

Reporting

How to use the URL Shortener Rebrandly for your Social Media Strategy

What is Rebrandly?

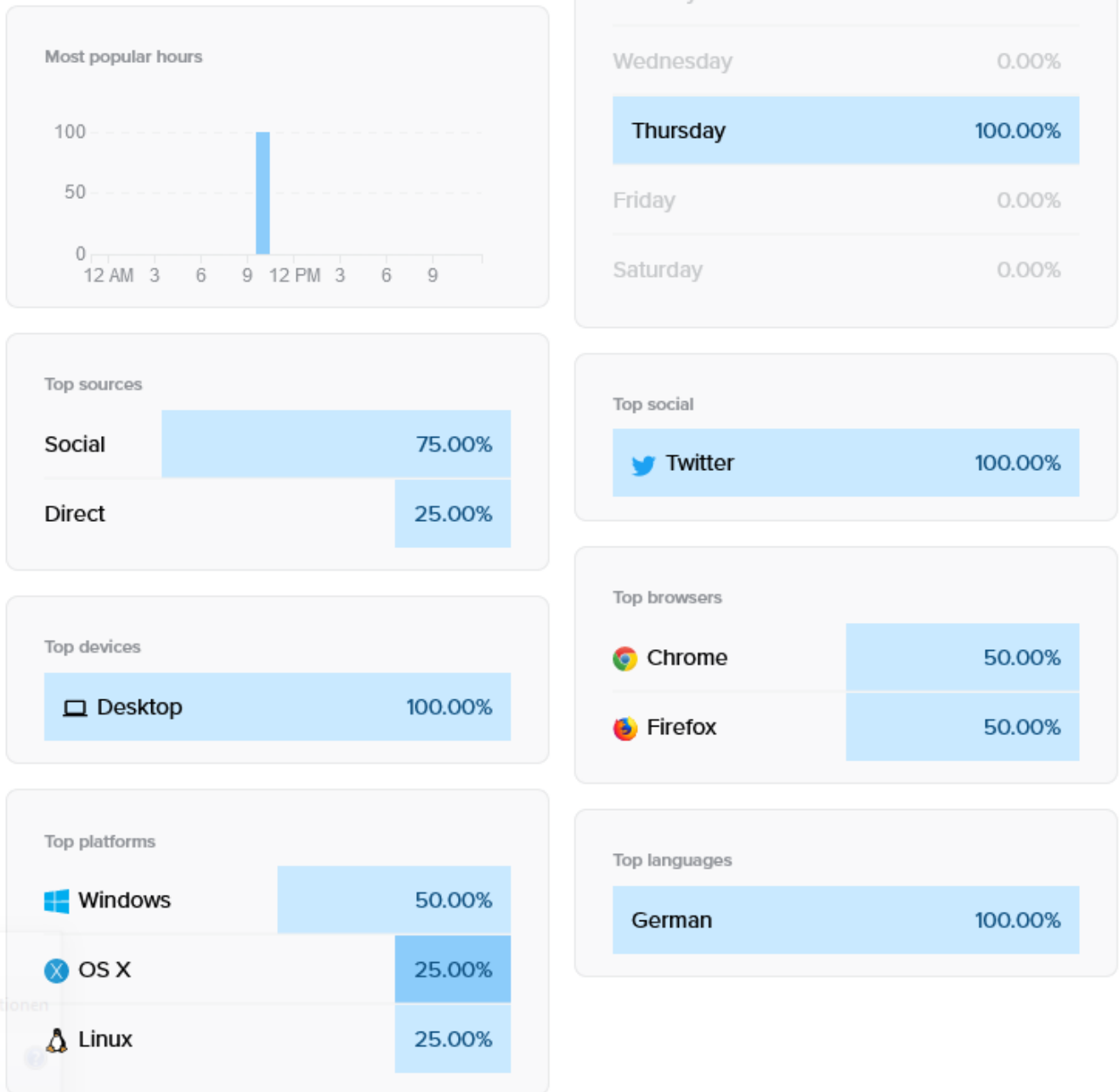
Rebrandly is a URL shortener that was introduced to Blog2Social with version 6.1. As the name suggests, it generates a short link from your blog post URL that is automatically integrated into your social media posts.

URL shorteners like Rebrandly or [Bit.ly](#) offer many benefits for your social media management.

First of all, they keep your posts short and simple. URLs tend to make your posts long and hard to read. Short URLs eliminate that problem. On networks like Twitter, they take up less of your valuable space and give you more characters for your message, [add hashtags](#) or tag users.

Another big benefit of URL shorteners is that they will provide you with detailed stats and analytics. Using a URL shortener like Rebrandly or Bit.ly enables you to track your traffic and collect information like CTR, geographic locations of viewers, the social networks they come from and much more.

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You can review these stats for free and use them to improve your social media strategy. On the Rebrandly website, you can connect your own domain to Rebrandly. If you do so, you can generate customized short links with [your brand name](#) in them. When you connect your Rebrandly profile to Blog2Social, Blog2Social will also share your posts with your own branded links. If you do not have a domain yet, you can create a new one on the Rebrandly website. **Here's how to create branded links on Rebrandly:** [Connect a Domain to Rebrandly](#)

How to connect Rebrandly with Blog2Social

1. Go to your WordPress dashboard -> Blog2Social -> settings.

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2. Click “authorize” next to “Rebrandly”.

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

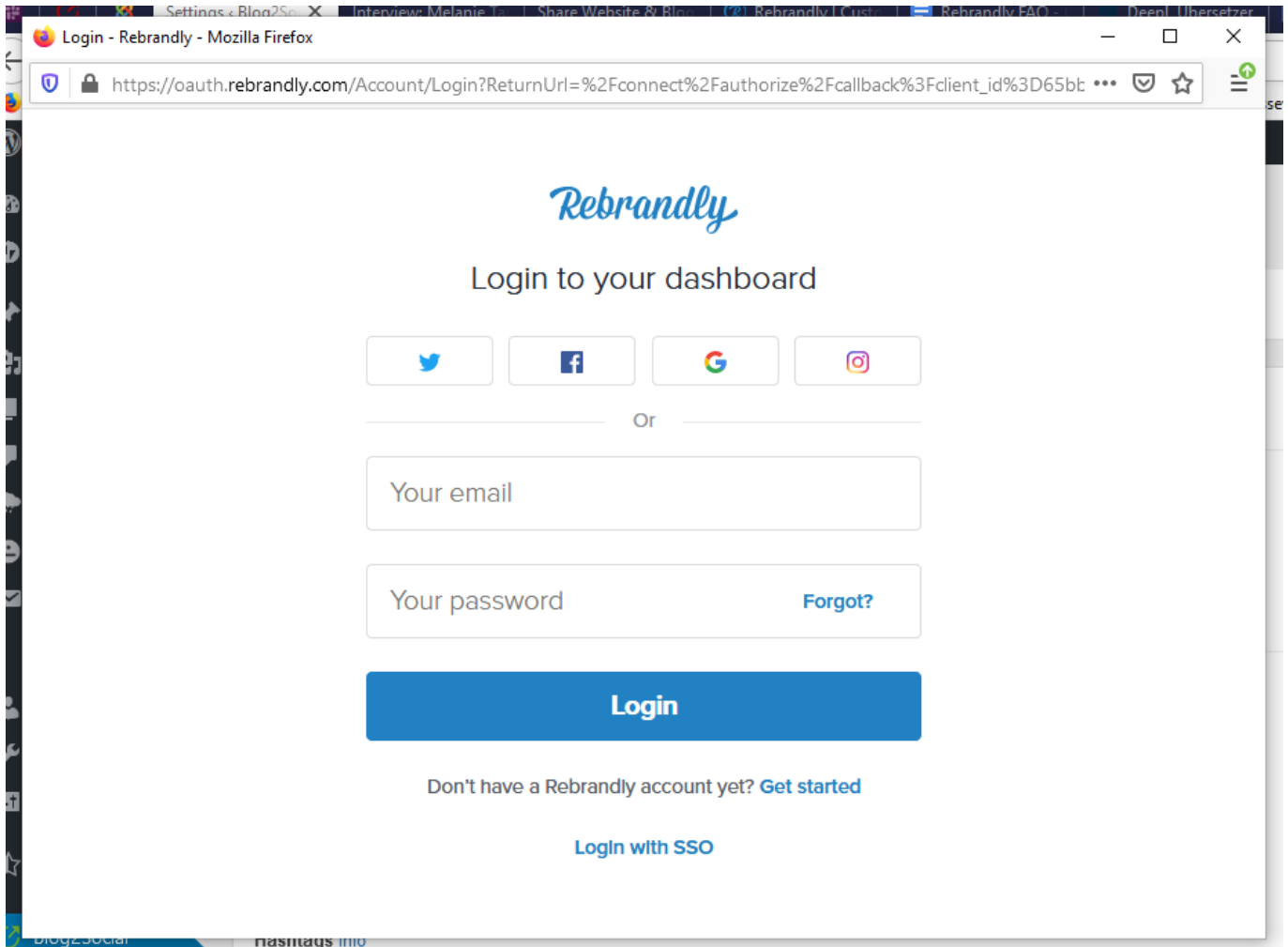
Bitly (Account: a_3efg6k6k) [change](#) | [delete](#)

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

Sniply [authorize](#)

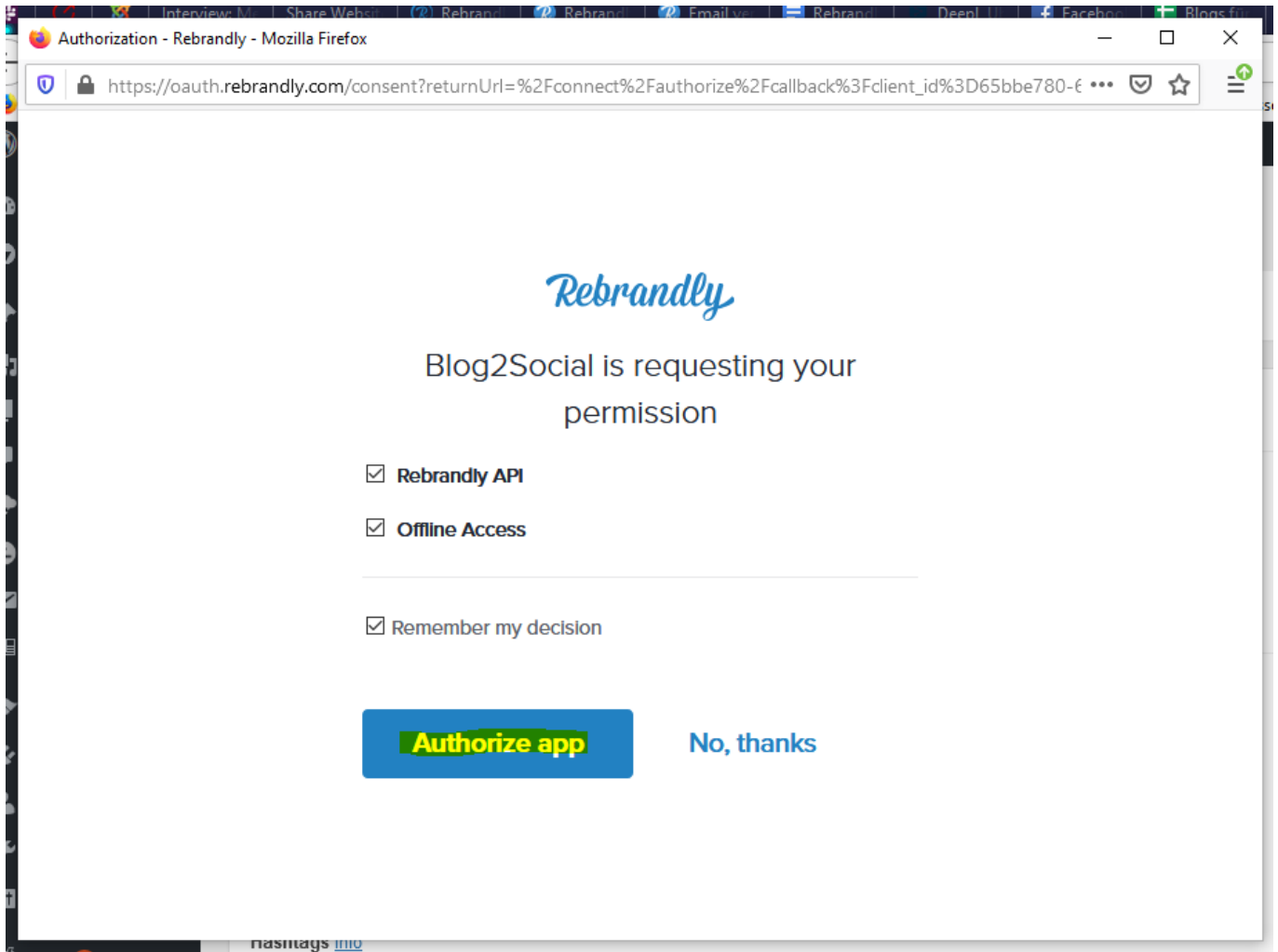
3. A pop-up will open. Login to your Rebrandly account or create a new account by entering the necessary information.

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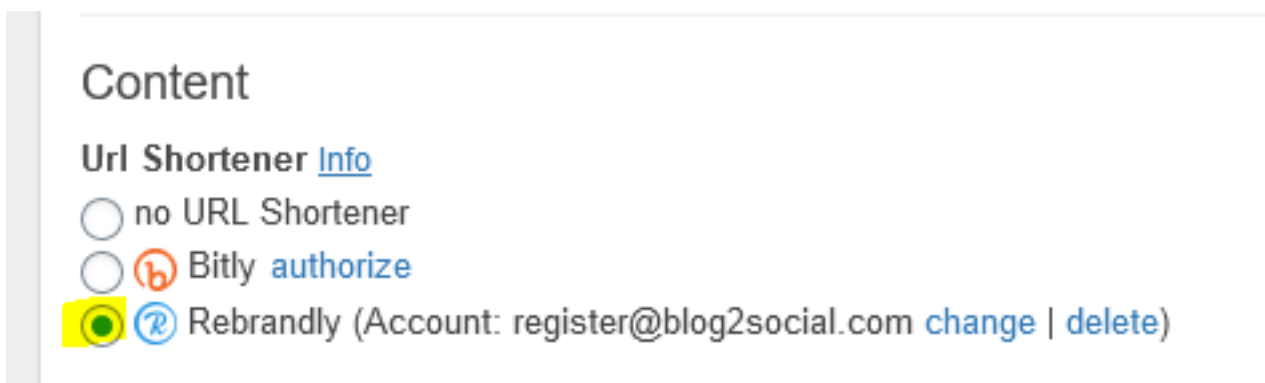
4. If you are already logged into your Rebrandly account, you will be asked to authorize Blog2Social. To do so, click “Authorize app”.

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How to use Rebrandly for your Social Media Posts with Blog2Social


1. Make sure you selected Rebrandly in Blog2Social-> settings -> Url Shortener





2. Create a post with Blog2Social. [Choose a blogpost from your blog and customize as much as you like](#). Share or schedule your post as you usually would.

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scroll to bottom Load My Times Settings Load Best Times Info

 **BLOG2SOCIAL_COM**
Profile | Twitter post format: Image Post | Delete text | 0/280 characters

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog posts in less time for more traffic and conversion on your blog. #blogpostwriting #Blogposts #BlogPromotion #bloggers #checklist #contentwrit 

 Change image

Please note: Twitter stores the Twitter Card parameters of a link for up to 7 days. Changes may therefore not be immediately reflected on Twitter.

[Info: Change Card Meta tags image, title and description for this network](#)

Ultimate Guide: How to Write, Optimize and Promote Blog Posts [+Checklist]

The following guide & checklist for bloggers will help you to write blog posts, optimize and to promote your blog pi

<https://www.blog2social.com/en/blog/ultimate-guide-write-optimize-promote-blog-posts-checklist/>

Enable Retweets for all Tweets with the selected profile [Info](#) show calendar

Share Now

3. A shortened link will automatically be added to your published post.

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

 **Blog2Social** @Blog2Social · 2 Min. ▼

Crossposting in Social Media ist das Teilen eines Inhalts parallel auf verschiedenen sozialen Netzwerken. Erfolgreiches Cross-Posting braucht eine gezielte Strategie. #CrossPromoting #Crossposting #SocialMedia #socialmediatools rebrand.ly/bi5132



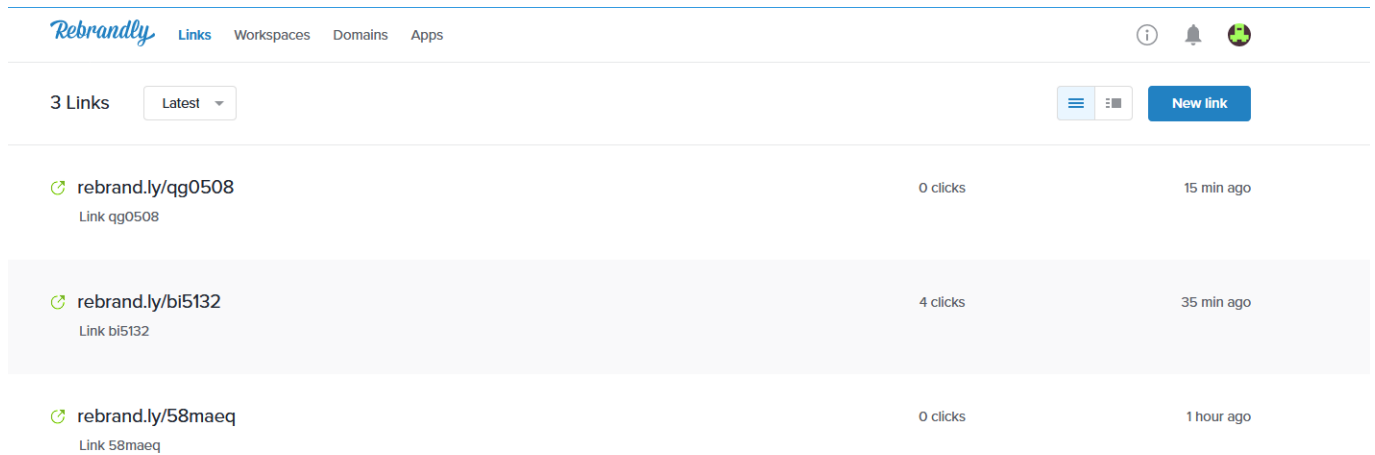
Crossposting in Social Media
Ein Beispiel aus der Praxis



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4. To see the analytics for your link, go to Rebrandly.com and log into your Rebrandly account. Click “Links” to see an overview of the links you created and click on a link to see it’s stats.



Link	Clicks	Time
rebrand.ly/qg0508 Link qg0508	0 clicks	15 min ago
rebrand.ly/bi5132 Link bi5132	4 clicks	35 min ago
rebrand.ly/58maeq Link 58maeq	0 clicks	1 hour ago

Make the most of using Rebrandly

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

Rebrandly also has some great features for creating customized short URLs. Find additional info on what else you can do with Rebrandly here:

[How to shorten an url and showcase your brand with Rebrandly](#)

[How to tag your custom shortlink \(video tutorial\)](#)

[How to emojify your links](#)

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