

Reporting

Track the Performance of your Blog Posts on Social Media with Bit.ly

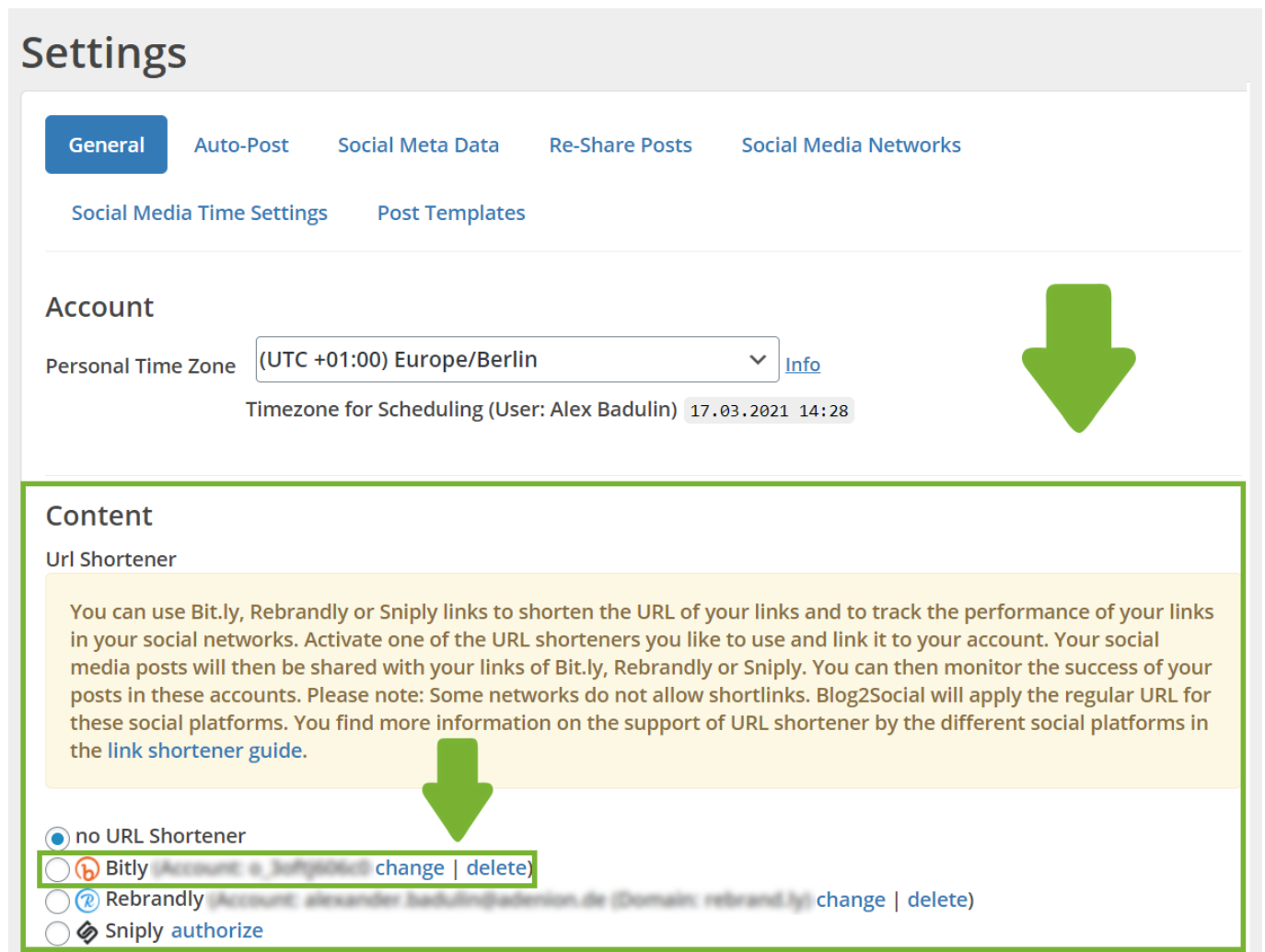
Tracking the performance of your blog posts across social media can become tiresome, as every social network only shows link clicks on their own platform. Therefore it becomes increasingly challenging to see which blog posts are working well on social media. This is where Bit.ly comes in.

Monitor the success of your social media marketing efforts by tracking the performance of your links across all social media networks.

Activate Bit.ly in the Blog2Social settings and link your Bit.ly account to Blog2Social.

Tip: If you don't have a Bit.ly account, you can create one for free here: https://bitly.com/a/sign_up

To link your Bit.ly account to Blog2Social, go to "Blog2Social -> Settings -> General" and click "authorize" next to "Bitly".



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

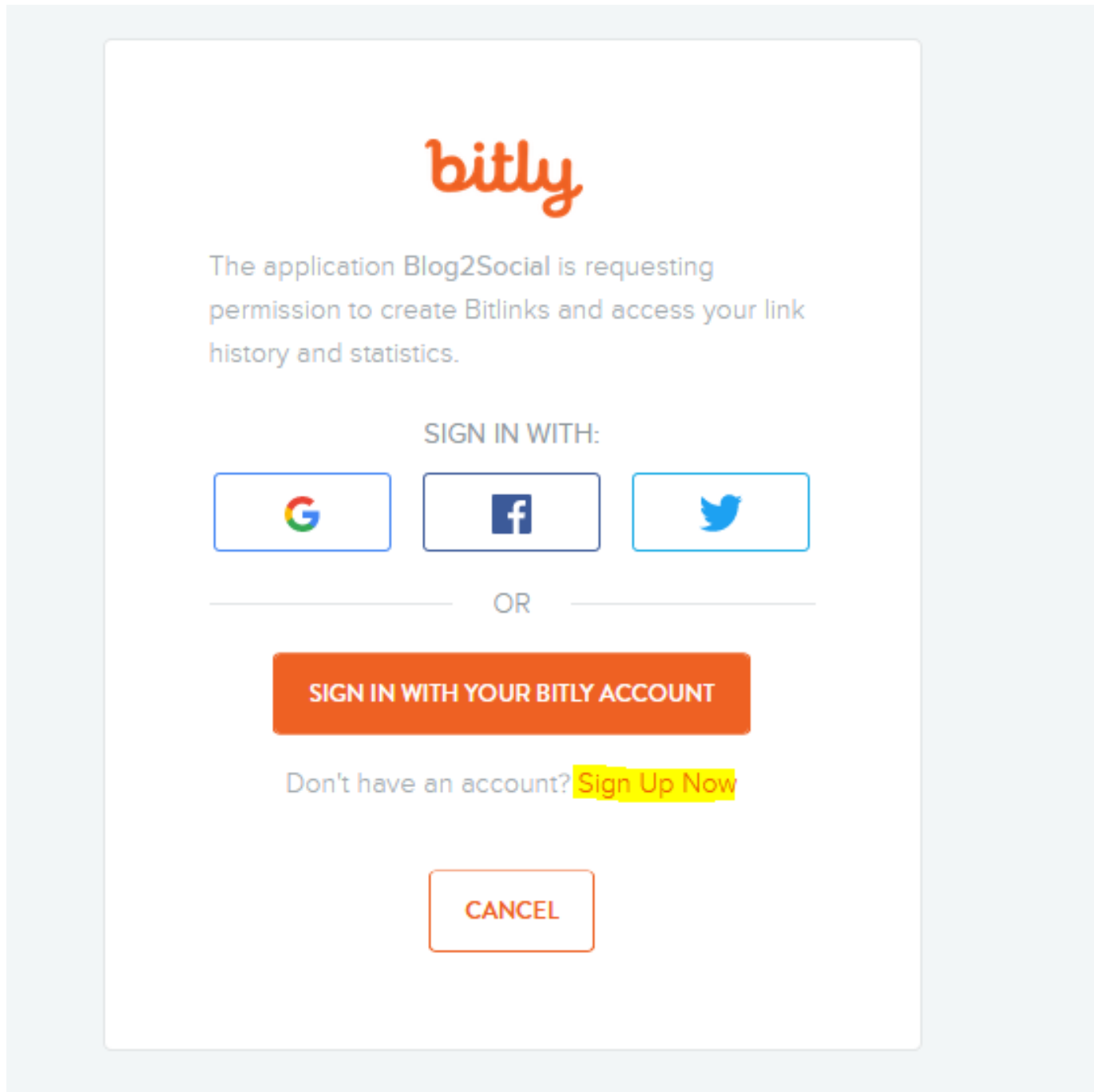
☐  Bitly (Account: a_bf9p0d0c) [change](#) | [delete](#)

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

☐  Sniply [authorize](#)

A new window will open. You can either sign in to your Bitly account or create a new account right there.

Reporting



As long as Bit.ly is activated in the settings, all your links will automatically be converted to Bit.ly links.

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

Content

Url Shortener [Info](#)

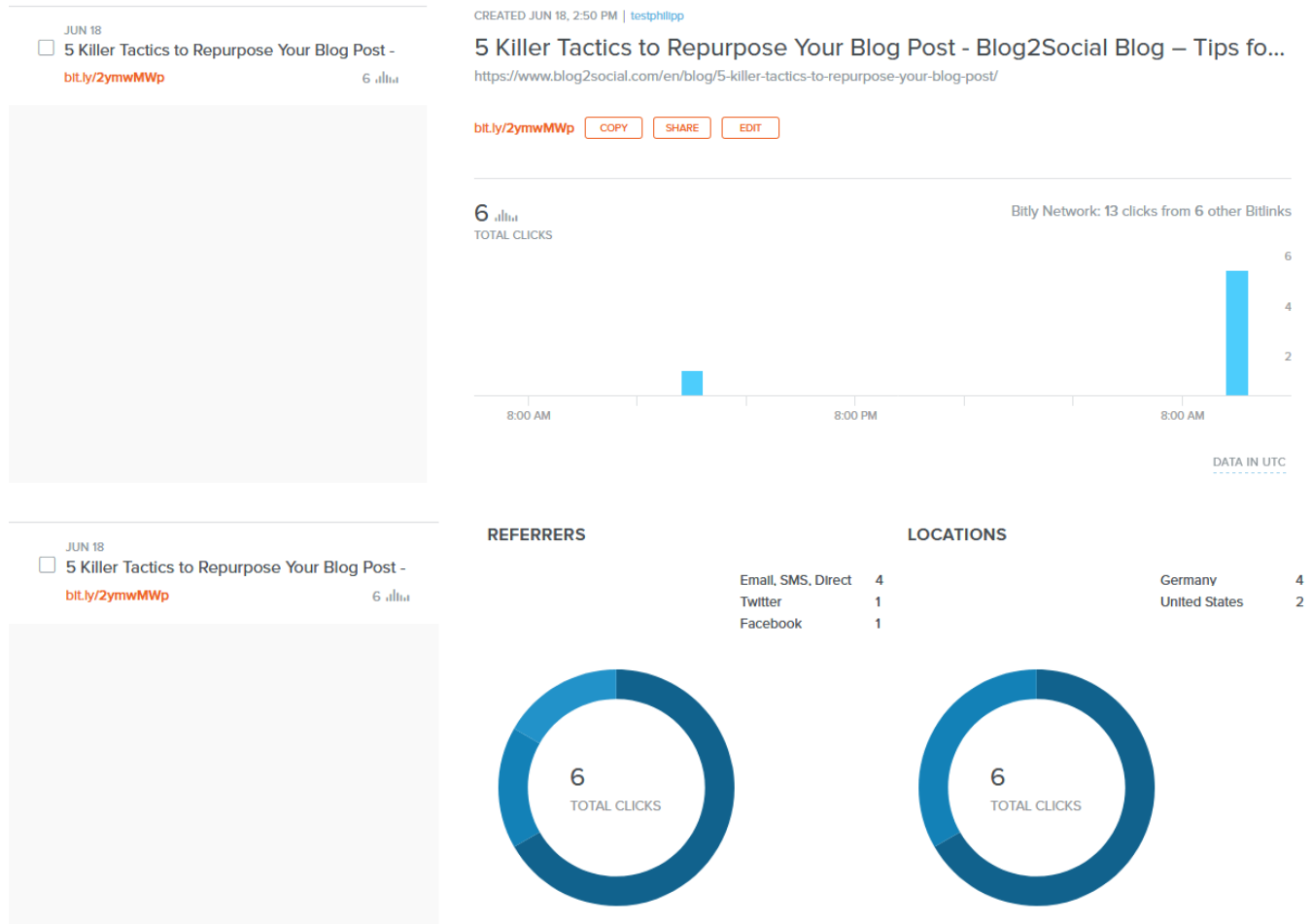
☐ no URL Shortener

☒  Bitly (Account: [adenionmarketing](#) [change](#) | [delete](#))

☐  Rebrandly (Account: [register@blog2social.com](#) [change](#) | [delete](#))

Reporting

Log into your account on <http://bitly.com/> to monitor your link performance.



In the following guide you can find a detailed overview on which social media networks support Bit.ly: [Supported social media networks overview](#)

Unique solution ID: #1132

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