

# 2013-12-18

Topics of Discussion: Pinterest for Education Resources and Newsletters

Date: Wednesday, 18 December 2013, 3:00 - 4:30 pm

Location: FL4-2101 (GLOBE Conference Room)

Facilitators: Julie Malmberg and Moira Kennedy

Attendees: Randy Russell, Wendy Abshire, Jan Heiderer, Kristin Wegner, Beth Bartel, Moira Kennedy, Julie Malmberg, Cindy Schmidt

Online: Alison Rockwell, Amy Stevermer, Becca Hatheway, Zhenya Gallon, Teri Eastburn

Agenda:

1. Newsletters
  - a. Resources we looked at
    - i. [A really, really great guide to sending emails](#)
    - ii. [A general website that has a lot of information about this and other communication ideas](#)
    - iii. [How to get more opens](#)
    - iv. [Formatting considerations](#)
    - v. [Samples](#)
2. Pinterest for Education
  - a. <http://www.pinterest.com/>
  - b. <http://dailyinfographic.com/wp-content/uploads/2012/03/pinterest.jpg>
3. Climate science speakers network (Cindy Schmidt)
4. Planning for next meeting
  - a. There was interest in having the next meeting be a "working group" meeting to set up a Pinterest profile that can be pinned to by multiple people. The idea is that we (UCAR as a whole) could have one Pinterest profile that multiple programs could feed into in order to build an audience for our (UCAR/members/affiliates/etc.) resources. Moira will find a time and a space for this meeting in mid-February after all the AMS hullabaloo has calmed down.

[Link to ReadyTalk recording of meeting](#)