

INCLUDES
3 ACTIVITIES

PINTEREST

Social Media Marketing Digital Activity

Students are introduced
to **Pinterest** and **Pinterest**
Marketing Success Stories
...AND MORE!

Students create a
Pinterest Board using an
Included Template.

GREAT activities for any
Business Education class!

NO PREP!
3 ACTIVITIES INCLUDED



BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP LESSON!

AN INTRODUCTION TO PINTEREST

- ✔ **Activity #1** - Pinterest Introduction Lesson
- ✔ **Activity #2** - Five Pinterest Success Stories
- ✔ **Activity #3** - My Pinterest Board Activity - Students create a Pinterest board.



Teacher's Keys Included
Great for ANY Business Education Class

Activity

PINTEREST

Pinterest acts more as a search engine than a social media platform. It can be a powerful tool to promote products and services.

Use [THIS LINK](#) to answer the following questions.

WHAT IS PINTEREST?

HOW DOES PINTEREST WORK?

PEOPLE SAVE THEIR IDEAS IN GROUPINGS CALLED WHAT?

IMAGES ON PINTEREST ARE CALLED WHAT?

USER INTERESTS ARE NOT PINTEREST'S MAIN PURPOSE. WHAT IS ITS MAIN PURPOSE?

PINTEREST'S HISTORY

2009	WHAT HAPPENED AND WHO CREATED IT?
2014	HOW DID PINTEREST START MAKING MONEY?

2015	WHY WAS PINTEREST CALLED A "UNICORN"?
2016	WHO MUCH ADVERTISING REVENUE WAS MADE THIS YEAR?
2017	WHAT WAS THE COMPANY'S NET WORTH?
2018	WHO WERE THE ONLY TWO ADVERTISING PARTNERS TO PINTEREST?
2019	EXPLAIN PINTEREST'S "ROOMS" AND HOW THEY ALLOWED PINTEREST TO FIND NEW ADVERTISING PARTNERS TO DO BUSINESS WITH.

WHAT ARE 3 KEY TAKEAWAYS FROM THIS ACTIVITY?

PERSONAL REFLECTION


WHAT BOARD TOPICS OR SUBJECT MATTER MIGHT YOU HAVE ON PINTEREST?

LIST AT LEAST 2...

EXAMPLES: ANTIQUE AUTOMOBILES, CAMPING, PROM, MUSIC, VIDEO GAMING

AN INTRODUCTION TO PINTEREST LESSON

What is Pinterest?
 How does Pinterest work?
 Pinterest's History
 ...and more!



PINTEREST SUCCESS STORIES

Many businesses boost sales and reach success from using Pinterest as a marketing tool.

Click on [THIS LINK](#) to learn about 5 success stories and to complete the Pinterest Case Studies...

SUCCESS STORY #1	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #2	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #3	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #4	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

SUCCESS STORY #5	
WHAT COMPANY USED PINTEREST IN THIS SUCCESS STORY?	
WHAT WAS THEIR GOAL IN RUNNING THESE ADVERTISING PINS?	
WHAT IS THE EVIDENCE THAT THE GOAL WAS MET AND THAT THE PIN CAMPAIGN WAS A SUCCESS?	

Activity

#2

PINTEREST SUCCESS STORIES

Students learn about FIVE (5)

Pinterest Marketing Success Stories

Students showcase
their interests
on their
Pinterest board.




Drop 4 pictures (found on the web) representing **interest groups** that you may have on your Pinterest board.

Examples of interest

groups:

Hunting
Fishing
Music
Crafts
Home Decor
Dance
Cheer
Football
Skateboarding
Recipes/cooking
Theater
Farming
Skiing
Roller Skating
Farming
Gardening
Legos
Video Gaming
Cars/trucks
Camping
Swimming

 **Pinterest**

Username:

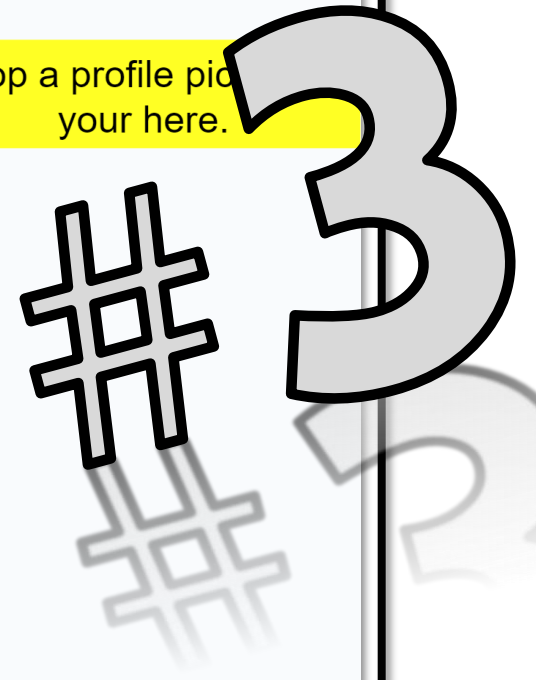
12 Pins 189 Likes 53 Followers 121 Following

Interest Group

Interest Group

Business Ed With Denise Leigh © 2023

Drop a profile picture
your here.



MY PINTEREST BOARD

A GREAT **'GET TO KNOW YOUR STUDENTS'** ACTIVITY

Print Out Your Students' Work to
Create a Student-Made Bulletin Board

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

