PINTEREST MARKETING

Pinterest Group Boards: Create, Join and Manage Them

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> **A Pinterest group board is one of your boards with collaborators: open the board, click the plus circle icon below the board name and invite people by name, username or email, or send them the Copy link. To join someone else's group board, accept their invite, or click Join below the board name when the owner allows board requests.**

Key takeaways

- Pinterest says you create a group board by inviting friends to one of your existing boards.
- The owner sets what collaborators can do under Collaborators can: Do (almost) everything, Save and comment, Invite other people and Board requests.
- You join a group board through an invite, or with the Join button that appears on boards whose owner allows board requests.
- A collaborator can leave a group board from the profile pictures below the board name; the owner can remove collaborators from the same place.
- Keep a group board on one topic with a searchable name, so the Pins saved to it match what readers look for.

A group board is a board that more than one person saves Pins to. For a blogger it can be a shared space with other writers in the same niche, a board you run with a partner, or a board you join to reach a topic you already cover. This guide gives the steps from Pinterest's help pages, read on 17 November 2026. Group boards are one piece of the board setup in our guide to organizing your blog's Pinterest boards, which is itself part of our Pinterest traffic strategy for blog posts.

What a Pinterest group board is

Pinterest's Create and manage group boards page says group boards are a way to share ideas and plans, and that to create a group board you invite friends to one of your existing boards. The board stays yours: as the owner, you manage its settings and decide what collaborators can do.

The same page lists two tools that help when several people save to one board. You can mark your favorite Pins in a group board with a star, then filter the board to see all Pins, favorites or Pins added by a certain collaborator.

Decide before you start a group board

A group board brings Pins from other people onto your profile, so set its scope before the first invite.

- **One topic.** Pick a subject narrow enough that every Pin saved to it fits, such as “Easy Vegetarian Meal Prep” rather than “Food”.
- **A searchable name.** The board name appears under the board on your profile. Build it on the words your readers type, with our way to find the words readers search and our board name ideas for bloggers.
- **A short description.** Pinterest’s Edit a board page describes the description as a little bit about your board. Say what the board covers and what collaborators should save to it.
- **The access level.** Decide whether collaborators may save and organize Pins or also move and delete them (see the next sections).

If you want help drafting the name and description, this prompt works in ChatGPT, Claude, Gemini or any AI assistant. The Pinterest pages read for this guide give no character limit for board names or descriptions, so the prompt asks for short text.

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I run a Pinterest group board with other bloggers in the [your niche] niche. The
main keyword readers search for is [your main keyword].
Write 3 board name options and 1 board description.
Rules: each name starts with the main keyword or a close variant and stays under 6
words. The description is 2 plain sentences: what the board covers and what
collaborators should save to it. No hashtags, no emojis, no promises of results.
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How to create a group board

Pinterest’s group boards page gives these steps on a computer:

1. Log into your Pinterest account, then click your profile picture in the top-right of your screen to open your profile.
2. Click your board to open it.
3. Click the plus circle icon below your board name.
4. Search by first and last name, username or email address and then click Invite next to the friends you want to add.
5. Or click Copy link and send it to the friends you want to add.

In the app, tap your profile picture in the bottom-right corner, tap the board, tap the plus circle icon below the board name, then pick a recommended person or search by name, username or email and tap Invite. The page says your friends will get an email or notification about your invite.

Choose what collaborators can do

The owner sets the access level from the same plus circle icon. On a computer, the group boards page says to open the group board, click the plus circle icon above your Pins, click the directional chevron right icon next to Collaborators can, and choose:

Setting	What it allows
Do (almost) everything	Collaborators add, move and delete Pins and sections, and comment and react
Save and comment	Collaborators save and organize Pins, comment and react
Invite other people	Collaborators invite others to your group board
Board requests	People can request to join this board

Then click Done. In the app, the page names the request option People can request to join this board in one version and Board requests in another.

For a board tied to your blog, Save and comment is the safer start: collaborators save and organize Pins, and the page lists deleting Pins and sections under Do (almost) everything.



Collaborator settings on a group board

Setting	What it allows
Do (almost) everything	Collaborators add, move and delete Pins and sections
Save and comment	Collaborators save and organize Pins, comment and react
Invite other people	Collaborators invite others to your group board
Board requests	People can request to join this board

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Each line restates the Collaborators can options of Pinterest's group boards help page, read on 17 November 2026.

How to join a Pinterest group board

There are two ways in, according to the pages read for this guide.

An invite. The board owner invites you by name, username or email, or sends you the board's Copy link. You get an email or a notification.

A request to join. Pinterest's Request to join a board page says some boards will allow you to request to join, based on the board owner's settings. On a computer:

1. Log into your Pinterest account.
2. Click the board you'd like to join to open it.
3. Click Join at the top of your screen, below the board name.

The steps in the app are the same, with Tap. The page says that if your request is approved, you'll receive an email and a push notification.

When you ask to join, the board should match a topic your blog really covers. Pins saved there link back to your posts, so an off-topic board sends clicks to the wrong readers.

Allow requests on your own board

The same page explains the owner side. On a computer, open the board, click the plus circle icon below the board name, click the directional chevron right icon next to Collaborators can, click the box next to Board requests, then click Done. This adds a Join button to the board. The page says you'll receive an email and a push notification when someone requests to join, and you can accept or decline the request from your inbox.

How to find group boards on Pinterest

The Pinterest help pages read for this guide describe two routes, the invite and the Join button above; they do not mention a search filter or directory for group boards. In practice:

- Open the boards of bloggers who write about your niche and look for the Join button below the board name.
- Ask bloggers you already know whether they run a board you could contribute to, and send them the topics you cover.
- Start your own group board on your main topic and invite people, with the steps above.

Remove collaborators or leave a group board

As the owner. The group boards page says to open the board, click the profile pictures at the top of the page, below the board name, click Remove next to the collaborator, then click Remove to confirm. In the app, tap the x icon next to the collaborator, then tap Remove.

As a collaborator. Pinterest's Leave a group board page says you can leave a group board if you've been invited to be a collaborator. On a computer, open the group board, click the group of profile pictures below the board name, click Leave next to your name and click Leave again to confirm. In one app version you tap the cancel icon next to your name, then Leave board.

If you own the board and want it gone, the page says you can delete it just as you would any other board. Our guide to deleting or archiving a Pinterest board has those steps.

Right after

- Name the board and write its description first, then invite collaborators, with the steps for creating a board from scratch.
- Send the board to the bloggers you want on it, using our steps to share a board by link.

- Check the access level once the first collaborators have joined, and switch to Save and comment if Pins or sections get deleted without your say.

Frequently asked questions

How do I join a group board on Pinterest?

Pinterest's Request to join a board page says some boards allow you to request to join, based on the owner's settings. Open the board and click Join below the board name; if your request is approved, you receive an email and a push notification. Otherwise, the owner can invite you.

How do I find group boards on Pinterest?

The Pinterest help pages read for this guide describe two ways in: an invite from the board owner, or the Join button on a board whose owner allows board requests. They describe no search filter for group boards, so start with the boards of bloggers in your niche and ask the owners directly.

Can collaborators delete Pins on my group board?

That depends on the access level you choose. Pinterest's group boards page says Do (almost) everything lets collaborators add, move and delete Pins and sections, while Save and comment lets them save and organize Pins, comment and react.

What happens to a group board when I leave it?

Pinterest's Leave a group board page says you can leave a group board if you have been invited to be a collaborator. If you are the owner, the page says you can delete the board just as you would any other board.

Sources

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