

Customizing Social Media Posts

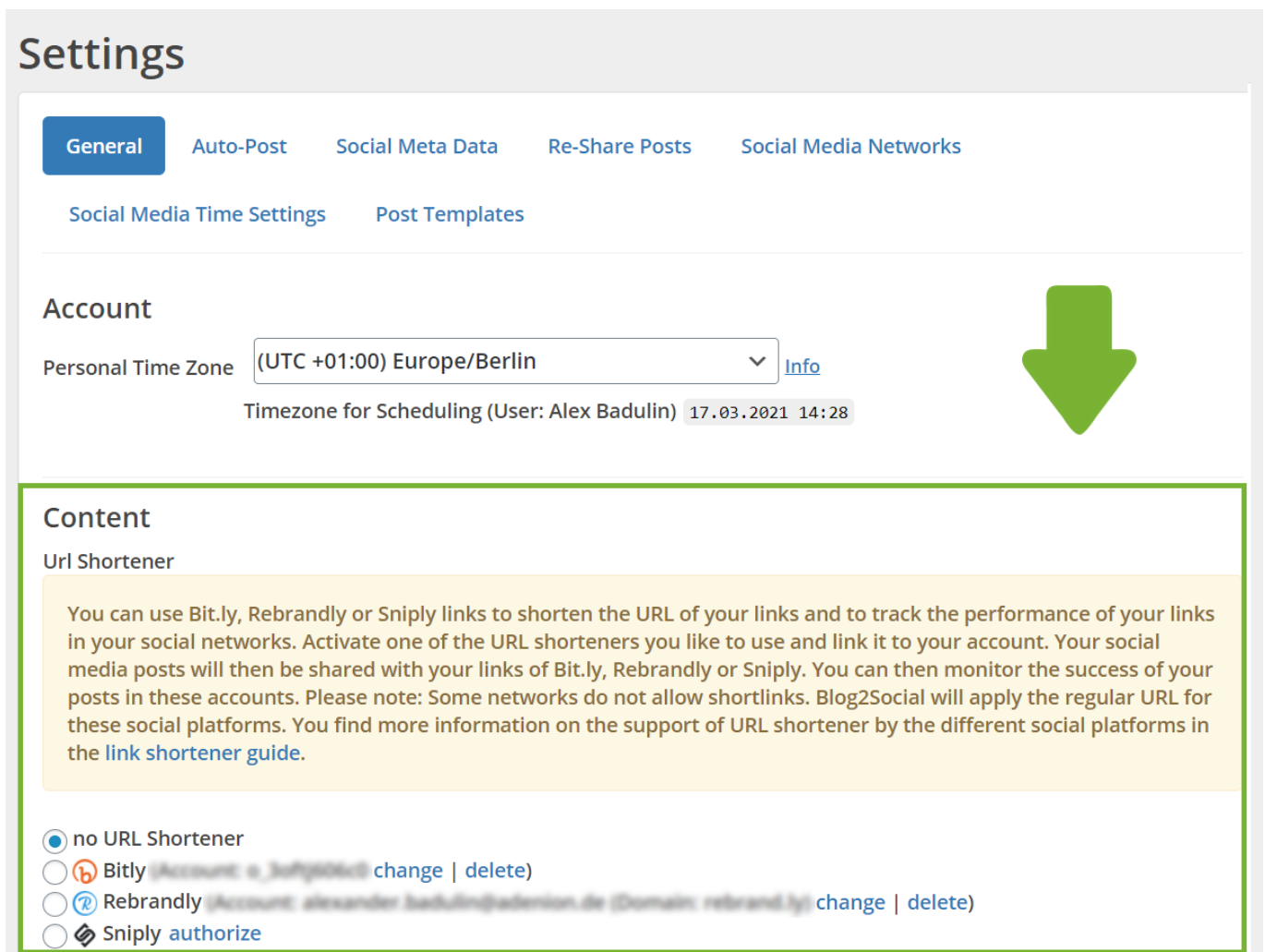
How do I activate / deactivate the link-shortener?

Link shorteners can be used to create shortened versions of your url or to monitor the success of your social media marketing efforts by tracking the performance of your links across all social media networks. Blog2Social offers three link shorteners for your social media posts. You can choose either Rebrandly, Sniply or Bitly to shorten your links when posting with Blog2Social.

How to activate a link shortener

To activate a link shortener, go to your wordpress dashboard then to "**Blog2Social**" -> "**Settings**".

Select either Rebrandly, Sniply or Bitly and click "**authorize**".



Settings

General | Auto-Post | Social Meta Data | Re-Share Posts | Social Media Networks

Social Media Time Settings | Post Templates

Account

Personal Time Zone: (UTC +01:00) Europe/Berlin [Info](#)


Timezone for Scheduling (User: Alex Badulin) 17.03.2021 14:28


Content


Url Shortener

You can use Bit.ly, Rebrandly or Sniply links to shorten the URL of your links and to track the performance of your links in your social networks. Activate one of the URL shorteners you like to use and link it to your account. Your social media posts will then be shared with your links of Bit.ly, Rebrandly or Sniply. You can then monitor the success of your posts in these accounts. Please note: Some networks do not allow shortlinks. Blog2Social will apply the regular URL for these social platforms. You find more information on the support of URL shortener by the different social platforms in the [link shortener guide](#).

no URL Shortener

 Bitly (Account: a_3d4g28k) [change](#) | [delete](#)

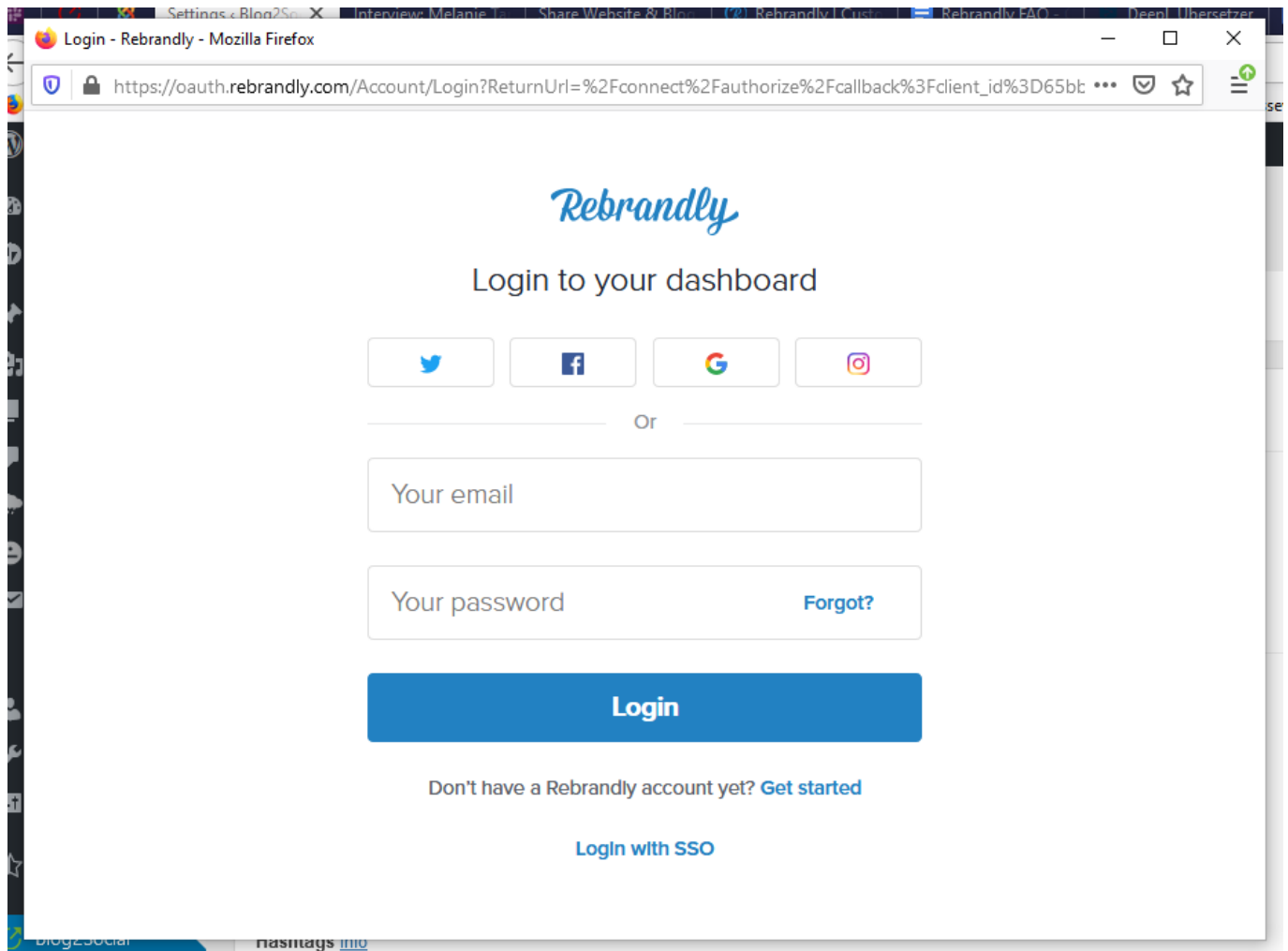
 Rebrandly (Account: alexander.badulin@alexander.de (Domain: rebrand.ly)) [change](#) | [delete](#)

 Sniply [authorize](#)

A new window will open, asking you to either authorize the app, enter your login information or to create an account. If you already have a profile, enter your information or simply click "**authorize app**". If you don't have an account yet, you

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can create a free account right now.



As long as a link shortener is activated in the settings, all your links will automatically be converted to short links.

Log into your account on <http://bitly.com/>, <https://www.rebrandly.com/> or <https://sniply.io/> to monitor your link performance.

Please note: Due to network-specific policy changes, links on Pinterest are published unshortened.

The the usage of URL shorteners is supported by the following networks:

Networks	Bitly	Rebrandly	Sniply
Facebook (Pages)	✓	✓	✓

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X (Twitter)	✓	✓	✓
Instagram	-	-	-
LinkedIn (Profiles & Pages)	✓	✓	✓
Pinterest	-	-	-
XING (Profiles & Pages)	✓	-	✓
Medium	-	-	✓
Torial	✓	-	✓
Tumblr	✓	✓	✓
Diigo	✓	✓	-
Reddit	✓	✓	-
Google Business	✓	✓	✓
Flickr	✓	-	-
VK	✓	-	-
Bloglovin	✓	✓	✓
Telegram	✓	✓	✓
Bluesky	-	-	-
Threads	✓	✓	-

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Blogger	✓	✓	✓
Instapaper	✓	✓	-
Discord	✓	✓	✓
Mastodon	✓	✓	-

If you are looking for more detailed instructions on how to connect Rebrandly to Blog2Social, click here:

[How to use Rebrandly for your social media](#)

If you are looking for more detailed instructions on how to connect Bitly to Blog2Social, click here:

[How to track the performance of your posts with Bitly](#)

If you are looking for more detailed instructions on how to connect Sniply to Blog2Social, click here:

[How to use the URL Shortener Sniply and add CTA snips to your short links](#)

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