PINTEREST MARKETING

How to Share a Pinterest Board

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> **To share a Pinterest board, open it, click the share icon above the Pins, pick people on Pinterest or search your contacts, and click Send; in the app you can also tap Copy link or choose another app. To let people add Pins to the board rather than just view it, invite them as collaborators with the plus circle icon below the board name.**

Key takeaways

- On a computer, open the board, click the share icon above the Pins, choose people or search your contacts by name or email, and click Send.
- In the app, the share options include Copy link and other apps, so the board can reach people who are not on Pinterest.
- Pinterest's social network steps start from the share icon at the top-right of the board, then the network you pick.
- A board video for an Instagram Story or a download is available in the app for public boards with five or more Pins.
- Sharing lets people view a board; inviting collaborators lets them save Pins to it, with the access level the owner picks.

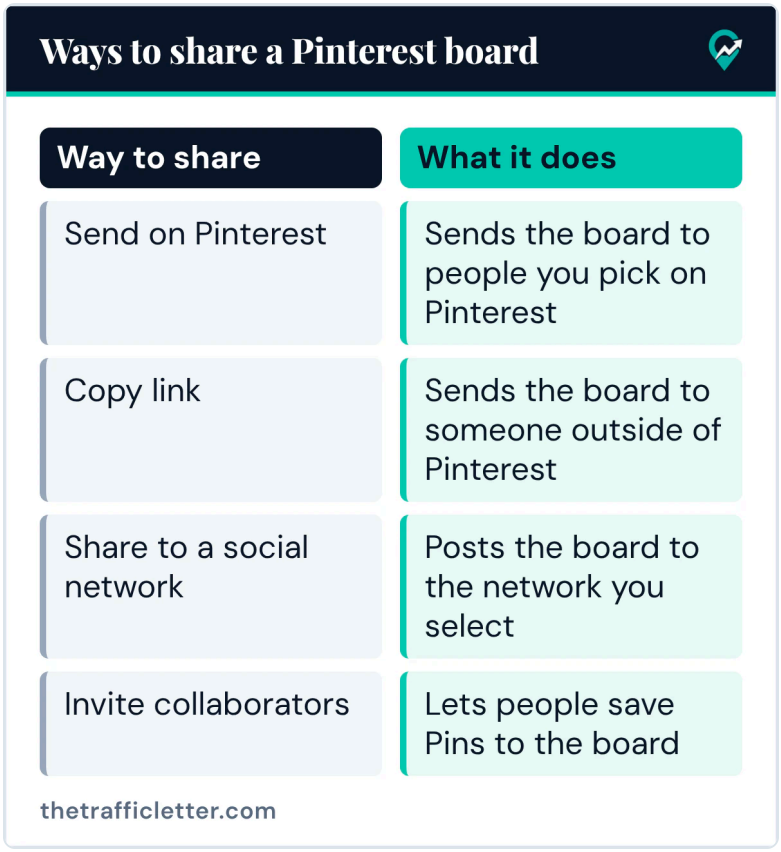
A board you share can bring people to a whole topic of your blog at once, not to a single Pin. Pinterest's help pages describe several ways to do it: send the board to people on Pinterest, copy its link for any app, post it to a social network, turn it into a board video, or invite collaborators. The steps below come from those pages, read on 12 November 2026. They fit into our wider method for structuring the boards of a blog.

Pick the way to share before you start

The right option depends on who should see the board and what they should be able to do with it.

Way to share	What it does
Send on Pinterest	Sends the board to people you pick on Pinterest
Copy link	Sends the board to someone outside of Pinterest
Share to a social network	Posts the board to the network you select
Invite collaborators	Lets people save Pins to the board

Check the board first. A board you plan to share should have a clear name built on the words your readers search for. Our Pinterest board name ideas and our guide on researching the words people type on Pinterest help with that step.



Each line restates a Pinterest help page read on 12 November 2026: Share Pins, boards, and profiles, social networks, group boards.

How to send a board on Pinterest from a computer

Pinterest's Share Pins, boards, and profiles page gives these steps:

1. Click the board to open it.
2. Click the share icon above the Pins.
3. Search your contacts by entering someone's name or email in the search bar, or select suggested people on Pinterest.
4. Select your recipients and click Send.

The same page notes that teens have limited options for how they send and receive messages.

How to share a board link in the Pinterest app

For one of your own boards, the page describes these steps in the app:

1. Tap your board to open it.
2. Tap the directional arrow right icon next to Your saves.
3. Tap the share icon at the top of your screen.
4. Swipe across your screen to share a board link with people on Pinterest or through a third-party app.
5. Select your recipients and tap Send.

One of the app versions on the page also shows the link icon, Copy link, to send the board to someone outside of Pinterest. Pasting that link in an email, a newsletter or a blog post lets readers who are not on Pinterest open the board. To share someone else's board, open it, tap the share icon at the top of the screen, pick people and tap Send.

How to share a board to a social network

Pinterest's page on sharing to social networks gives the computer steps: log in, click your board to open it and click the share icon at the top-right, select the social network you want to share the board to, then follow the steps to log in, write a description and share the board. In the app, tap the board, tap the share icon at the top-right of the screen, then select the network, or tap the ellipsis icon for more options.

When you write that description, say what a reader will find on the board in plain words. The board link does the rest.

Share a board as a video

In the app, Pinterest can turn a board into a video for an Instagram Story or a file you download and post anywhere. The page sets the limits: this is only available for public boards with five or more Pins, and the maximum number of Pins that can be included in a video is 14. The page also says that at the moment it is not possible to select the order of the Pins in the video or to include video Pins in it.

To make one, open the board, tap the share icon to preview the board video, tap the pencil icon to choose a board template or edit the Pins picked for you, then tap Instagram Stories or Download. On the Instagram route, tapping Copy copies the board link so you can add it to your story as a sticker.

Share a board with collaborators

Sharing a link lets people look at a board. Inviting them makes it a group board they can add to, as our guide to Pinterest group boards explains. Pinterest's Create and manage group boards page says to open your board, click the plus circle icon below your board name, search by first and last name, username or email address and click Invite next to each person, or click Copy link and send it to the friends you want to add. They get an email or notification about the invite.

As the owner, you then pick what collaborators can do: Do (almost) everything lets them add, move and delete Pins and sections, and Save and comment lets them save and organize Pins, comment and react. You can also remove a collaborator later from the profile pictures below the board name.

Secret boards and private profiles

Pinterest's Private boards page says only you and anyone you invite can see your private boards, so for a secret board the page describes two routes: invite friends to collaborate or make the board public. Our guide to making a board secret explains the setting.

The profile setting matters too. Pinterest's page on private profiles says the setting controls who can see your profile, boards and Pins, and that business profiles are always public. If you share boards to bring readers to your blog, a public business profile keeps them visible to the people you

send them to.

Right after

- Clean up boards you no longer want to share before sending your profile around, with the steps to delete or archive a Pinterest board.
- Add a new board for a topic your readers ask about, following our guide to creating a new Pinterest board.
- See where boards fit in a full publishing routine in our plan for getting blog traffic from Pinterest.

Frequently asked questions

How do I share a Pinterest board with a link?

In the Pinterest app, open your board, tap the directional arrow right icon next to Your saves, tap the share icon at the top of the screen and swipe to share the board link. Pinterest's page also describes tapping the link icon, Copy link, to send the board to someone outside Pinterest.

How do I send a board to someone on Pinterest?

Pinterest's help page says to open the board, click the share icon above the Pins, search your contacts by name or email or select suggested people on Pinterest, select your recipients and click Send.

Can I share a secret Pinterest board?

Pinterest's Private boards page says only you and anyone you invite can see your private boards. To give someone access to a secret board, invite them as a collaborator from the plus circle icon below the board name.

Why can I not share my board as a video?

Pinterest says the board video for an Instagram Story or a download works only for public boards with five or more Pins. If the board has enough Pins and the options still do not appear, the page says the board or the account may not be public.

Sources

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