

# How to create a bit.ly (shortened) link for event promotion

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**The website is: <https://bitly.com/>**

*This website will shorten the long HBA weblink for your event to make it easier to add to your social media posts and event flyers. The bitly website also help you to track and see how many people have clicked your bitly link.*

The first step is to create a free account. Once you've created the account, the steps are as follows:

1. Click "Create New" in the top right-hand corner.



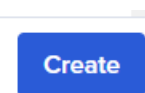
2. Click the "Link" option. (You can also choose QR Code, if you need a QR Code created).

3. Then copy the registration page link and paste it in the field that says "Destination" (on the right-hand side of the screen).

4. In the box that says "Title" - place your event's title here.

5. From there, the section that says "Custom Back-half" and that is where you can customize your link. This isn't necessary, but a nice touch, if you want to make your event link easy to access and remember.

6. Then click "Create" in the bottom right hand corner.



7. Click the "Copy" button to copy and then paste your new shortened bitly link wherever you need it.

If you have additional questions, please check with your region's education and events or marketing president.

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