PINTEREST MARKETING

How to See Followers on Pinterest, and Who You Follow

By Yassine A.

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> **To see your followers on Pinterest, open your profile and click or tap Followers under your name: on a computer your profile picture is at the top-right corner of the screen, in the app at the bottom-right. Pinterest says a person who follows one or more boards you've created counts as one follow, and Following under your name shows the people and boards you follow.**

Key takeaways

- Followers and Following both sit under your name on your Pinterest profile.
- Pinterest says your follower count is the number of people who follow you or your boards, and a person who follows one or more of your boards counts as one follow.
- On a computer, click your profile picture at the top-right corner of the screen; in the app, tap it at the bottom-right.
- In the app, Following shows the People and Boards you're following, and Unfollow sits next to each person.
- If your profile is private, Pinterest says you'll need to invite others to follow you.

Your Pinterest followers are one click away from your profile, and Pinterest's help page also explains what the number counts. The steps below come from Pinterest's help pages read on 22 November 2026. This guide is part of our guide to a blogger's Pinterest profile, and the profile is one part of Pinterest traffic strategy for a blog.

What your follower count includes

Pinterest's Manage your following and followers page gives two definitions:

- Your follower count is the number of people who follow you or your boards. If a person follows one or more boards you've created, it counts as one follow.
- Your following count is the number of people or boards that you follow.

So a reader who follows three of your boards adds one follow to your count, the same as a reader who follows the whole profile. Both lists sit under your name on your profile.

How to see your followers on Pinterest on a computer

Pinterest's steps on a computer:

1. Log into your Pinterest account.
2. Click on your profile picture at the top-right corner of the screen to go to your profile.
3. Click Followers under your name to see your followers.

How to see your followers in the Pinterest app

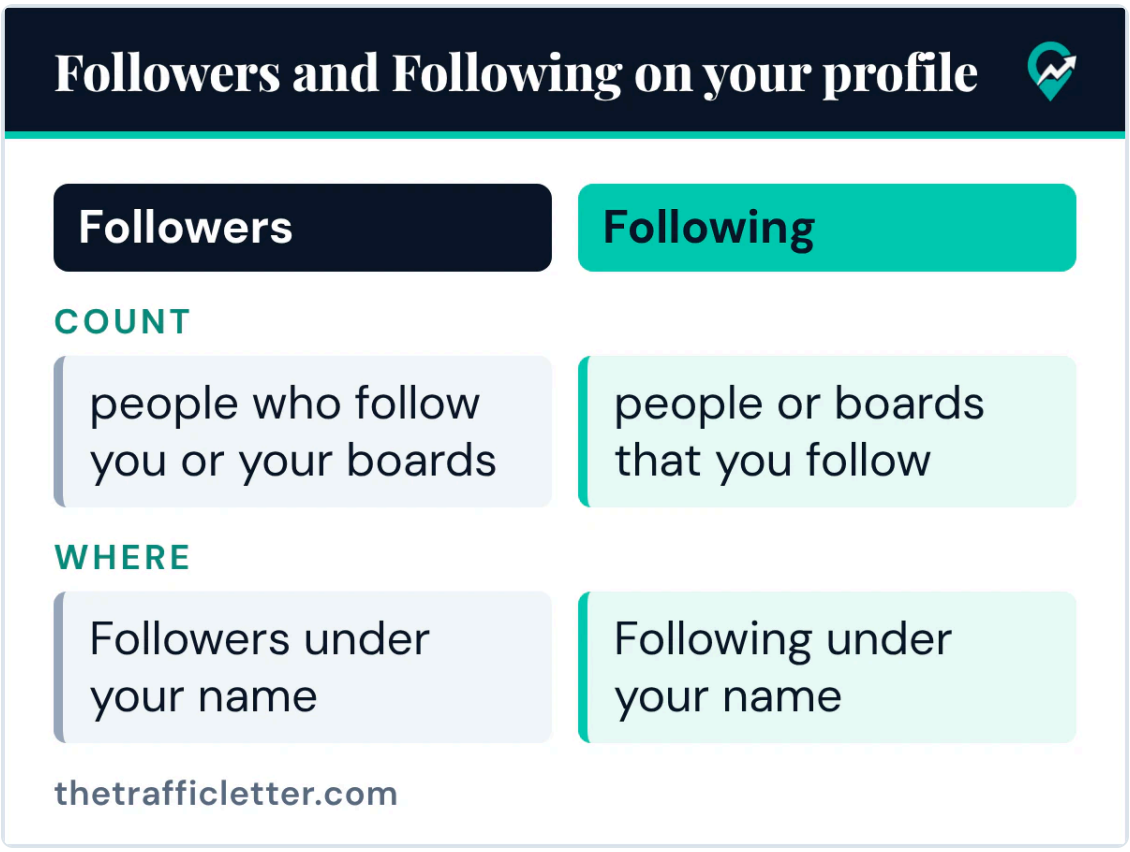
The help page gives the same steps for Android and iOS:

1. Open the Pinterest app on your device and log into your Pinterest account.
2. Tap your profile picture at the bottom-right corner of the screen to open your profile.
3. Tap Followers under your name to see your followers.

See who you're following

The Following list sits next to Followers under your name. On a computer, click on your profile picture at the top-right corner of the screen, then click Following under your name to see the people and boards you're following. In the app, tap your profile picture at the bottom-right of the screen and tap Following: the page shows the list split into People and Boards.

To stop following someone, the same page says to tap Unfollow next to the person you want to unfollow. To follow new people, Pinterest's Find and follow people page says to enter a person's name or Pinterest username in the search bar, click the filter icon at the top-left of the search results, select Profiles and click Confirm, then open a profile and click Follow at the bottom of their profile description.



Both definitions come from Pinterest's Manage your following and followers page read on 22 November 2026.

If your profile is private

The help page says that if your profile is private, you'll need to invite others to follow you. Pinterest's Invite people to follow you page describes a unique profile link that you share with people you trust, and says each link will expire after three days or after it's used by five people. Our guide to letting followers into a private profile has the steps.

What to do with the list

The Followers list is also where you act on it. Next to each follower, the ellipsis icon opens Remove, and Pinterest's block page says blocking a profile prevents someone from following you, messaging you, or interacting with your Pins. Our guide to removing or blocking Pinterest followers has both sets of steps.

For a blog, treat the count as a result of clear content. A profile that says clearly what you publish gives a visitor a reason to follow, which is the method in our guide on earning Pinterest followers as a blogger.

Right after

- Clean up the list with our steps to delete followers from your Pinterest list.
- Send your profile to readers with our guide to copy and send your profile link.

Frequently asked questions

How do I see my followers on Pinterest?

On a computer, click your profile picture at the top-right corner of the screen to go to your profile, then click Followers under your name. In the app, tap your profile picture at the bottom-right corner, then tap Followers under your name.

Does my Pinterest follower count include board followers?

Yes. Pinterest says your follower count is the number of people who follow you or your boards. If a person follows one or more boards you've created, it counts as one follow.

How do I see who I follow on Pinterest?

Open your profile and click or tap Following under your name. Pinterest says it shows the people and boards you're following; in the app they are split into People and Boards.

Can I see who follows someone else on Pinterest?

The help page read for this guide covers your own Followers and Following lists only. It gives no steps for the lists of another profile.

Sources

Manage your following and followers | Pinterest help
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Invite people to follow you | Pinterest help
https://help.pinterest.com/en/article/invite-people-to-follow-you

Find and follow people | Pinterest help
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Sources last checked on Nov 22, 2026.

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