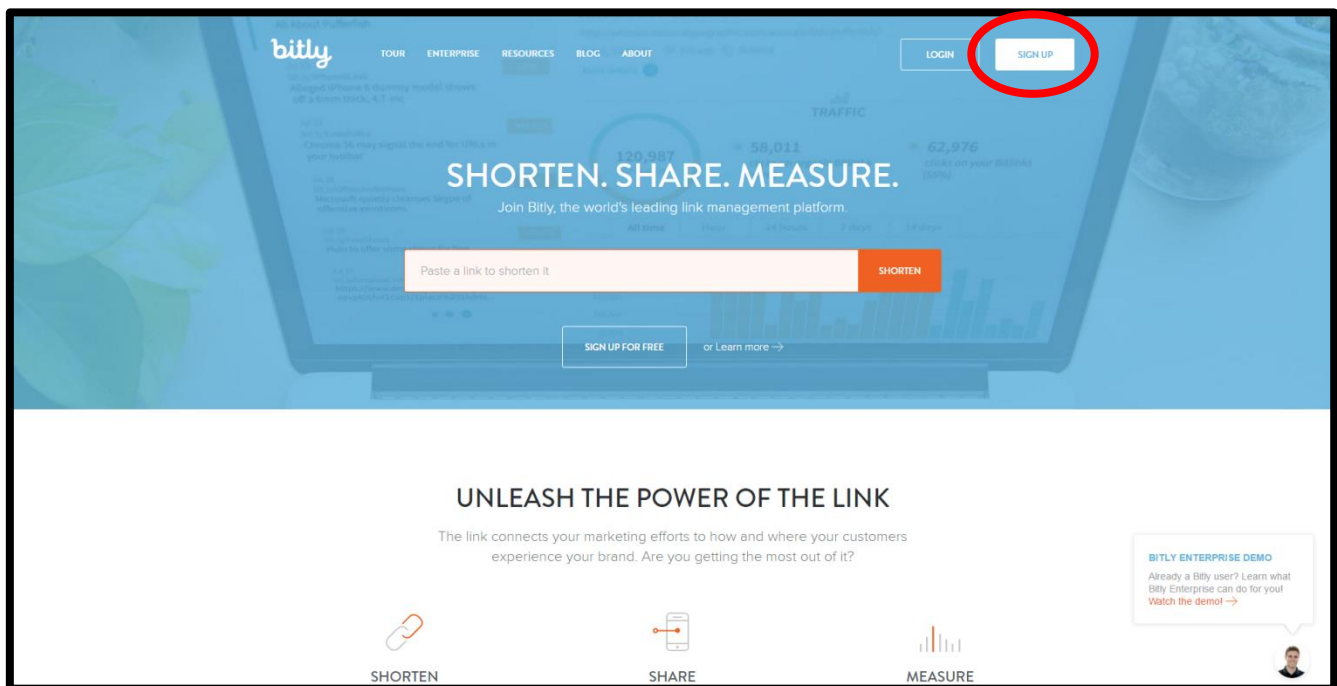
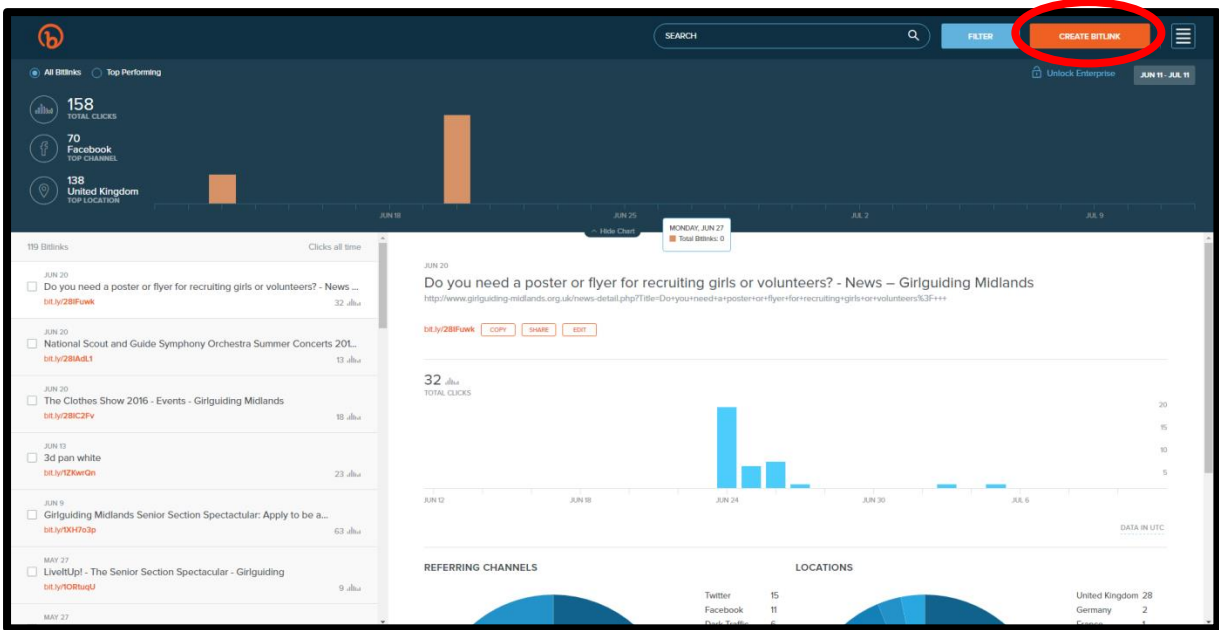


How to: Create and use shortlinks

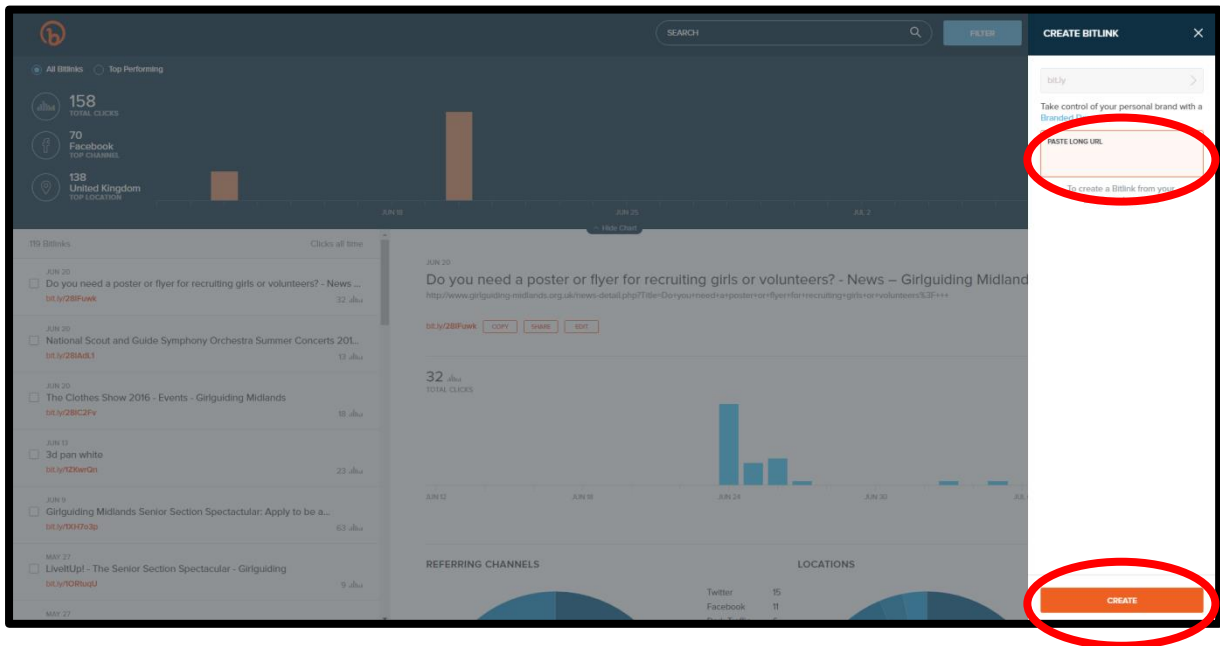
1. Go to www.bitly.com. You will see you can copy and paste a link into the box on the homepage without being logged in, however you will not be able to track the clicks on this link or refer back to it at a later date. It is best to set up an account by clicking on “Sign Up”.

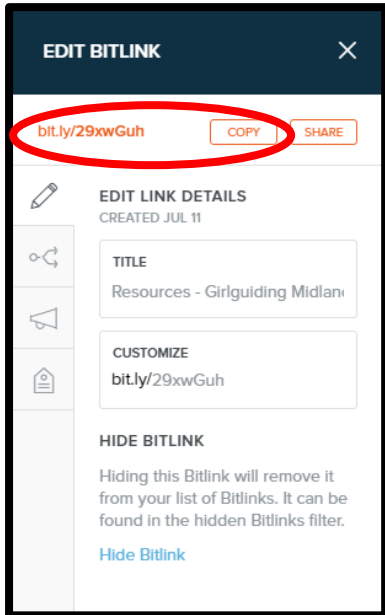


2. Now you are signed in, to start making shortlinks, click on “Create Bitlink”



3. A window will come in from the right hand side of the screen. Copy and paste the address you want to make a shortlink for where it says “Paste Long URL”, then click on “Create”.





4. You now have your short link. Click on “Copy” to copy the link to paste into Facebook, Twitter or wherever you will be using it.

5. If you have created an account with Bitly, it will keep all the shortlinks you ever make. You can then refer back to them to use again, and to see useful statistics such as see how many people clicked on them, where and when.

