcons promote their partnership with Papa John’s and a 50% offer for fans. It would help to include a description, and also let people know if ended with the last pin for the Oct 14th game.

Atlanta Falcons – Game Facebook Covers

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

- Falcons are one of the few teams and possibly the only that has included FB covers for each of their games for download.

Dallas Cowboys – Former Players

<http://pinterest.com/OfficialCowboys/former-players/>

- Example of what not to do. How can you not have Roger Staubach on this board or any # of other famous Cowboys from the 70’s and 80’s.

Dallas Cowboys – True Blue Fan Club

<http://pinterest.com/OfficialCowboys/true-blue-fan-club/>

- Cowboys do a good job of promoting their Fan Club by showcasing some of the benefits of membership through the pins.

Indianapolis Colts – Colts Through the Years

<http://pinterest.com/NFLColts/colts-through-the-years/>

- Sure he left for Denver after you let him go, but seriously no Peyton Manning pin on this board? You’ll pin Jeff Saturday (who left for GB), but not Peyton?

Jacksonville Jaguars – Fan Instagram

<http://pinterest.com/JagsOfficial/fan-instagram/>

- Right idea, but horrible execution with just 2 pins posted 4 weeks ago.

Miami Dolphins – Dolphins Players on Twitter

<http://pinterest.com/MiamiDolphins/dolphins-players-on-twitter/>

- Dolphins do a good job of showcasing all their players that are on Twitter, would just recommend adding in their handle to the pin descriptions.

New England Patriots – Win Stuff

<http://pinterest.com/Patriots/win-stuff>

- A board title any fan would like, the Pats do a good job featuring promos and keeping it up to date. Their most recent pin is to promote their Pinterest-based Holiday Wish List Contest.

New York Jets – Win with the Jets

<http://pinterest.com/nyjets/win-with-the-jets/>

- Like the idea of the board, but the lone pin is 33 weeks old, and Pinterest blocks the link out for more information. Not good.

Seattle Seahawks – 12 Days for the 12

<http://pinterest.com/seattleseahawks/12-days-for-the-12/>

- Good retail promo by the Seahawks counting down 12 days of December with discounts from their online shop.

Seattle Seahawks – Subway eat fresh. Tailgate Ideas

<http://pinterest.com/seattleseahawks/subway-eat-fresh-tm-tailgate-ideas/>

- Integration of a sponsor in the right way, and reward fans with a contest – well done.

Washington Redskins – Military Appreciation

<http://pinterest.com/redskinsdotcom/military-appreciation/>

- Smart thinking by the Redskins, would be great to see every sports team include a board like this and keep them updated.

Washington Redskins – Google+ Hangouts

<http://pinterest.com/redskinsdotcom/google-hangouts/>

- Like that the Redskins include a board description, they're proactive in promoting Google+ Hangouts with players, and so far they're doing a good job keeping this updated.

Washington Redskins - #Skinscavenger Clues

<http://pinterest.com/redskinsdotcom/skinscavenger-clues/>

- Good start on this board by the Redskins, key will be are they going to continue adding to it.

Teams Including Holiday Gift Boards

The buzz surrounding Pinterest has been that it can help drive sales as the following stats note:

The average retail order from shoppers coming from Pinterest is \$169 dollars, compared to the \$95 people spend when they come from Facebook, and the \$71 they spend when they come from Twitter, according to a study by RichRelevance. - <http://www.cnn.com/id/49891086>

-Pinterest referrals spend 70 percent more money than visitors referred from non-social channels. (source: [Search Engine Journal](#))

-69 percent of online consumers who visit Pinterest have found an item they've bought or wanted to buy, compared with 40 percent of Facebook users. (source: [All Facebook](#)) - <http://huff.to/V998fG>

When you look at almost any of the pro sports teams accounts you'll surely find a Store, For Him, For Her, For Kids type boards featuring products from their store, but we wanted to check and see which teams were truly taking advantage of the medium with targeted Holiday Shopping boards:

- None of the 4 league accounts included one.
- MLB led the way with 25 teams out of 30 (active accounts).
- NBA had 1 team out of 26.
- NFL had 7 teams out of 27.
- NHL had 1 team out of 24.

MLB

<http://pinterest.com/oriolesbaseball/orioles-holiday-gifts/>

<http://pinterest.com/cubsbaseball/have-a-cubbie-holiday/>

<http://pinterest.com/chicagowhitesox/white-sox-holiday-gifts/>

<http://pinterest.com/redbaseball/reds-holiday-gifts/>

<http://pinterest.com/indiansbaseball/indians-holiday-gifts/>

<http://pinterest.com/royalsbaseball/royals-holiday-gifts/>

<http://pinterest.com/brewersbaseball/brewers-holiday-gifts/>

<http://pinterest.com/metsbaseball/mets-holiday-gifts/>

<http://pinterest.com/yankeesbaseball/yankees-holiday-gifts/>

<http://pinterest.com/athletics/athletics-holiday-gift-ideas/>

<http://pinterest.com/TheSFGiants/sfgiants-holiday-gifts/>

<http://pinterest.com/marinersmlb/holiday-merch-memorabilia/>

<http://pinterest.com/marinersmlb/holiday-gifts-for-him/>

<http://pinterest.com/marinersmlb/holidays-gifts-for-her/>

<http://pinterest.com/marinersmlb/holiday-gifts-for-kids/>

<http://pinterest.com/raysbaseball/the-holi-rays-are-here/>

<http://pinterest.com/nationals/nats-holiday-gifts/>

<http://pinterest.com/atlantabrades/braves-gift-guide/>

<http://pinterest.com/bostonredsox/holiday-gift-guide/>

<http://pinterest.com/tigersbaseball/tigers-gift-ideas/>

<http://pinterest.com/angelsbaseball/haloholiday-gift-ideas/>

<http://pinterest.com/dodgersbaseball/true-blue-gift-ideas-for-the-holidays/>

<http://pinterest.com/miamimarlins/holiday-gift-guide/>

<http://pinterest.com/philaphillies/holiday-gift-guide/>
<http://pinterest.com/piratesbaseball/pirates-gift-ideas/>
<http://pinterest.com/sandiegopadres/padres-holiday-gift-guide/>
<http://pinterest.com/cardinalsmlb/cardinals-gift-ideas/>
<http://pinterest.com/rangersbaseball/rangers-holiday-gift-ideas/>

NBA

<http://pinterest.com/bostonceltics17/celtics-cyber-monday-deals/>
<http://pinterest.com/bostonceltics17/celtics-gift-ideas/>
<http://pinterest.com/bostonceltics17/celtics-stocking-stuffers/>

NFL

<http://pinterest.com/azcardinals/101-holiday-gift-ideas/>
<http://pinterest.com/azcardinals/holiday-themed/>
<http://pinterest.com/buffalobills/bills-gift-ideas/>
<http://pinterest.com/OfficialCowboys/2012-holiday-gift-guide/>
<http://pinterest.com/officialeagles/happy-eaglesholiday/>
<http://pinterest.com/stlouisrams/the-perfect-gift/>
<http://pinterest.com/Patriots/patriots-holiday-gifts-for-him/>
<http://pinterest.com/Patriots/patriots-holiday-gifts-for-her/>
<http://pinterest.com/Patriots/patriots-holiday-gifts-for-kids/>
<http://pinterest.com/Patriots/patriots-stocking-stuffers/>
<http://pinterest.com/Patriots/holiday-the-patriot-way/>
<http://pinterest.com/seattleseahawks/12-days-for-the-12/>

NHL

<http://pinterest.com/tblightning/holiday-wish-list/>

Listings & Stats

| League | Username | Followers | Following | Boards | Pins | Holiday |
|--------|-------------|-----------|-----------|--------|------|---------|
| NHL | NHL | 853,883 | 27 | 16 | 450 | n |
| MLB | MLBAM | 15,412 | 32 | 23 | 545 | n |
| NBA | NBA | 5,602 | 28 | 28 | 758 | n |
| NFL | NFLOfficial | 4,725 | 582 | 2 | 287 | n |

| MLB Teams | Username | Active | Followers | Following | Boards | Pins | Holiday |
|-----------------------|-----------------|--------|-----------|-----------|--------|------|---------|
| MLB | mlbam | y | 16,190 | 32 | 24 | 549 | n |
| Atlanta Braves | atlantabraves | y | 1320 | 2 | 22 | 195 | Y |
| Arizona Diamondbacks | dbacks | y | 467 | 0 | 9 | 61 | n |
| Baltimore Orioles | oriolesbaseball | y | 863 | 52 | 10 | 97 | y |
| Boston Red Sox | bostonredsox | y | 2470 | 58 | 13 | 104 | y |
| Chicago Cubs | cubsbaseball | y | 843,987 | 2 | 13 | 212 | y |
| Chicago White Sox | chicagowhitesox | y | 1295 | 1 | 23 | 194 | y |
| Cincinnati Reds | redsbaseball | y | 1250 | 51 | 13 | 134 | y |
| Cleveland Indians | indiansbaseball | y | 957 | 0 | 13 | 123 | y |
| Colorado Rockies | coloradorockies | y | 794 | 31 | 26 | 702 | n |
| Detroit Tigers | tigersbaseball | y | 3180 | 31 | 21 | 355 | y |
| Houston Astros | houstonastros | y | 444 | 31 | 16 | 102 | n |
| Kansas City Royals | royalsbaseball | y | 354 | 0 | 14 | 167 | y |
| Los Angeles Angels | angelsbaseball | y | 760 | 0 | 13 | 216 | y |
| Los Angeles Dodgers | dodgersbaseball | y | 2419 | 7 | 15 | 262 | y |
| Miami Marlins | miamimarlins | y | 479 | 0 | 16 | 123 | y |
| Milwaukee Brewers | brewersbaseball | y | 2944 | 72 | 28 | 495 | y |
| Minnesota Twins | minnesotatwins | y | 978 | 0 | 11 | 177 | n |
| New York Mets | metsbaseball | y | 957 | 1 | 12 | 94 | y |
| New York Yankees | yankeesbaseball | y | 5172 | 1 | 11 | 81 | y |
| Oakland Athletics | athletics | y | 725 | 29 | 21 | 194 | y |
| Philadelphia Phillies | philaphillies | y | 90,937 | 3 | 19 | 384 | y |
| Pittsburgh Pirates | piratesbaseball | y | 834 | 57 | 12 | 159 | y |
| San Diego Padres | sandiegopadres | y | 425 | 0 | 11 | 147 | y |
| San Francisco Giants | thesfgiants | y | 3815 | 1 | 17 | 227 | y |
| Seattle Mariners | marinersmlb | y | 20783 | 48 | 32 | 824 | y |
| St. Louis Cardinals | cardinalsmlb | y | 2381 | 58 | 7 | 85 | y |
| Tampa Bay Rays | raysbaseball | y | 1125 | 9 | 11 | 551 | y |
| Texas Rangers | rangersbaseball | y | 2852 | 0 | 14 | 240 | y |
| Toronto Blue Jays | torontobluejays | y | 911 | 0 | 11 | 48 | n |
| Washington Nationals | nationals | y | 700 | 58 | 11 | 82 | y |
| | | | 996578 | 603 | 465 | 6835 | 25 |

| NBA Teams | Username | Active | Followers | Following | Boards | Pins | Holiday |
|------------------------|------------------|--------|-----------|-----------|--------|------|---------|
| NBA | nba | y | 5661 | 28 | 28 | 758 | n |
| Atlanta Hawks | atlantahawks | n | 123 | 0 | 12 | 25 | n |
| Boston Celtics | bostonceltics17 | y | 5414 | 32 | 29 | 336 | y |
| Brooklyn Nets | brooklynnets | y | 711 | 0 | 24 | 203 | n |
| Charlotte Bobcats | charlottebobcats | y | 206 | 27 | 12 | 100 | n |
| Cleveland Cavs | cavs | y | 221 | 13 | 14 | 251 | n |
| Chicago Bulls | chicagobulls | n | 236 | 27 | 0 | 0 | n |
| Dallas Mavericks | dallasmavs | y | 1535 | 63 | 13 | 88 | n |
| Denver Nuggets | denvernuggets | y | 504 | 9 | 18 | 365 | n |
| Detroit Pistons | detroitpistons | y | 394 | 13 | 22 | 593 | n |
| Golden State Warriors | gswarriors | y | 295 | 8 | 10 | 356 | n |
| Houston Rockets | houstonrockets | y | 515 | 12 | 14 | 404 | n |
| Indiana Pacers | pacers | y | 375 | 27 | 24 | 279 | n |
| LA Clippers | lACLIPPERS | y | 669 | 61 | 17 | 176 | n |
| Miami Heat | themiamiheat | y | 1691 | 8 | 8 | 106 | n |
| Milwaukee Bucks | milwaukeebucks | y | 481 | 2 | 12 | 125 | n |
| Minnesota Timberwolves | mntimberwolves | y | 385 | 8 | 8 | 79 | n |
| New Orleans Hornets | nbahornets | y | 181 | 0 | 5 | 300 | n |
| New York Knicks | KnicksOfficial | y | 1001 | 0 | 20 | 495 | n |
| Oklahoma City Thunder | thunderfans | y | 463 | 8 | 4 | 53 | n |
| Orlando Magic | orlandomagic | y | 165 | 26 | 18 | 880 | n |
| Philadelphia 76ers | 76ers | y | 523 | 29 | 16 | 307 | n |
| Phoenix Suns | phoenixsuns | y | 208 | 0 | 11 | 39 | n |
| Portland Trail Blazers | pdxtrailblazers | y | 1046 | 461 | 43 | 1521 | n |
| Sacramento Kings | sacramentokings | y | 233 | 5 | 15 | 896 | n |
| San Antonio Spurs | sanantoniospurs | y | 864 | 21 | 11 | 275 | n |
| Toronto Raptors | torontoraptors | y | 243 | 200 | 12 | 185 | n |
| Utah Jazz | utahjazz | n | 109 | 1 | 2 | 0 | n |
| Washington Wizards | washwizards | y | 252 | 4 | 16 | 231 | n |
| | | | 19043 | 1065 | 410 | 8668 | 1 |

Teams w/out Accounts

LA Lakers

Memphis Grizzlies

| NFL Teams | Username | Active | Followers | Following | Boards | Pins | Holiday |
|----------------------|-----------------|--------|-----------|-----------|--------|------|---------|
| NFL | nflofficial | y | 5,083 | 581 | 2 | 291 | n |
| Atlanta Falcons | atlantafalcons | y | 490 | 89 | 18 | 293 | n |
| Arizona Cardinals | azcardinals | y | 843 | 65 | 26 | 595 | y |
| Baltimore Ravens | baltimoreravens | y | 452 | 0 | 1 | 30 | n |
| Buffalo Bills | buffalobills | y | 89,376 | 30 | 13 | 220 | y |
| Carolina Panthers | panthersnfl | y | 924 | 19 | 17 | 349 | n |
| Cincinnati Bengals | officialbengals | y | 474 | 6 | 11 | 440 | n |
| Cleveland Browns | officialbrowns | y | 457 | 2 | 10 | 271 | n |
| Dallas Cowboys | officialcowboys | y | 2,470 | 0 | 20 | 533 | y |
| Denver Broncos | denverbroncos | y | 2091 | 8 | 13 | 414 | n |
| Houston Texans | houstontexans | y | 1420 | 39 | 17 | 88 | n |
| Indianapolis Colts | nflcolts | y | 342 | 33 | 20 | 295 | n |
| Jacksonville Jaguars | jagsofficial | y | 461 | 27 | 24 | 175 | n |
| Kansas City Chiefs | chiefsnfl | y | 289 | 51 | 7 | 29 | n |
| Miami Dolphins | miamidolphins | y | 220 | 9 | 21 | 160 | n |
| Minnesota Vikings | vikingsfootball | y | 950 | 1 | 13 | 233 | n |
| New England Patriots | patriots | y | 11,422 | 125 | 30 | 819 | y |
| New Orleans Saints | saintspins | y | 3,568 | 3 | 16 | 387 | n |
| NY Giants | nygbigblue | y | 2,795 | 0 | 5 | 10 | n |
| New York Jets | nyjets | y | 308 | 7 | 15 | 66 | n |
| Philadelphia Eagles | officialegles | y | 3,573 | 142 | 15 | 493 | y |
| Pittsburgh Steelers | steelers | y | 4,974 | 0 | 18 | 324 | n |
| St. Louis Rams | stlouisrams | y | 357 | 59 | 15 | 452 | y |
| San Diego Chargers | sdchargers | y | 1,170 | 54 | 11 | 78 | n |
| San Francisco 49ers | sanfran49ers | y | 396 | 0 | 10 | 61 | n |
| Seattle Seahawks | seattleseahawks | y | 90,588 | 2 | 16 | 264 | y |
| Washington Redskins | redskinsdotcom | y | 812 | 2 | 24 | 931 | n |
| | | | 221222 | 773 | 406 | 8010 | 7 |

Teams w/out Accounts

Chicago Bears

Detroit Lions

Green Bay Packers

Oakland Raiders

Tampa Bay Buccaneers

Tennessee Titans

| NHL Teams | Username | Active | Followers | Following | Boards | Pins | Holiday |
|----------------------|------------------|--------|-----------|-----------|--------|------|---------|
| NHL | nhl | y | 853,883 | 27 | 16 | 450 | n |
| Anaheim Ducks | anaheimducks | y | 707 | 67 | 28 | 975 | n |
| Boston Bruins | bruinsbear | y | 1636 | 1569 | 15 | 162 | n |
| Buffalo Sabres | sabresnhl | y | 908 | 104 | 38 | 525 | n |
| Carolina Hurricanes | nhlcanes | y | 231 | 20 | 7 | 203 | n |
| Calagry Flames | nhlflames | y | 360 | 0 | 22 | 530 | n |
| Chicago Blackhawks | nhlblackhawks | y | 2586 | 253 | 11 | 417 | n |
| Colorado Avalance | coavalanche | y | 171 | 8 | 6 | 27 | n |
| Columbus Bluejackets | bluejacketsnhl | y | 147 | 37 | 16 | 426 | n |
| Dallas Stars | dallasstarsnhl | y | 725 | 20 | 15 | 267 | n |
| Detroit Red Wings | drwsocialmedia | y | 2436 | 16 | 13 | 268 | n |
| Edmonton Oilers | nhloilers | y | 1210 | 56 | 10 | 208 | n |
| LA Kings | lakings | y | 1039 | 81 | 18 | 436 | n |
| Minnesota Wild | nhlwild | y | 399 | 18 | 17 | 123 | n |
| Montreal Canadiens | canadiensmtl | y | 536 | 7 | 18 | 325 | n |
| New Jersey Devils | nhldevils | y | 1068 | 165 | 48 | 1317 | n |
| New York Islanders | nyislanders | y | 326 | 61 | 15 | 397 | n |
| New York Rangers | thenyrangers | n | 43 | 0 | 0 | 0 | n |
| Philadelphia Flyers | nhlflyers | y | 466 | 0 | 4 | 91 | n |
| Phoenix Coyotes | phoenixcoyotes | y | 117 | 25 | 10 | 206 | n |
| Pittsburgh Penguins | pghpenguins | y | 2,440 | 65 | 15 | 574 | n |
| St. Louis Blues | stlouisblues | y | 735 | 1 | 7 | 91 | n |
| San Jose Sharks | sanjosesharks | y | 400 | 79 | 8 | 162 | n |
| Tampa Bay Lightning | tblightning | y | 820 | 102 | 11 | 244 | Y |
| Toronto MapleLeafs | mapleleafs | y | 792 | 389 | 24 | 424 | n |
| Vancouver Canucks | vancouvercanucks | n | 516 | 9 | 0 | 0 | n |
| Washington Capitals | washingtoncaps | y | 975 | 8 | 9 | 98 | n |
| Winnipeg Jets | nhljets | n | 63 | 8 | 5 | 4 | n |
| | | | 21852 | 3168 | 390 | 8500 | 1 |

Teams w/out Accounts

Nashville Predators

Ottawa Senators

Florida Panthers