

Pinterest Story Pins Renamed Idea Pins, Made More Widely Available

Pinterest introduced Story Pins in beta last September and, starting Tuesday, the feature—renamed Idea Pins—is available to all creators with Pinterest business accounts in Australia, Austria, Canada, France, Germany, Switzerland, the U.K. and the U.S.

Recommended articles

<https://www.adweek.com/social-marketing/pinterest-story-pins-renamed-idea-pins-made-more-widely-available/>