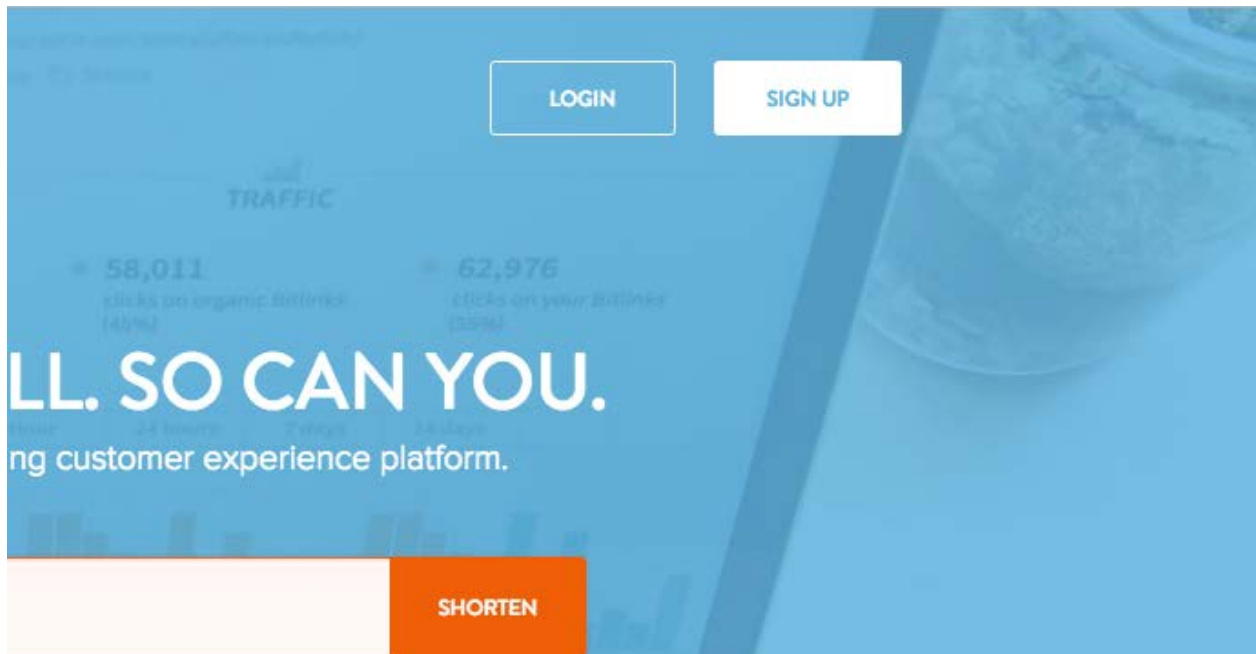


What is Bitly?

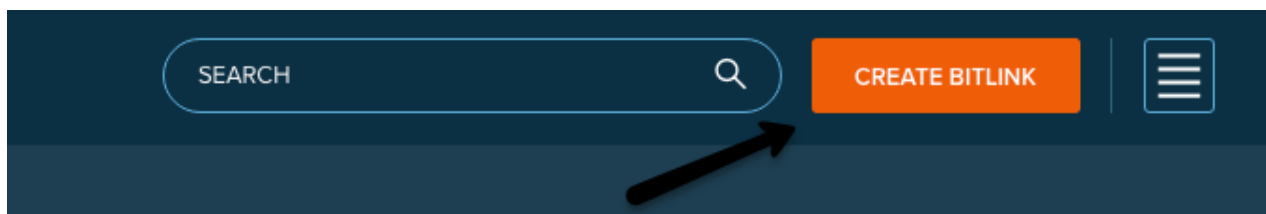
Bitly allows you to easily shorten, share, manage, and analyze your favorite links from around the web.

You can sign up for a free account on the homepage of [Bitly](http://bitly.com/) (<http://bitly.com/>), on the upper right-hand side of your screen



It is free to sign up for a Bitly account. You can sign in using your email address, Facebook account or Twitter account.

To shorten a link while signed into your Bitly account, click on the "Create Bitlink" button in the upper right-hand corner of your screen.



From there you can paste your long URL into the shorten box and click "Create". As a note, you can simply press 'b' on your keyboard to open this shorten box.

Once you hit create, the side bar will turn into the "Edit Bitlink" form on the next page. From here you can customize the title to make it easier to find later and customize the actual Bitlink. When you customize your Bitlink, try to use something that people will remember if they only see your flyer once. Also keep in mind that Bitlinks are case sensitive, so however you customize it, that's how it will need to be typed in.

The image shows two screenshots of the Bitly interface. The left screenshot is titled 'CREATE BITLINK' and features a dark blue header with a close button (X). Below the header is a text input field containing 'bit.ly' and a right-pointing arrow. Underneath is a larger, light orange rectangular box labeled 'PASTE LONG URL'. Below this box is a small instruction: 'To create a Bitlink from your dashboard, press 'b''. At the bottom of the screen is a prominent orange button labeled 'CREATE'. The right screenshot is titled 'EDIT BITLINK' and also has a dark blue header with a close button (X). Below the header, the Bitlink 'bit.ly/mnysworkshop' is displayed in orange, with 'COPY' and 'SHARE' buttons to its right. Below a horizontal line, it shows 'CREATED DEC 7' and a 'Hide Bitlink' link. There are two main editing sections: 'TITLE' with the text 'Standard Workshop Form' and 'CUSTOMIZE' with the text 'bit.ly/mnysworkshop'. Below these is a 'PRO TIP' section: 'PRO TIP: Create Bitlinks from any webpage in one click. [Get the Bitly extension](#) →'. At the bottom is a rounded button labeled 'Add or create tag'. An orange arrow points from the 'CREATE BITLINK' screen to the 'EDIT BITLINK' screen.

Once you create a Bitlink, it is permanent and cannot be deleted. If you are creating for an event you hope to continue or do again in the future, consider the following:

- If the link for registration will change in the future, try customizing your link with a year at the end i.e. bit.ly/mnys18
- If the link for registration won't change in the future, direct the link to a website that can easily be updated. This will allow you to continue to use the same link year after year i.e. bit.ly/mnysworkshop