Pinterest & Sports Teams v.4

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

Findings include:

- # of Teams on Pinterest by League
- Biggest Gainers since the December 07, 2012 Audit
- Leagues on Pinterest
- Teams with the Most Followers
- Teams with the Most Boards
- Teams with the Most Pins
- Overall Stats
- Insights
- Board Samples
- Team by Team Listings & Stats

-All account information and stats are as of November 25, 2013

of Teams on Pinterest by League

MLB
- All 30 teams have active accounts.

NBA
- 28 teams have registered accounts;
- Jazz have an inactive account;
- 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, Vikings, and Titans do not have registered accounts;
- Bears and Lions do have a Shop account.

Biggest Gainers since the December 07, 2012 Audit

NBA:
- Followers – Boston added 3,272 (same)
- Boards – Golden St. added 41
- Pins – Golden St. added 8,093

NHL:
- Followers – Chicago added 4,966 (same)
- Boards – Calgary added 16
- Pins – Chicago added 700

MLB
- Followers – Cubs added 360,101 (same)
- Boards – Cincinnati added 24
- Pins – Seattle added 820

NFL
- Followers – Seattle added 54,192 (same)
- Boards – Washington added 20
- Pins – Denver added 3,437

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Leagues Stats

League	Username	Followers	Following	Boards	Pins	Recent Pin
NHL	NHL	1,226,290	29	29	1,186	18 hrs
MLB	MLBAM	33,173	34	28	660	5 wks
NFL	NFLOfficial	16,481	3,259	7	1,074	1 hr
NBA	NBA	9,188	28	22	902	11 days

Overall Leagues by Teams Stats

League Teams	Followers	Following	Boards	Pins
NHL (27)	50,054	4,027	528	13,016
MLB (30)	1,474,283	946	621	11,900
NBA (28)	42,381	1,902	535	21,067
NFL (26)	367,765	773	495	14,767

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Teams with the Most Followers

Overall *(same as 2012)*
- 1,204,088 – Chicago Cubs
- 144,780 – Seattle Seahawks
- 143,403 – Philadelphia Phillies
- 137,997 – Buffalo Bills
- 36,090 – Seattle Mariners

NBA *(Bulls & Warriors new additions)*
- 8,686 – Boston Celtics
- 3,552 – Chicago Bulls
- 2,757 – New York Knicks
- 2,524 – Miami Heat
- 2,483 – Golden St. Warriors

NHL *(Kings only new addition)*
- 7,552 – Chicago Blackhawks
- 4,264 – Pittsburgh Penguins
- 3,059 – Detroit Red Wings
- 2,455 – Los Angeles Kings
- 2,380 – Boston Bruins

MLB *(same as 2012)*
- 1,204,088 – Chicago Cubs
- 143,403 – Philadelphia Phillies
- 36,090 – Seattle Mariners
- 9,298 – New York Yankees
- 8,674 – San Francisco Giants

NFL *(same as 2012)*
- 144,780 – Seattle Seahawks
- 137,997 – Buffalo Bills
- 15,748 – New England Patriots
- 9,162 – Pittsburgh Steelers
- 6,908 – New Orleans Saints

**Out of top-5 rankings in each league, only three of the overall 20 teams listed have changed.*

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Teams with the Most Boards

Overall

- 54 – New Jersey Devils
- 51 – Golden St. Warriors
- 45 – Milwaukee Brewers
- 44 – Washington Redskins
- 43 – Portland Trail Blazers

NBA

- 51 – Golden St. Warriors
- 43 – Portland Trail Blazers
- 30 – Boston Celtics
- 27 – Philadelphia 76ers
- 26 – Charlotte Bobcats, Indiana Pacers

NHL

- 54 – New Jersey Devils
- 38 – Buffalo Sabres
- 38 – Calgary Flames
- 34 – Toronto MapleLeafs
- 29 – Anaheim Ducks

MLB

- 45 – Milwaukee Brewers
- 37 – Cincinnati Reds
- 37 – Seattle Mariners
- 34 – Atlanta Braves
- 32 – Philadelphia Phillies

NFL

- 44 – Washington Redskins
- 32 – Seattle Seahawks
- 31 – Denver Broncos
- 30 – Jacksonville Jaguars
- 28 – Arizona Cardinals

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Teams with the Most Pins

Overall

- 7,388 - Golden St. Warriors
- 3,011 – Denver Broncos
- 2,088 – Portland Trail Blazers
- 1,896 – New Jersey Devils
- 1,814 – Washington Redskins

NBA

- 8,449 – Golden St. Warriors
- 2,088 – Portland Trail Blazers
- 1,556 – Atlanta Hawks
- 1,131 – Orlando Magic
- 835 – Chicago Bulls

NHL

- 1,898 – New Jersey Devils
- 1,117 – Chicago Blackhawks
- 1,031 – Anaheim Ducks
- 1,026 – LA Kings
- 794 – Calgary Flames

MLB

- 1,664 – Seattle Mariners
- 1,135 – Milwaukee Brewers
- 849 – Cincinnati Reds
- 797 – Tampa Bay Rays
- 777 – Colorado Rockies

NFL

- 3,851 – Denver Broncos
- 1,834 – Washington Redskins
- 800 – New England Patriots
- 775 – Arizona Cardinals
- 757 – Seattle Seahawks

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Insights

Use the Description Feature
Really surprised to see how many teams still do not use the "Description" feature to help describe what their Boards are about. Sorry, but sometimes a three word title just doesn't provide the proper context for fans to understand what the board is truly about.

Best Time to Remove Boards?
Still very much an issue for teams using 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.

Pinterest Specific Content
We still recommend working to have Pinterest-exclusive content and then 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 (Update)
(12.10.12) 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).

(11.25.13) Both accounts continue to have huge follower numbers, but both have dropped 300,000+ – Cubs down to 1,204,088, and NHL down to 1,226,290.

NFL, MLB, NHL – Shop Accounts
http://www.pinterest.com/officialnflshop/
http://www.pinterest.com/mlbshop/
http://www.pinterest.com/NHLShop/
Couple things to note here: the NBA doesn't have an account for their store; NFL has all their team boards in order and does a nice job with a variety of boards; MLB hasn't posted a pin in over a year, and 4 out of 5 boards are incomplete; NHL has a board for each team, but they're out of order; NHL has dedicated jersey boards for only 4 players – Lucic, Ovechkin, Lundqvist, and Kopitar (*According to the Sports Business Daily during the month of October the top selling jerseys were: Toews, Kane, Crosby, Datsyuk, and Tim Thomas*).

Account Activity
The number of #of teams that have not posted in the last 4 weeks: NBA – 13, NHL – 12, MLB – 14, NFL – 14. From those, the number of teams that have not posted in the last 10 weeks: NBA – 10, NHL – 8, MLB – 12, NFL – 11.

In simpler terms, 45% of the teams with accounts have not posted a new pin in over 4 weeks, and 80% of those have not posted a new pin in over 10 weeks.

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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.

NBA Teams

NBA – Board Cover Images
http://www.pinterest.com/nba/
Showcased this example on our NCAA report, and the NBA also does a good job using icons for all their board cover images.

NBA – For Your Wall
http://www.pinterest.com/nba/for-your-wall/
Some great images on this board, the kind that gets a lot of repins and likes. The NBA should use a description, and alert users that they can buy these from RareInk (an official licensee of the NBA). Last update was 38 weeks ago, so more potential here that what the NBA is getting from it.

NBA - Infographics
http://www.pinterest.com/nba/infographics/
Majority of these are brief infographics which might play better for repins or shares on other social channels. 29 weeks since last update and only 15 total pins so like to see more activity from this board once the season rolls around. Possible option to increase activity would be to pin team-produced infographics as majority of these feel like in-house or templated productions.

Boston Celtics – Paul Pierce & Kevin Garnett Gear
http://www.pinterest.com/bostonceltics17/paul-pierce-gear/
http://www.pinterest.com/bostonceltics17/kevin-garnett-gear/
Interesting to note the Celtics still include dedicated retail boards to two players no longer with the team (team hasn't updated their account in 33 weeks).

Charlotte Bobcats – Boards Targeting Women
http://www.pinterest.com/nbabobcats/women-s-fashion/
http://www.pinterest.com/nbabobcats/lady-cats-hair-beauty/
http://www.pinterest.com/nbabobcats/lady-cats-health-fitness/
http://www.pinterest.com/nbabobcats/lady-cats-healthy-eats/
http://www.pinterest.com/nbabobcats/lady-cats-fashion/
http://www.pinterest.com/nbabobcats/lady-cats-inspiration-motivation/
All the stats show Pinterest usage is dominated by women, so makes sense to include targeted boards.

Cleveland Cavaliers – Cavaliers Videos
http://www.pinterest.com/cavs/cavaliers-videos/
The Cavs only include two pins, both of Kyrie Irving, on this board. Better to have these under a dedicated board for Kyrie than post what amounts to an incomplete board.

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Cleveland Cavaliers – Photo of the Game
http://www.pinterest.com/cavs/photo-of-the-game/
Smart board idea by the Cavs using built-in content.

Cleveland Cavaliers - #MyCavsPhoto
http://www.pinterest.com/cavs/mycavsphoto/
Another smart board idea by the Cavs – ties in Twitter/Instagram and showcases fans.

Dallas Mavericks – Overall Board Description
http://www.pinterest.com/dallasmavs/
Well done – "The Official Dallas Mavericks Pinterest Page! Follow us on Facebook, Twitter, & Instagram @Dallasmavs to get even more information! #MFFL"

Denver Nuggets – Old School Nuggets
http://www.pinterest.com/denvernuggets/old-school-nuggets/
Great description for this board: "Photos of the Denver Nuggets greats, key moments in franchise history and more." Too bad there haven't been any updates in the past year and only seven total pins. Can there really only be seven 'greats, key moments in franchise history'? Once again a good idea that needs to be expanded upon.

Denver, Golden St, Colorado - Infographics
http://www.pinterest.com/denvernuggets/infographics/
http://www.pinterest.com/gswarriors/infographics/
http://www.pinterest.com/coavalanche/infographics/
Quality design and content by the Nuggets, but only three pins; The Warriors provide a good variety of types of Infographics; Avalanche like the Nuggets have quality design and content, but only 5 total pins.

Denver Nuggets – Countdown to Training Camp 2013-14
http://www.pinterest.com/denvernuggets/countdown-to-training-camp-2013-14/
Like this short-term board by the Nuggets – countdown effect keeps fans interest, and the images are quality. For some reason they did skip Day 7 though. Important to remember a board like this has a pre-determined shelf-life of however many days you countdown from.

Detroit Pistons – Pistons Halftime Entertainment Videos
http://www.pinterest.com/detroitpistons/pistons-halftime-entertainment-videos/
By definition halftime entertainment is usually fun and entertaining, so a good idea by the Pistons to feature a board dedicated to their acts. Important to keep it updated, or classify it as "Best of" board.

Golden St. Warriors - Connect
http://www.pinterest.com/gswarriors/connect/
Great board by the Warriors, and one that should be copied by every team. The purpose is not looking for repins or likes with a board like this, just simply to promote all your social channels.

Golden St. Warriors – Contests & Giveaways
http://www.pinterest.com/gswarriors/contests-giveaways/
Bunch of teams have similar boards, but a good model here from the Warriors. Keep it updated, show fan submissions, and lets us know who won.

Golden St. Warriors – Best Practice
http://www.pinterest.com/gswarriors/
The Warriors have one of the best, if not the overall best, accounts on Pinterest and provide a good model for other teams. They cover contests, social, players, fans, retailing, history, and misc. fun content with their boards. Great job!

Houston Rockets – Howard/Olajuwon Workouts
http://www.pinterest.com/houstonrockets/howardolajuwon-workouts/
Good example of a board that could be so much more. Instead of pinning images from NBA.com, better option would have been for the Rockets to upload their own photos (possibly Instagram) and make this an exclusive content play. Could have added a video from Hakeem and Dwight, and also need to do a better job of providing individual pin descriptions, instead of using the same thing for each image.

Indiana Pacers, Philadelphia 76ers - Dunks
http://www.pinterest.com/Pacers/dunks/
http://www.pinterest.com/washwizards/dunks/
Smart board idea for any basketball team with lots of potential (historical board, by season, top-# of all-time – possible sponsor tie with Dunkin' Donuts?).

Los Angeles Clippers – Clippers Shoe Swag
http://www.pinterest.com/laclippers/clippers-shoe-swag/
Including this solely based on the idea, because the execution isn't there without any updates in the last year and only 12 total pins. The board could be cool and one used by every NBA team, but there needs to be expanded upon (trend it seems with our board samples) and maintained much better.

Minnesota Timberwolves – Wolves Video Features
http://www.pinterest.com/mntimberwolves/wolves-video-features/
Good job of integrating YouTube and including a video board.

Philadelphia 76ers – 10 Facts About Tony Wroten
http://www.pinterest.com/76ers/10-facts-about-tony-wroten/
Good example from the Sixers for how to handle introducing a new player or coach. The idea could also translate well into individual player boards.

Philadlephia 76ers – Duplicate Boards
http://www.pinterest.com/76ers/sixers-courtside-celebs/
http://www.pinterest.com/76ers/courtside-celebs/
In this instance the Sixers provide a reminder to check your boards to make sure you're not duplicating content.

Portland Trailblazers - Artwork
http://www.pinterest.com/trailblazers/artwork/
Fun board from the Blazers, but would like to see them add a board description and proactively ask for submissions for a chance to be pinned.

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Portland TrailBlazers – Players on Twitter/Instagram
http://www.pinterest.com/trailblazers/trail-blazers-on-twitter/
http://www.pinterest.com/trailblazers/trail-blazers-on-instagram/
Good job by the Blazers creating boards to promote the players social media accounts.

Toronto Raptors - #RTZasks Jack Armstrong
http://www.pinterest.com/TorontoRaptors/rtzasks-jack-armstrong/
Couple things to like about this board: it integrates with Twitter and YouTube, promotes fan engagement, and includes a pretty good description: "You tweet a question using #RTZasks, we get it answered. This time, from 'The Coach' Jack Armstrong!" – The problem is its become outdated and only includes four pins. Need to think of these types of features with programming mentality and changing the frequency to something like one day per week. Good idea but needs to be expanded upon.

Washington Wizards – Individual Player Boards
http://www.pinterest.com/washwizards/otto-porter-jr/
The Wizards include 5 boards for players. The smaller number is a better strategy for teams with higher number rosters, but for NBA teams they could pull off creating a board for each player. The content could be templated, but also creative to provide good content.

NHL Teams

NHL - #HockeyFightsCancer
http://www.pinterest.com/NHL/hockeyfightscancer/
Good theme board for the month of October.

Carolina Hurricanes – Movember Team
http://www.pinterest.com/nhlcanes/movember-team/
Good job by the Canes updating fans on their players Movember progress by including dates on the pins. Hawks also do a great job with the Movember infographic pin updates
http://www.pinterest.com/pin/262475484506754801/

Columbus Blue Jackets – Season Ticket Holders
http://www.pinterest.com/BlueJacketsNHL/season-ticket-holders/
Blue Jackets a have a great board idea here, but it can be taken further. If done correctly this board could be used as part of a sales presentation.

Detroit Red Wings – Description/Sponsor
http://www.pinterest.com/drwsocialmedia/
Time for the Red Wings to update their profile description since it says: "The official Twitter home of the Detroit Red Wings, presented by @AmwayUS". Also of note their Twitter account no longer includes the presented by tag, so they're giving Amway free publicity.

Detroit Red Wings – Social Media Fans of the Day
http://www.pinterest.com/drwsocialmedia/social-media-fans-of-the-day/
Good board idea, but no instructions on how to be nominated or enter, and hasn't been updated in a year. Not good.

Edmonton Oilers – Oilers Snapshots
http://www.pinterest.com/nhloilers/oilers-snapshots/
Like this idea a lot. Pins include a custom border, ties in Facebook, and they've integrated a sponsor. Like so many others though, needs to be maintained properly.

LA Kings – Fan Trend #LAKings Pin
http://www.pinterest.com/lakings/fan-trend-lakingspin/
A lot of things to like about this board idea, including the description: "LA Kings Fans: Tweet or Insta your favorite Kings photos using #LAKingsPin, and we will compile them here with a shout out for other fans to enjoy...let's show that Kings pride!" – only problem it's not being updated.

Minnesota Wild – Allstate Hits of the Week
http://www.pinterest.com/nhlwild/allstate-hits-of-the-week/
Like the synergy of tying an insurance company to a hits board, and that they include the Allstate linkable handle in the pin descriptions. One drawback is the descriptions should be more consistent, and all the pins have been posted in the last 3 days. Could mean they just got a late start, but Weekly boards should be updated accordingly not all at once after the fact.

Minnesota Wild – Dairy Queen Plays of the Week
http://www.pinterest.com/nhlwild/dairy-queen-plays-of-the-week/
Once again nice job by the Wild integrating a sponsor to one of their boards, and including the linkable handle in the pin descriptions. Same drawback as before - the descriptions should be more consistent, and all the pins have been posted in the last 3 days.

Montreal Candiens – Candiens Pop Culture
http://www.pinterest.com/canadiensmtl/culture-pop-canadiens-canadiens-pop-culture/
Fun board idea from the Habs, but not updated frequently enough to be relevant – 47 weeks.

New York Islanders – Player Instagram Collages
http://www.pinterest.com/nyislanders/player-instagram-collages/
Cool board from the Islanders, promotes players and integrates Instagram.

New York Islanders – Team Photos
http://www.pinterest.com/nyislanders/team-photos/ -
Description says: "Every team photo in the history of the New York Islanders". Good idea, but not updated – missing last three team photos.

New Jersey Devils, Detroit Redwings – Player Cards
http://www.pinterest.com/nhldevils/trading-cards/
http://www.pinterest.com/drwsocialmedia/hockey-cards/
Cool idea, but again need to make sure it's updated.

Pittsburgh Penguins – Coaches' Corner
http://www.pinterest.com/pghpenguins/coaches-corner/
Good historical board idea, but the pins should be in order.

San Jose Sharks – Connect
http://www.pinterest.com/sanjosesharks/connect/
Believe this to be the first team to showcase their social accounts on one board.

Tampa Bay Lightning - Fan Appreciation Week Contest
http://www.pinterest.com/tblightning/fan-appreciation-week-contest/
Good example for a contest board, also like that they showcase the winners. Promo is severely outdated though, brings up question of best time to pull down old boards.

Toronto MapleLeags - #AskPhil
http://www.pinterest.com/mapleleafs/askphil/
Good idea for player involvement, but needs to be updated more frequently. All the pins are from the same day – 15 weeks ago.

Washington Capitals – Caps Websites
http://www.pinterest.com/washingtoncaps/caps-websites/
If your team has multiple websites, a must-have board.

MLB Teams

MLB –Board Strategy
http://www.pinterest.com/mlbam/
Just doesn't seem to be any. No targeted retail boards; Legends of the Game board includes 17 pins?; include a 2012 All-Star Game board, but nothing for 2013; last MLB Infographics update was 24 weeks ago; 2013 Postseason board has 1 pin?, etc.

MLB Teams & DIY Network – Pin Your Turf
http://www.pinterest.com/diynetwork/pin-your-turf/
Following teams participated in this contest: Twins, Giants, Brewers, Mariners, Pirates, Astros, Athletics, Padres and Rockies – with the Giants winning. Good example of a sponsor tie-in contest

Twins vs. Mets | All-Star Game Boards
http://www.pinterest.com/minnesotatwins/2014-all-star-game/
http://www.pinterest.com/metsbaseball/2013-all-star-game/
Interesting to see how the Twins and Mets treat hosting the All-Star Game. The Mets who hosted this year's game have two pins (both over a year old), while the Twin who host next year's game already have 17 pins. Missed opportunity by the Mets to retail, showcase the stadium, and provide exclusive images/content that only they could provide as host.

Boston Red Sox – Fenway Park: A Living Museum
http://www.pinterest.com/bostonredsox/fenway-park-a-living-museum/
The Red Sox include only seven pins on this board. Of course it is better than the Yankees three pins for Yankee Stadium: http://www.pinterest.com/yankeesbaseball/yankee-stadium/

Chicago Cubs – Wrigley Field
http://www.pinterest.com/cubsbaseball/wrigley-field/
When you play in an iconic stadium that's built-in content you have to exploit, and the Cubs do a good job with this boards showcasing the ballpark.

Chicago White Sox – Duplicate Boards
http://www.pinterest.com/chicagowhitesox/soxsocial-prizes/
http://www.pinterest.com/chicagowhitesox/soxsocial/
Same as the Sixers, need to check your boards to ensure you're duplicating efforts. In this instance the Sox do have a good idea with their #SoxSocial Prizes board – just needs a description to help better clarify instructions and also needs to be updated.

Chicago White Sox – 2013 Fan Choice Awards
http://www.pinterest.com/chicagowhitesox/2013-fan-choice-awards/
Really nice job on this board by the Sox, only problem is what were the winners? Need to complete the circle and pin the winners or include a link to where they're viewable.

Cincinnati Reds – 2013 Reds Postseason Gear
http://www.pinterest.com/redsbaseball/2013-reds-postseason-gear/
It only lasted one day, but the Reds were the only MLB Playoff team to include a board dedicated to postseason merchandise.

Detroit Tigers – Social Media Fan of the Game
http://www.pinterest.com/tigersbaseball/social-media-fan-of-the-game/
Same as the Red Wings, no instructions on how to be nominated or enter, and hasn't been updated in a year. Not good.

Miami Marlins – Your 2012 Miami Marlins
http://www.pinterest.com/miamimarlins/your-2012-miami-marlins/
No idea why the Marlins have this board with 9 pins. They also blew an opportunity to showcase their new stadium with only 3 random photos on their "Marlins Park" board.

Milwaukee Brewers – Offseason
http://www.pinterest.com/brewersbaseball/brewers14in14/
http://www.pinterest.com/brewersbaseball/thanksgiving-2013/
An obstacle for any team is keeping fans interested and engaged during the offseason. The Brewers are off to a good start with their "#Brewers14in14" and "Thanksgiving 2013" boards, but they should reorder the boards up near the top instead of the very bottom. Will be interesting to see how they handle the rest of the offseason.

Milwaukee Brewers - #Instagramma Contest
http://www.pinterest.com/brewersbaseball/instagramma-contest/
Brewers using Pinterest to showcase submissions or winners of the Instagram content for Mother's Day is a great idea, but need a board description!

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Milwaukee Brewers – Fantastic 40 Winners
http://www.pinterest.com/brewersbaseball/fantastic-40-winners/
Looks like another cool promo by the Brewers showcasing contest winners on billboards, but again need a board description to give it some context.

New York Yankees – Lack of Commitment (Repeat of Dec. 07, 2012 Post)
http://pinterest.com/yankeesbaseball/
(*Sadly nothing has changed – also missed opp to promote Mariano's last season*) 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 "Theee Yankees Win" and have 3 pins. Feel like they've basically just half-assed the attempt.

New York Yankees – World Series Rings
Sadly this board doesn't exist, but after seeing the Giants have a "WS Fan Ring Collection" board http://www.pinterest.com/TheSFGiants/world-series-fan-ring-collection/ - can you imagine how cool it would be to see all of the Yankees 27 Championship rings on one board. Same thing for the trophies – Steelers, Celtics, Canadiens you're all missing opportunities to showcase your success.

Pittsburgh Pirates – Missed Opportunities
http://www.pinterest.com/piratesbaseball/
Pirates get a winning season and make the playoffs for the first time in 20 years, and you don't promote any playoff merchandise? Pirates get the NL MVP and Manager of the Year and you don't promote that?

San Francisco Giants - @RachelSFGP . Trends . Fashion . Giants
http://www.pinterest.com/TheSFGiants/rachelsfgp-trends-fashion-giants/
Good example of fun board, and one that could qualify as exclusive Pinterest content - the Giants have given a dedicated board to one of their employees. Unfortunately it hasn't been updated in 10 weeks.

Seattle Mariners | Score-Board
http://www.pinterest.com/marinersmlb/score-board/
Another cool board idea by the Mariners. They include 2012 pins, but starting with 2013 they include a border template featuring the score and player of the game. Great way to showcase wins.

Seattle Mariners - Tumblr
http://www.pinterest.com/marinersmlb/tumblr/
Believe the Mariners are the only sports team to promote a dedicated Tumblr board. The problem is there is no description to give it some context or give a call-to-action to follow them on Tumblr. You just have a bunch of random photo pins.

Seattle Mariners – The Cover Boys
http://www.pinterest.com/marinersmlb/the-cover-boys/
Collection of player magazine covers. Cool idea, can you imagine if a team like the Yankees or Lakers with all their stars did this. Great built-in content idea.

NFL Teams

Atlanta Falcons – Facebook Timeline Covers
http://www.pinterest.com/atlantafalcons/facebook-timeline-covers/
Posted this last year too, but the Falcons do a great job with their gameday covers for download.

Arizona Cardinals - Infographics
http://www.pinterest.com/azcardinals/arizona-cardinals-infographics/
Like the board idea, only problem is the description says to "Check back for more @AZCardinals infographics every week." The first one was posted 35 weeks ago and since then only 3 out of 8 others have been posted in the last seven weeks.

Arizona Cardinals – Photo of the Day
Arizona Cardinals – Healthy Game Plan Presented by Mayo Clinic
http://www.pinterest.com/azcardinals/photo-of-the-day/
http://www.pinterest.com/azcardinals/healthy-game-plan-presented-by-mayo-clinic/
Great job by the Cardinals of integrating sponsors into these boards. They include branding on both board cover images, but only Healthy Game Plan has the sponsor in the board name. Also the Healthy Game Plan board uses custom pins which come across really nice when viewing the board.

Baltimore Ravens – Super Bowl XL VII Ring
http://www.pinterest.com/baltimoreravens/super-bowl-xlvii-ring/
Great visual to have for a board. Follow-up on the Yankees WS Ring board idea, fans love this kind of stuff – repin and like numbers are very strong compared to other boards.

Buffalo Bills | Billieve – Breast Cancer Awareness
New England Patriots – Breast Cancer Awareness Month
http://www.pinterest.com/buffalobills/billieve-breast-cancer-awareness/
http://www.pinterest.com/Patriots/breast-cancer-awareness-month/
Promotion provides a great built-in content opportunity. Really like how the Pats used their description area.

Denver Broncos – Health and Wellness
http://www.pinterest.com/denverbroncos/health-and-wellness/
Pure targeted board play to the overall Pinterest audience.

Houston Texans - IW Marks Player of the Game
http://www.pinterest.com/houstontexans/iw-marks-player-of-the-game/
Another really good example of integrating a sponsor into a board, and use of custom pins.

Jacksonville Jaguars – Get Your Tickets Now!
http://www.pinterest.com/JagsOfficial/get-your-tickets-now/
Like the idea of the board, but it needs to be executed better. Has a 2012 Tickets Information pin included, hasn't been updated in 14 weeks, just needs to be better thought out.

Kansas City Chiefs - #NoShoesNation
http://www.pinterest.com/chiefsnfl/
The Chiefs used this board to showcase a Pin it to Win it sweepstakes and a chance to win tickets to a Kenny Chesney summer concert at Arrowhead.

Philadelphia Eagles – 2013 #Eagles Schedule
http://www.pinterest.com/officialeagles/2013-eagles-schedule/
Would have been a good opportunity to do a Place Pins board.

Seattle Seahawks - Infographics
http://www.pinterest.com/seattleseahawks/infographics/
Key is to keep it updated, 9 of their 14 pins are from 30+ weeks ago.

Seattle Seahawks – Premera Pin to Win
http://www.pinterest.com/seattleseahawks/premera-pin-to-win/
Seahawks do a good job of sponsor integration with this board. Good pins and good use of the description area.

Seattle Seahawks – SUBWAY eat fresh. Tailgate Ideas
http://www.pinterest.com/seattleseahawks/subway-eat-freshtm-tailgate-ideas/
Posted this last year, but another good sample of integrating a sponsor.

Seattle Seahawks – Q & a Pin Boards
http://www.pinterest.com/seattleseahawks/q-a-pin-doug-baldwin/
Like the idea of player interaction boards, and the Seahawks did five of them, but they're 49 weeks old.

Washington Redskins – Google+ Hangouts
http://www.pinterest.com/redskinsdotcom/google-hangouts/
Mentioned this one last year and said it would be important to keep it updated – haven't had a new pin in 21 weeks. No matter the timing, it's a good sample to showcase again because every team should be doing Google Hangouts.

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Listings & Stats

League	Username	Followers	Following	Boards	Pins	Recent Pin
NHL	NHL	1,226,290	29	29	1186	18 hrs
MLB	MLBAM	33,173	34	28	660	5 wks
NFL	NFLOfficial	16,481	3,259	7	1074	1 hr
NBA	NBA	9,188	28	22	902	11 days

Team	Username	Active	Followers	Following	Boards	Pins	Recent Pin
Atlanta Braves	atlantabraves	y	4,560	2	34	609	2 wks
Arizona Diamondbacks	dbacks	y	1,097	0	9	61	1 yr
Baltimore Orioles	oriolesbaseball	y	2,857	52	12	214	1 hr
Boston Red Sox	bostonredsox	y	6,566	57	14	107	42 wks
Chicago Cubs	cubsbaseball	y	1,204,088	2	19	377	1 hr
Chicago White Sox	chicagowhitesox	y	3,017	5	29	370	6 days
Cincinnati Reds	redsbaseball	y	3,152	321	37	849	8 wks
Cleveland Indians	indiansbaseball	y	2,092	11	13	156	2 wks
Colorado Rockies	coloradorockies	y	1,709	33	30	777	4 hrs
Detroit Tigers	tigersbaseball	y	5,693	34	25	467	18 wks
Houston Astros	houstonastros	y	1,156	31	16	116	49 wks
Kansas City Royals	royalsbaseball	y	946	0	18	322	4 days
Los Angeles Angels	angelsbaseball	y	1,940	0	19	363	3 wks
Los Angeles Dodgers	dodgersbaseball	y	5,164	7	15	268	48 wks
Miami Marlins	miamimarlins	y	936	9	20	173	33 wks
Milwaukee Brewers	brewersbaseball	y	4,399	103	45	1,135	3 days
Minnesota Twins	minnesotatwins	y	2,606	4	20	469	2 hrs
New York Mets	metsbaseball	y	2,114	1	17	115	2 days
New York Yankees	yankeesbaseball	y	9,298	1	12	91	26 wks
Oakland Athletics	athletics	y	1,950	30	26	285	9 days
Philadelphia Phillies	philaphillies	y	143,403	5	32	741	10 days
Pittsburgh Pirates	piratesebaseball	y	2,151	58	18	212	18 wks
San Diego Padres	sandiegopadres	y	1,079	2	12	156	26 wks
San Francisco Giants	thesfgiants	y	8,674	2	26	509	8 wks
Seattle Mariners	marinersmlb	y	36,090	50	37	1,644	1 hr
St. Louis Cardinals	cardinalsmlb	y	5,568	58	8	95	26 wks
Tampa Bay Rays	raysbaseball	y	2,333	10	14	797	11 days
Texas Rangers	rangersbaseball	y	5,605	0	20	289	4 days
Toronto Blue Jays	torontobluejays	y	2,426	0	12	50	20 wks
Washington Nationals	nationals	y	1,614	58	12	83	20 wks
			1,474,283	946	621	11,900	

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Team	Username	Active	Followers	Following	Boards	Pins	Recent Pin
Atlanta Hawks	atlantahawks	y	430	32	14	1,566	16hrs
Boston Celtics	bostonceltics17	y	8,686	28	30	343	33 wks
Brooklyn Nets	brooklynnets	y	1,682	0	24	228	38 wks
Charlotte Bobcats	nbabobcats	y	659	34	26	252	1 day
Cleveland Cavs	cavs	y	503	14	16	557	2 wks
Chicago Bulls	chicagobulls	y	3,552	92	18	835	7 days
Dallas Mavericks	dallasmavs	y	1,774	76	20	264	2 days
Denver Nuggets	denvernuggets	y	1,171	9	21	479	3 wks
Detroit Pistons	detroitpistons	y	990	50	25	611	30 wks
Golden State Warriors	gswarriors	y	2,483	119	51	8,449	3 days
Houston Rockets	houstonrockets	y	861	19	25	605	11 days
Indiana Pacers	pacers	y	1,155	30	26	373	35 wks
LA Clippers	laclippers	y	1,905	61	18	178	5 wks
Miami Heat	themiamiheat	y	2,524	8	8	106	51 wks
Milwaukee Bucks	milwaukeebucks	y	936	3	11	184	6 days
Minnesota Timberwolves	mntimberwolves	y	934	21	12	227	3 days
New Orleans Hornets	nbahornets	y	578	0	6	341	45 wks
New York Knicks	KnicksOfficial	y	2,757	0	18	601	32 wks
Oklahoma City Thunder	thunderfans	y	1,291	364	5	114	3 days
Orlando Magic	orlandomagic	y	385	30	21	1,131	4 days
Philadelphia 76ers	76ers	y	1,142	38	27	448	8 wks
Phoenix Suns	phoenixsuns	y	568	0	3	37	16 wks
Portland Trail Blazers	trailblazers	y	1,923	439	43	2,088	10 wks
Sacramento Kings	sacramentokings	y	410	6	8	227	4 days
San Antonio Spurs	sanantoniospurs	y	1,558	21	12	282	22 wks
Toronto Raptors	torontoraptors	y	535	376	24	257	3 days
Utah Jazz	utahjazz	n	407	28	2	0	NA
Washington Wizards	washwizards	y	582	4	21	284	20 wks
			42,381	1,902	535	21,067	

Teams w/out Accounts

LA Lakers

Memphis Grizzlies

Team	Username	Active	Followers	Following	Boards	Pins	Recent Pin
Atlanta Falcons	atlantafalcons	y	1,113	84	23	539	3 days
Arizona Cardinals	azcardinals	y	1,683	72	28	775	2 days
Baltimore Ravens	baltimoreravens	y	6,158	0	10	275	8 wks
Buffalo Bills	buffalobills	y	137,997	33	17	470	2 days
Carolina Panthers	panthersnfl	y	1,336	25	15	307	6 wks
Cincinatti Bengals	officialbengals	y	698	6	11	440	1 year
Cleveland Browns	officialbrowns	y	772	2	10	274	47 wks
Dallas Cowboys	officialcowboys	y	4,194	0	14	411	5 hrs
Denver Broncos	denverbroncos	y	5,429	9	31	3,851	1 day
Houston Texans	houstontexans	y	3,292	38	21	362	8 hrs
Indianapolis Colts	nflcolts	y	1,010	36	21	535	6 days
Jacksonville Jaguars	jagsofficial	y	831	26	30	245	13 wks
Kansas City Chiefs	chiefsnfl	y	2,419	47	21	251	11 wks
Miami Dolphins	miamidolphins	y	529	9	21	160	1 yr
New England Patriots	patriots	y	15,748	41	23	800	4 days
New Orleans Saints	saintspins	y	6,908	4	21	549	20 hrs
NY Giants	nygbigblue	y	5,126	0	5	10	1 yr
New York Jets	nyjets	y	653	7	18	101	23 wks
Philadelphia Eagles	officialeagles	y	5,498	143	21	637	4 wks
Pittsburgh Steelers	steelers	y	9,162	0	20	400	14 wks
St. Louis Rams	stlouisrams	y	1,281	80	17	634	25 wks
San Diego Chargers	sdchargers	y	2,301	54	13	80	33 wks
San Francisco 49ers	sanfran49ers	y	1,760	0	6	58	7 wks
Seattle Seahawks	seattleseahawks	y	144,780	49	32	757	5 days
Tampa Bay Buccaneers	tbbuccaneers	y	121	5	2	12	30 wks
Washington Redskins	redskinsdotcom	y	6,966	3	44	1834	1 hr
			367,765	773	495	14,767	

Teams w/out Accounts

Chicago Bears

Detroit Lions

Green Bay Packers

Oakland Raiders

Minnesota Vikings

Tennessee Titans

Team	Username	Active	Followers	Following	Boards	Pins	Recent Pin
Anaheim Ducks	anaheimducks	y	1,778	68	29	1,031	5 wks
Boston Bruins	bruinsbear	y	2,380	1,730	16	221	22 wks
Buffalo Sabres	sabresnhl	y	1,796	100	38	525	51 wks
Carolina Hurricanes	nhlcanes	y	1,496	22	18	613	4 days
Calagry Flames	nhlflames	y	854	0	38	794	36 wks
Chicago Blackhawks	nhlblackhawks	y	7,552	274	18	1,117	4 days
Colorado Avalance	coavalanche	y	468	8	7	32	7 wks
Columbus Bluejackets	bluejacketsnhl	y	660	82	24	601	1 hr
Dallas Stars	dallasstarsnhl	y	1,516	20	17	365	2 days
Detroit Red Wings	drwsocialmedia	y	3,059	16	13	268	50 wks
Edmonton Oilers	nhloilers	y	2,058	78	13	281	1 day
LA Kings	lakings	y	2,455	117	21	1,026	13 days
Minnesota Wild	nhlwild	y	865	25	28	335	1 hr
Montreal Canadiens	canadiensmtl	y	2,214	29	28	727	1 hr
New Jersey Devils	nhldevils	y	2,354	161	54	1,898	6 wks
New York Islanders	nyislanders	y	748	60	18	481	3 days
New York Rangers	thenyrangers	n	238	0	0	0	NA
Philadelphia Flyers	nhlflyers	y	1,855	0	8	115	5 wks
Phoenix Coyotes	phoenixcoyotes	y	518	25	11	232	39 wks
Pittsburgh Penguins	pghpenguins	y	4,264	64	17	598	40 wks
St. Louis Blues	stlouisblues	y	1,688	1	11	126	5 days
San Jose Sharks	sanjosesharks	y	1,614	79	21	431	4 days
Tampa Bay Lightning	tblightning	y	2,351	104	18	314	2 days
Toronto MapleLeafs	mapleleafs	y	2,156	939	34	614	14 wks
Vancouver Canucks	vancanucks	n	1,393	9	0	0	NA
Washington Capitals	washingtoncaps	y	1,568	8	23	267	3 days
Winnipeg Jets	nhljets	n	156	8	5	4	1 yr
			50,054	4,027	528	13,016	

Teams w/out Accounts

Nashville Predators

Ottawa Senators

Florida Panthers