PINTEREST MARKETING

How to Share Your Pinterest Profile and Copy Its Link

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> **To share your Pinterest profile, open it and use the share icon: you can send it to people on Pinterest or tap Copy link to paste it anywhere else. Your profile address is www.pinterest.com/ followed by your username, and a private profile shares an invite link that expires after three days or five uses.**

Key takeaways

- On a computer, open the profile, click the share icon at the top of the page, pick your recipients and click Send.
- In the app, the share icon of a profile also offers Copy link, to send the profile to someone outside of Pinterest.
- Pinterest says your username creates the web address of your profile, like www.pinterest.com/Pinterest.
- A private profile shares an invite link that expires after three days or after it's used by five people.
- A Pincode is a code people scan with Pinterest Lens to reach your profile or one of your boards.

Sharing your Pinterest profile puts every board of your blog behind one link: in your newsletter, on your About page or in a message to a reader. The steps below come from Pinterest's help pages read on 14 November 2026, for a computer and for the app. Before you share it, make the profile worth the visit with our profile ideas for a blogger on Pinterest.

Your profile link: www.pinterest.com/ and your username

Pinterest's Edit your profile page says that with your username, Pinterest is able to create a unique web address for your profile. Its example: Pinterest has the username "Pinterest" and can be found at www.pinterest.com/Pinterest. So your profile link is www.pinterest.com/ followed by your username.

Your username appears next to your profile picture under your profile name. The same page gives the rules for it: letters only, or letters mixed with numbers and the _ character, between three and 30 characters, with no spaces or punctuation marks, and not made up of just numbers. If your blog

has a short name, use it as the username so the link is easy to read and to type.

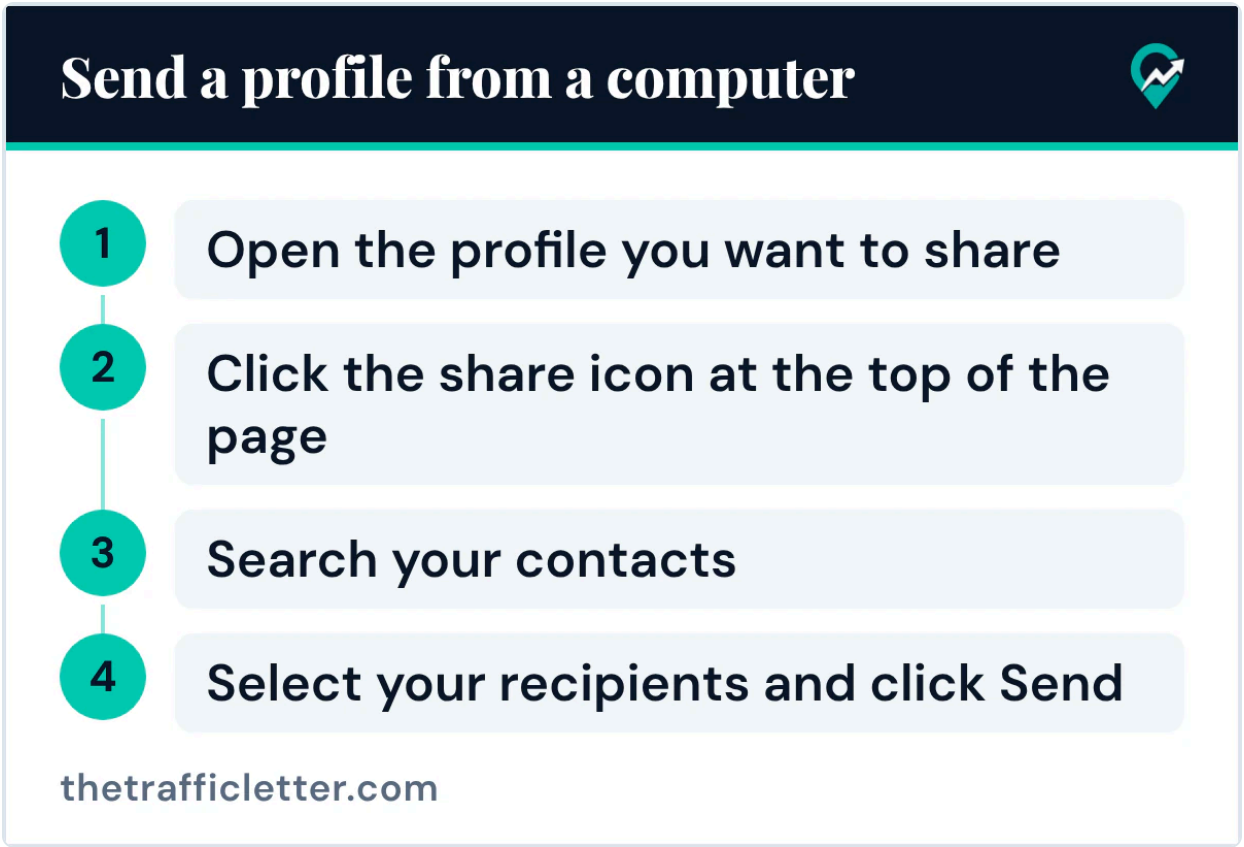
Since the address is built from the username, check the links on your blog again whenever you edit the username.

How to share your profile on a computer

Pinterest's Share Pins, boards, and profiles page gives these steps to send a profile:

1. Open the profile you want to share.
2. Click the share icon at the top of the page.
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 steps work for any profile you want to recommend, not only yours.



The steps restate Pinterest's Share Pins, boards, and profiles page read on 14 November 2026.

How to share your profile in the Pinterest app

In the app, the help page gives this version:

1. Open the profile you want to share.
2. Tap the share icon below the profile name.
3. Send to a suggested Pinterest account, or tap Search to search for contacts.
4. To send the profile to someone outside of Pinterest, tap Copy link or select an app.
5. Tap Send.

The page shows a second app version where the share icon is at the top of the screen and you can share a profile link on a third-party app. Look for the share icon in both places.

Copy link is the step to use for your blog: paste the link on your About page, in your email signature or at the end of a newsletter.

Share a private profile with an invite link

Pinterest's Make your profile private or public page says private profiles won't appear in search results on Pinterest or in search engines, but you can invite people you know to follow you. The Invite people to follow you page says you can share a unique profile link with people you trust, and that each link will expire after three days or after it's used by five people.

On a computer, Pinterest's steps are:

1. Log in to your Pinterest account.
2. Click your profile photo at the top-right corner to open your profile.
3. Click Share.
4. Click Copy link to copy your invite link and share it with your friends.

A blog needs a public profile, since a private one stays out of search. Business profiles are always public, according to the Make your profile private or public page.

Share your profile in the real world with a Pincode

Pinterest's Create Pincodes page says Pincodes are special codes you can create to share your Pinterest profile in the real world, and that people scan them with Pinterest Lens. On a computer, the steps for a profile Pincode are:

1. Log into your Pinterest account.
2. Click your profile picture at the top-right corner of your screen to open your profile.
3. Click your profile picture at the middle of your screen, above your profile name.
4. Click Download Pincode.

A Pincode can also send people to one of your boards. Pinterest notes that if you delete the board, its Pincode will no longer function. A Pincode fits printed material, such as a flyer or a card for an event.

Where to put the link on your blog

A shared profile link brings readers who already know your blog. Place the link where readers are ready to follow: the About page, the footer, the end of a post, or a welcome email. To share one topic instead of the whole profile, send a single board with our steps to share a Pinterest board.

Right after

- Turn the visits into followers with our follower growth guide.
- Check your username and profile photo with our steps to change your profile picture on Pinterest.
- Link the profile back to your site by claiming your blog on Pinterest.

Frequently asked questions

How do I get the link to my Pinterest profile?

Pinterest's Edit your profile page says your username gives your profile a unique web address, for example www.pinterest.com/Pinterest for the username Pinterest. In the app, you can also open the profile, tap the share icon and tap Copy link.

How do I share my Pinterest profile with someone on Pinterest?

On a computer, open the profile you want to share, click the share icon at the top of the page, search your contacts by name or email or select suggested people, then select your recipients and click Send.

Can I share a private Pinterest profile?

Yes. Pinterest says that if your profile is private, you can share a unique profile link with people you trust to invite them to follow you, and that each link expires after three days or after it's used by five people.

What is a Pinterest Pincode?

Pinterest describes Pincodes as special codes you can create to share your Pinterest profile in the real world. People scan them with Pinterest Lens, and a Pincode can send people to your profile or any of your boards.

Sources

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