

HOW TO SHORTEN LONG LINKS FOR PRINT & SOCIAL MEDIA

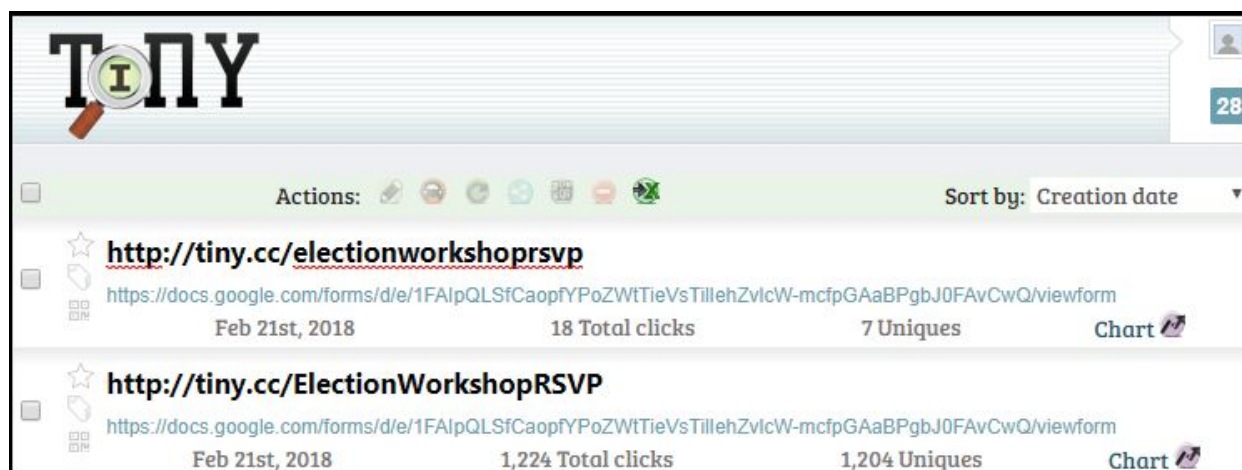
Long links eat up valuable space in newsletters, flyers, and social media posts. You can create custom short URLs that are easy to remember, and which allow you to track engagement, with a URL shortening app, such as [Tiny.cc](#) or [Bit.ly](#). Simply paste in the original long URL, and the app generates a short link pointing to the same page as the original.

Be aware that some shortening apps generate random characters, such as xB07y6S. These can be hard to replicate correctly, if you're trying to type in a link shown on a printed flyer.

However, some apps, such as **Tiny.cc**, allow you to customize the text of your short links. For example, if your Neighborhood Council is having a barbecue, you might create a short custom link to the event page, such as [tiny.cc/AbcNCbbq](#). A custom link is easy to remember, making it great for use in places where the link can't be clicked, like posters or Instagram.

TIP: use shortlinks to track outreach engagement. Some URL shorteners like Tiny.cc give statistics on how many clicks your shortlinks get, if you create a free account.

TIP: create alternate versions of your shortlink. Capitalization matters in a short URL, so create two versions: one in **camel case**, mixing capital and lowercase letters (e.g., GreenFestParking) and one all lowercase (greenfestparking). This is helpful for links that cannot be clicked (Instagram, print ads), because readers may not pay attention to capitalization when typing in a link. In the example below, both versions of this short Election Workshop link got clicks:



Shortlink	Creation Date	Total Clicks	Uniques	Chart
http://tiny.cc/electionworkshopsvp	Feb 21st, 2018	18 Total clicks	7 Uniques	Chart
http://tiny.cc/ElectionWorkshopRSVP	Feb 21st, 2018	1,224 Total clicks	1,204 Uniques	Chart

TIP: redirect custom links for repeating events. Some shorteners allow you to redirect where a custom link goes, so if you created a short link to a parking pass for an annual event, you can just redirect the link to the new parking pass each year.

TIP: don't use custom shortlinks on Twitter, as Twitter will block them. Instead, paste in the full-length link. Twitter may only display a certain number of characters if the link is long, but it will still be clickable.