



IOWA DEPARTMENT OF NATURAL RESOURCES

LEADING IOWANS IN CARING FOR OUR NATURAL RESOURCES

Pinterest 101



IOWA DEPARTMENT OF NATURAL RESOURCES

Iowa Department of Natural Resources

The Iowa DNR pins things to help you enjoy and protect Iowa's outdoors. Pins are not endorsements. Questions? 515-281-5918 or socialmedia@dnr.iowa.gov.

Iowa · www.iowadnr.gov

Repins from

-  Utah DWR
-  Kathy Thimling
-  Arbor Day Foundation

27 Boards
1,797 Pins
227 Likes
Unfollow All
1,132 Followers
111 Following

DIY Outdoors



151 pins






Unfollow

Recipes



124 pins






Unfollow

Take It Outside



198 pins






Unfollow

Healthy & Happy Outdoors



78 pins






Unfollow

Iowa Fishing



53 pins






Unfollow

In Your Own Backyard



110 pins






Unfollow

Iowa State Parks



83 pins






Unfollow

Iowa State Park Weddings



88 pins






Unfollow

We Love Fall in Iowa



83 pins






Unfollow

Outdoorsy Halloween



12 pins






Unfollow

Cabins



Lodges and Park Shelters



Earth Day Every Day



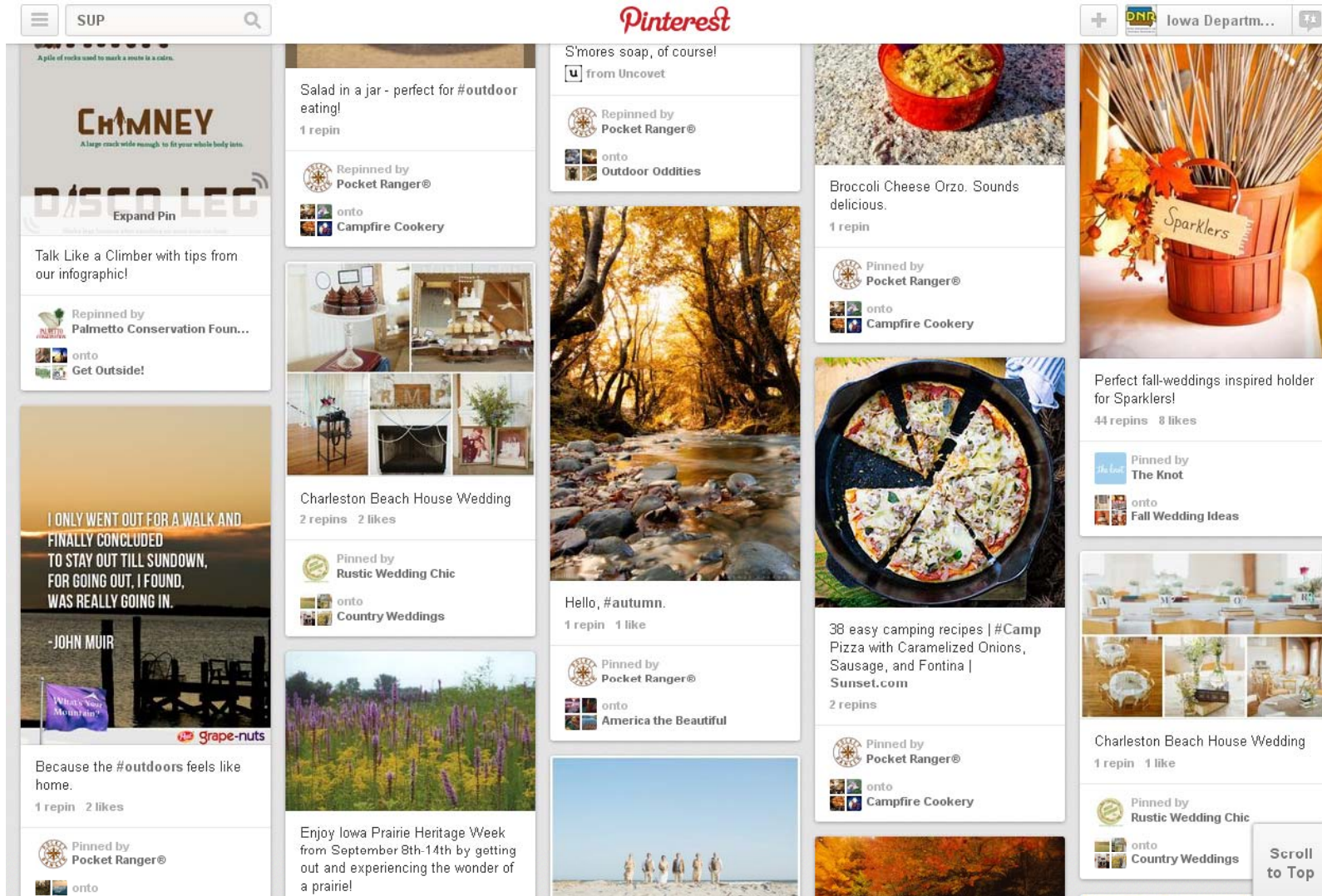
Iowa Outdoors Magazine



We Love Iowa's Outdoors



Pinterest is: a visual collection of shared ideas



Purpose of Social Media for the DNR

- **Build relationships and garner trust**
 - A friendly, trustworthy image
 - Branding
 - Connections to agency mission – put the **why** in the conversation
- **Customer service**
- **Instant, direct and credible information**
 - Info straight to the customer
- **Generate enthusiasm and support**
 - help people get outside and value our natural resources

What we've learned

1. Know your audience.
2. Act like a person.
3. Be a curator (repin away!)
4. Don't be self-serving.
5. Build a better pin.
6. Variety is the spice of life...and Pinterest.
7. Time your posts for peak times.
8. Plan ahead, watch trends.
9. Track your progress.
10. Promote, promote, promote.

1. Know your audience.



- Not all social media are the same.
- Know your audience on each site.
- Pinterest is primarily :
 - Women (84%)
 - Adults under 50
 - College-educated
 - Middle-income, higher-income users
 - 15 percent of Internet users are on Pinterest
 - Tie to popular Pinterest themes

2. Act like a person.

- Build a relationship.
- Pin like a person would, not like a company.
- Repin from trusted sources and links.
- Don't let Pinterest think you're spammy.
- Follow others.
- Be friendly, conversational, use the third person "we."



We hope your travels include a national park!

12 repins 4 likes



Repinned by
National Parks Conservation ...



onto
Quotes

2. Act like a person

Search



+ DNR Iowa Departm... 28

RI Government Agencies



Follow Board

15 Pins

93 Followers



Emergency Management Agency
www.riema.ri.gov

Uploaded by
RI.gov



State Police www.risp.ri.gov

Uploaded by
RI.gov



Office of Library and Information
Services www.olis.ri.gov

Uploaded by
RI.gov



Budget Office www.budget.ri.gov

Uploaded by
RI.gov



State Council on the Arts
www.arts.ri.gov

Uploaded by
RI.gov



Department of Motor Vehicles



Division of Design Professionals
www.bdp.ri.gov

Uploaded by
RI.gov



Division of Taxation
www.tax.ri.gov

Uploaded by
RI.gov



Department of Health
www.health.ri.gov

Uploaded by
RI.gov



IOWA DEPARTMENT OF NATURAL RESOURCES
CHUCK GIPP, DIRECTOR



3. Be a curator.


The screenshot shows the Pinterest profile for the Iowa Department of Natural Resources. At the top, the Pinterest logo is centered, with a search bar on the left and a user profile for 'Jess' on the right. The profile header includes the DNR logo, the name 'Iowa Department of Natural Resources', a bio, and location information. Below the header, statistics show 27 Boards, 1,647 Pins, and 218 Likes. A grid of 15 boards is displayed, each with a cover image, a title, a pin count, and an 'Unfollow' button. The boards are: 'DIY Outdoors' (145 pins), 'Recipes' (112 pins), 'Take It Outside' (190 pins), 'Healthy & Happy Outdoors' (69 pins), 'Iowa Fishing' (45 pins), 'In Your Own Backyard' (107 pins), 'Iowa State Parks' (76 pins), 'Iowa State Park Weddings' (83 pins), 'We Love Fall in Iowa' (17 pins), 'Outdoorsy Halloween' (8 pins), 'Cabins', 'Lodges and Park Shelters', 'Earth Day Every Day', 'Iowa Outdoors Magazine', and 'We Love Iowa's Outdoors'.

4. Don't be self-serving.

- Let people feel like they've stumbled across the best idea ever, not an ad.
- Share ideas first and promote second.

**LARGEMOUTH BASS
TRY THESE HOTSPOTS:**

1. Crystal Lake, NW Iowa
2. Diamond Lake, SE Iowa
3. Lake Meyer, NE Iowa
4. Brushy Creek, NW Iowa
5. Casey Lake & George Wyth Lake, NE Iowa



DNR **h2o**
healthy happy outdoors

www.iowadnr.gov/h2o

Five great Iowa spots for largemouth bass.

9 repins 1 like

Pinned from www.iowadnr.gov



Make your own inexpensive homemade bird feeder with your family that's sure to keep your feathered friends happy.

www.iowaoutdoorsm...

13 repins 1 like

5. Build a better pin.

1. Eye-catching image
2. Vertical
3. Text
4. Logo
5. Caption
6. Hashtags



Life's better around the campfire.

Gotta love #Iowa #camping!

193 repins 32 likes

DNR

10 Tips for a Kid's First Fishing Trip

1. Make it fun.
2. Keep it simple with easy-to-use tackle.
3. Give each child a job to do.
4. Give kids your FULL attention.
5. Fish for an easy-to-catch species.
6. Go early in the day when kids are most attentive.
7. Keep it short.
8. Pack snacks.
9. Dress comfortably for the weather.
10. Bring a camera to record memories!



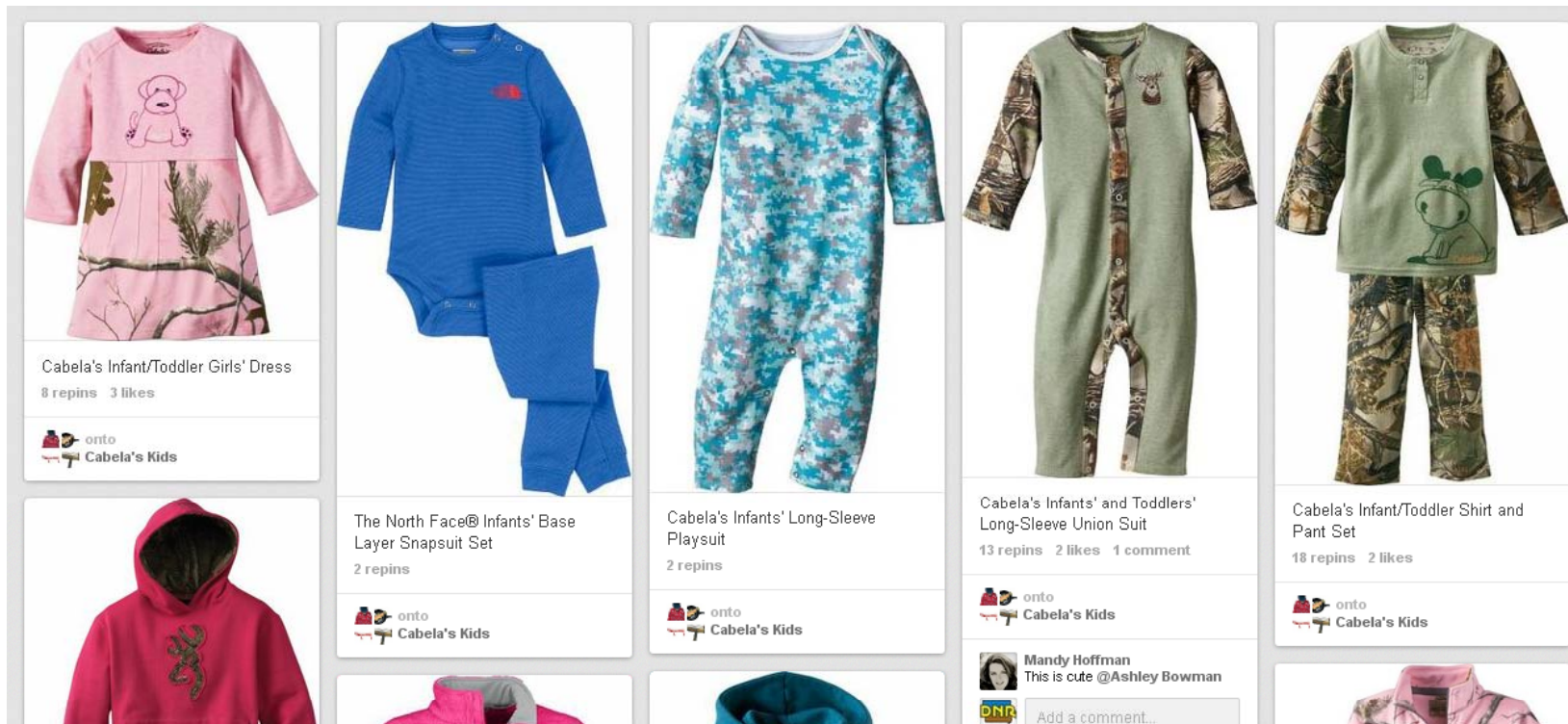
10 tips for taking kids on their first fishing trip! #kids #fishing

11 repins 1 like

DNR

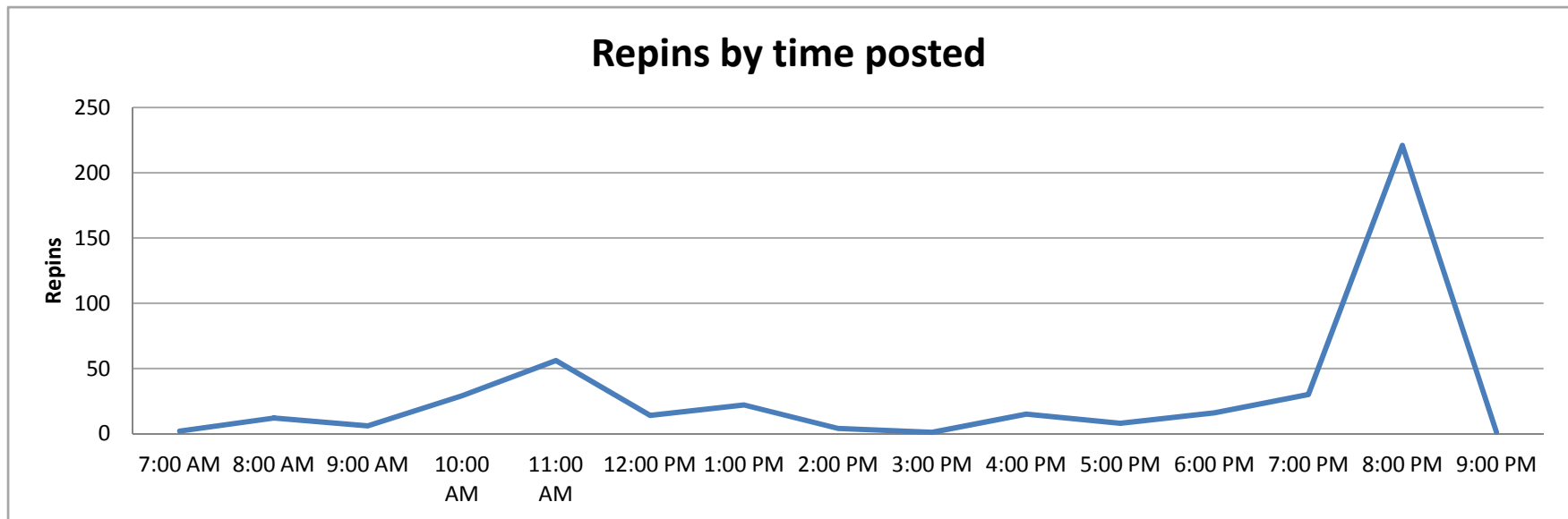
6. Variety is the spice of life...and Pinterest

- Don't be a dumper.
- Spread pins out thematically.
- Watch for trends.
- Pin to multiple boards.
- Keep captions clear so it remains evergreen in search.



7. Plan ahead

- Time posts for peak times.
- Watch for trends.
- Use a third-party scheduler.
- Sketch out the next four to six weeks of content.



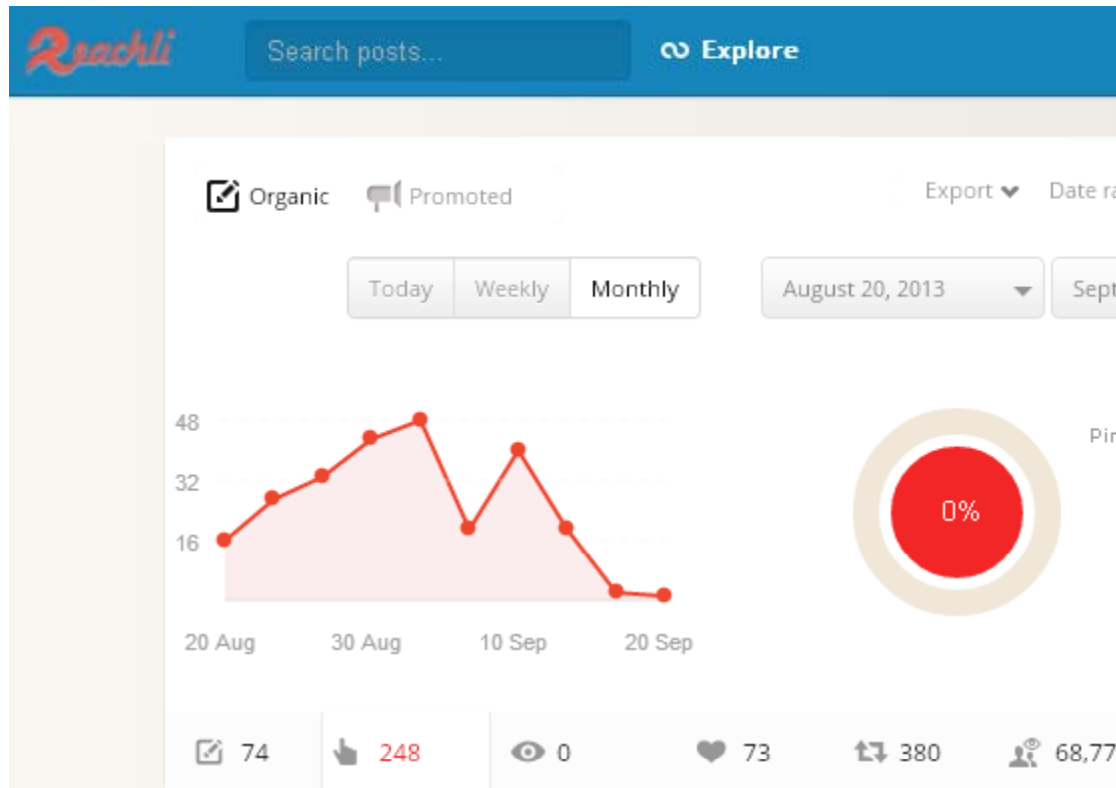
8. Beef up your website

- Not all pins come from your Pinterest boards.
- Make sure people can easily pin from your website.



9. Track your progress.

- Verified Pinterest business accounts.
- Third-party services.



10. Promote, promote, promote.

- Cross-promote on Facebook, Twitter
- Highlight in newsletters or other communications with your customers
- Add prominent social media links to your website
- Add social media links to your email signature
- Include in all your branding and promotional materials
- Work with partners to repin each others' content
- Use hashtags and keywords to show up in search
- Run contests

Questions?

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flickr.com/dnrfishing



pinterest.com/iowadnr