

*The Importance Of  
Group Boards  
And Tribes*



# Group Boards

I can't stress enough the importance of joining in group boards. When you think about how many people could potentially see your pins it's a no-brainer!

You will want to do a bit of research to see how well boards are performing and if they are relevant to your business.

Every group board will have a list of rules to follow such as how many pins you can pin per day, content allowed etc.

They will also have instructions on how to apply for their boards, sometimes it's through email, messaging through Pinterest or commenting on a particular pin.

The way I search for boards is by going to the profiles of people I follow to see what boards they are on and usually apply to those.

# Tailwind Tribes

Another fabulous tool to get more eyes on your pins are Tribes. I have found it's much easier searching for tribes in a particular niche.

Tailwind has a search for tribes option.

There are other differences between tribes and group boards as well, you may have to apply to some but there are actually tribes that are open and can immediately be joined. There are some that are by invitation only as well.

Tailwind sends weekly updates on your tribes and how many pins and repins and views you're content has had. My last email says my content has been viewed by 2 million people since joining tribes 5 months ago!!!

That's huge!! You can join up to 5 tribes before having to pay extra for power-ups. I think 5 is great especially when you first join and need to learn ins and outs.