

Agricultural Experiment Station • Cooperative Extension Service

Pinterest Best Practices: pinterest.com/nmextensionpubs/

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Social Media Goal

Our primary goal is to raise awareness and encourage engagement about the following:

- New and timely AES/CES publications
- Extension and Experiment Station events and news
- College of ACES and NMSU events/news

We must try to engage our followers by providing content that they find interesting and relevant to their lives, with the goal of driving them to our publications website and NMSU in general. It takes time to discover what your followers find interesting. Start by posting about the work you and your peers are doing.

We recommend you develop your group's goals before starting social media accounts.

Boards

Pinterest is primarily a photo-sharing website made up of topic-specific online “boards.” Our boards reflect our goals of awareness and engagement and were developed to reflect the publication categories that we produce; for example, “How Does Your Garden Grow” is about gardening and “1 Oz. of Prevention” is about health and nutrition. We’ve also developed supplemental “fun” boards in topic areas that have proven to be popular, like “My New Mexico,” which reflects our state pride, and “Form follows Function” about upcycling and recycling. We’ve also developed an NMSU Extension board called “Making a Difference,” which promotes NMSU Extension and university-wide programs doing good in our communities.

Pin Content

Since our focus is our AES/CES publications, we try to select beautiful photos to promote them, as well as Extension/Experiment Station, ACES, and NMSU news and events. We select a relevant photograph, describe

our pin clearly, and add links to our publications or news articles from the NMSU News Center.

Note: Any NMSU employee can request high-resolution photos from the NMSU photo archive free of charge: <http://photo.nmsu.edu/>

There are a few new strategies we plan to start using to support NMSU/CES/AES and help grow our engagement, such as incorporating NMSU’s “All About Discovery” theme into our posts. We will tag/mention like-minded users or other stakeholders in our posts. Finally, when we have a post that mentions an agent, specialist, or other NMSU personnel, we plan to start contacting them and encouraging them to share that post on their own social media channels.

Basic Pinning Guidelines

- Spread and share quality content enhanced by beautiful photos.
- A beautiful photo should have the following pin-worthy characteristics: good composition,



Social Media Tips: Pinterest

conveys emotion, tells a story, eye-catching, and distinct. A good photograph will cause the viewer to have an emotional reaction—whether it is “WOW” or a sigh, you want your viewer to feel something. A good photograph should always tell a story so the viewer can be emotionally invested. Telling a story is always a great way to capture the viewer’s attention. A good photograph captures special moments in time that are visually interesting and unique.

- Find a creative way to engage others and start a conversation on our board topics. (EX: Start a board that shares your department’s favorite recipes, their tips on gardening, or motivational quotes.)
- Answer questions promptly.
- Make sure that you pin from the original source. Lots of people share images from other Pinterest boards and websites (Google, Tumblr) that are not from the original source.
- Make sure that we credit all our sources, especially if we were not the one taking the photo.

Repins

In order to be an active member of Pinterest, we regularly share others’ content throughout our boards, but we always try to focus on NMSU’s Extension mission of outreach and service by promoting our work.

Scheduling

We currently post in the morning and mid-afternoon and focus on one board each day. We post about one publication and one ACES/NMSU news story every day with a link to posted HTML/eBook or news story. We also share one or two beautiful photos to that board from other followers/visitors that come through our Pinterest feed and from other Extension boards. We check our boards periodically throughout the day for comments or questions that may have been posted so we can respond in a timely manner.

Tracking Link Clicks

Pinterest board titles are limited to 180 characters and captions are limited to 500 characters. We use bitly.com, which is a free URL shortening service that also tracks the number of clicks your links receive. This is an easy way to see which of your links users are clicking on and which links are most popular.

Reference Materials

Since Pinterest is a photo-sharing website, we need to follow copyright and usage guidelines. Here is a list of resources you may find helpful:

Copyright and Usage Guidelines Obtaining Copyright Permission from Others

by Frank Sholedice
<http://aces.nmsu.edu/pubs/guidelines/copyright-permissions.html>

MIT Libraries Using Images:

Copyright & Fair Use

<http://libguides.mit.edu/usingimages>

The Best Ways to Be Sure You’re Legally Using Online Photos

by Sara Hawkins

<http://lifesacker.com/5992419/the-best-ways-to-be-sure-youre-legally-using-online-photos>

Copyright Fair Use and How it Works for Online Images

by Sara Hawkins

<http://www.socialmediaexaminer.com/copyright-fair-use-and-how-it-works-for-online-images/>

Pinterest for Dummies

by Kelby Carr

Recommended Pinterest Sites with Repinnable Content

MyPlate Recipes

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

MyPlateRecipes/

UGA Extension, Bacon County

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

baconcounty/

Cooperative Extension 100 Years

<http://www.pinterest.com/ext100years/>

Cooperative Extension 100 Years

Extension Master Gardener

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

emastergardener/

Social Media Tips: Pinterest

Board: 1 Oz. of Prevention



diabetes health

What is diabetes?
Diabetes is a disease that occurs when the body is unable to properly use glucose, a type of sugar we get from many foods. A hormone called insulin helps the body use glucose, and people with diabetes either do not produce enough insulin (Type 1) or cannot use insulin effectively (Type 2). In either case, glucose builds up in the blood and can cause damage to tissues, leading to diabetes complications such as amputations, blindness, kidney disease, heart disease and nerve and blood vessel damage. Type 1 diabetes usually comes on suddenly in people under the age of 30, but Type 2 diabetes, which makes up 90 to 95% of all diabetes cases, can come on gradually at any point in life and is usually linked with heredity, being overweight and an inactive lifestyle.

Who gets diabetes?
Twenty-one million Americans have diabetes—but one-third of people with diabetes don't know they have it because symptoms can take time to appear. While anyone can get diabetes, certain factors put you at risk:

- age 45 years and above
- overweight
- family history of diabetes (parents or siblings)
- Hispanic, Native American, Asian American, African American or Pacific Islander
- having delivered a baby weighing more than 9 pounds or having been diagnosed with gestational diabetes
- high blood pressure
- high blood cholesterol or triglyceride levels

Signs and symptoms of diabetes
Type 2 diabetes is called a silent killer because the symptoms develop gradually and may go unnoticed until they are severe. If you are at risk for diabetes, know the signs and symptoms:

- frequent urination
- unexplained weight loss
- unusual thirst
- hunger
- blurred vision
- dry, itchy skin
- sores, cuts or bruises heal slowly
- tingling or numbness in legs
- irritability
- tiredness or drowsiness

Living healthy with diabetes
If you have diabetes, it's important to manage the disease so you can feel better, prevent diabetes complications and live longer. Diabetes self-care can be split into five basic elements: diet, exercise, monitoring, medications and skin/foot care.

Diet—A balanced diet low in fat and high in fiber helps control blood glucose and provides the nutrition your body needs to stay healthy. Pay special attention to the amount of fats and carbohydrates in your diet. Consult your healthcare professional or a dietitian for help with meal planning that fits your lifestyle and eating habits.

Exercise—Daily physical activity helps control weight and blood glucose, and reduces your risks for other chronic diseases like heart disease. Short periods of activity throughout the day can be as effective as one long period of activity.

Monitoring—Monitoring blood glucose is an essential tool for controlling diabetes. Day-to-day blood glucose can be checked with a glucose meter. Monitoring helps you make decisions about food choices, exercise and medications.


Medications—Many people with diabetes must take medications like insulin injections to help control their blood glucose. Medications should be taken as prescribed by your healthcare provider. Changes in diet, activity level or blood glucose level may require changes in medication, so see your healthcare provider often.

Skin/foot care—Diabetes causes changes in nerves and blood circulation, particularly in the lower legs. Amputations, a major diabetes complication, can be prevented. Daily foot care should include looking for sores or cuts, wearing comfortable shoes and socks and taking care of your skin to prevent blisters, calluses and cracks.

Publications: Circular 569-A through J. Control your Diabetes for Life
che.nmsu.edu • aces.nmsu.edu/pubs

DIABETES HEALTH: What is diabetes? For more information follow this link to Circular 569-A: Control your Diabetes for Life: What is Diabetes? aces.nmsu.edu/... (NMSU photo)


🔖 4



IT'S A SIMPLE FACT. Whether you are an adult or an adolescent, physical activity enhances your health, both physically and mentally. Guide I-103: Physical Activity and Kids (School Age): Information for Parents can be downloaded for FREE at aces.nmsu.edu/... (NMSU photo by Darren Phillips)

Pinned from aces.nmsu.edu

Board: Making a Difference



Dona Ana County 4-H members work to sew pillowcases for children fighting cancer. (Submitted photo)

🔖 3

Pinned from newscenter.nmsu.edu

Board: How Does Your Garden Grow?

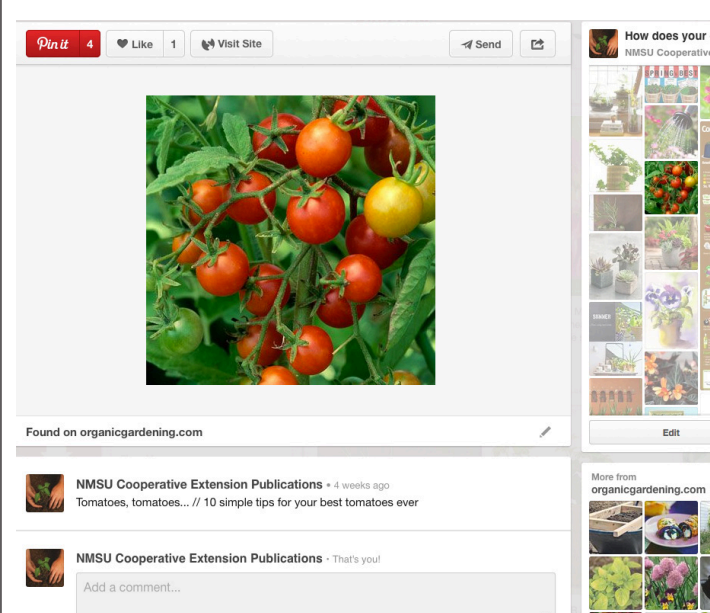


ATTENTION: Spice, herb and garlic enthusiasts. Guide H-221: Spices and Herbs for the Home Garden at aces.nmsu.edu/... and Garlic Production in New Mexico at aces.nmsu.edu/...

🔖 4

Uploaded by NMSU Cooperative Extension P...

Example of repinning others' content to our gardening board.



How does your garden grow?
NMSU Cooperative Extension Publications

Pin it 4 Like 1 Visit Site

Found on organicgardening.com

NMSU Cooperative Extension Publications • 4 weeks ago
Tomatoes, tomatoes... // 10 simple tips for your best tomatoes ever

NMSU Cooperative Extension Publications • That's you

Add a comment...

More from organicgardening.com