



# The back-to-school sounding board

Pinterest is a sounding board for students, parents, and educators to plan for the upcoming school year.

## Be prepared

Top categories include apparel, home decor, school supplies, and technology

## Personal development

They're looking for help staying productive, like study and organization tips



Saving to boards like |

“outfits for school”

“School study tips”

“Dorm inspo”



# Pinterest is where students come to create a school life they love, whether they're studying at home or on campus

## Trending searches include

Attending classes online means re-imagining the role of a dorm, from entertainment to studying

**15x** "computer desk setup"

**11x** "homeschool room ideas"

**38%** "wireless headphones"



**2.6x** "homemade iced coffee recipe"

**6x** "morning routine for school"

**190%** "iPad notes"



**7x** "online school organization"

**20x** "online school aesthetic"

**16x** "DIY college shirt"

Parents, students and teachers turn to Pinterest for organization ideas, or for an extra boost of motivation

Students look for creative ways to personalize learning spaces and apparel, even when they're doing so from home