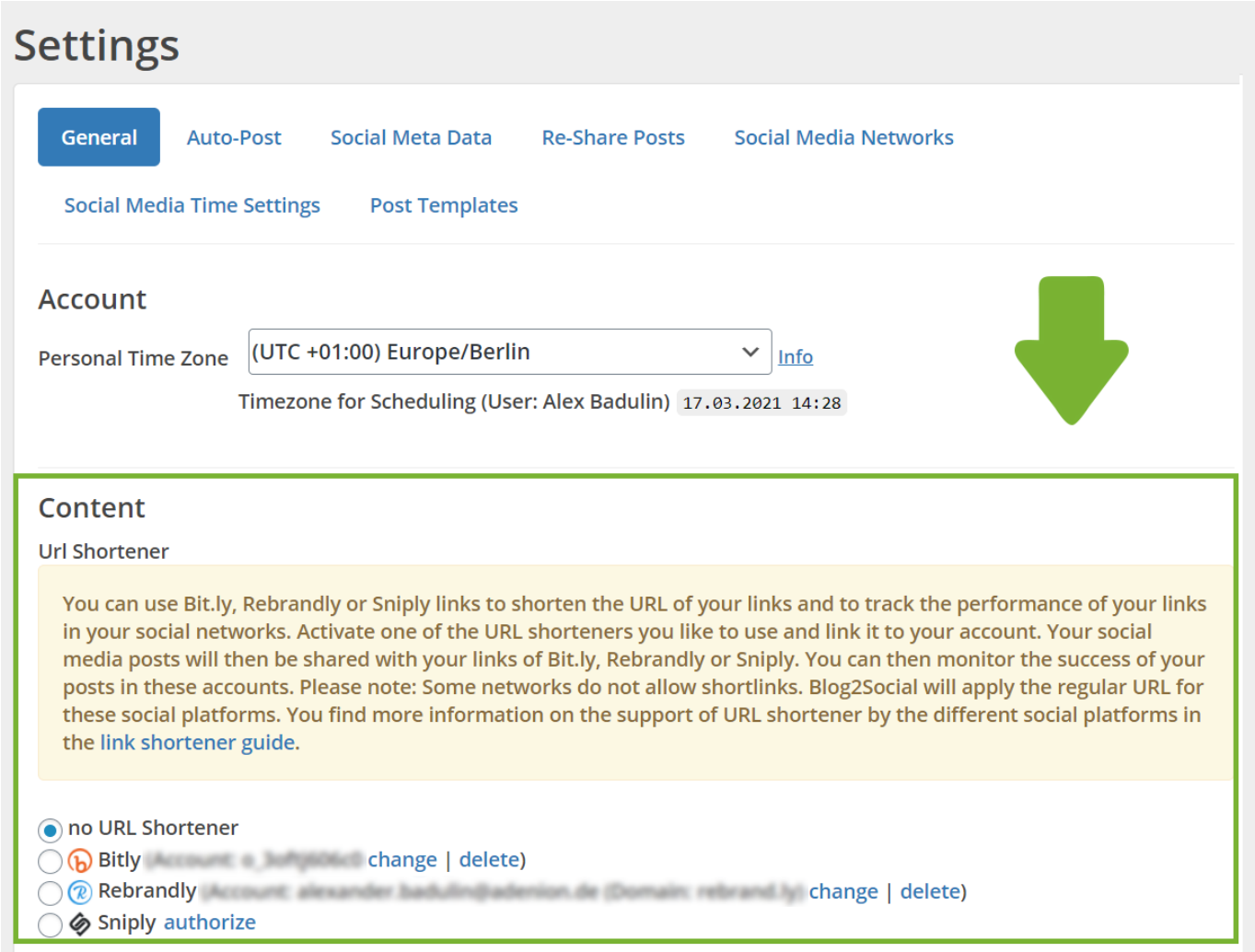
Customizing Social Media Posts

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

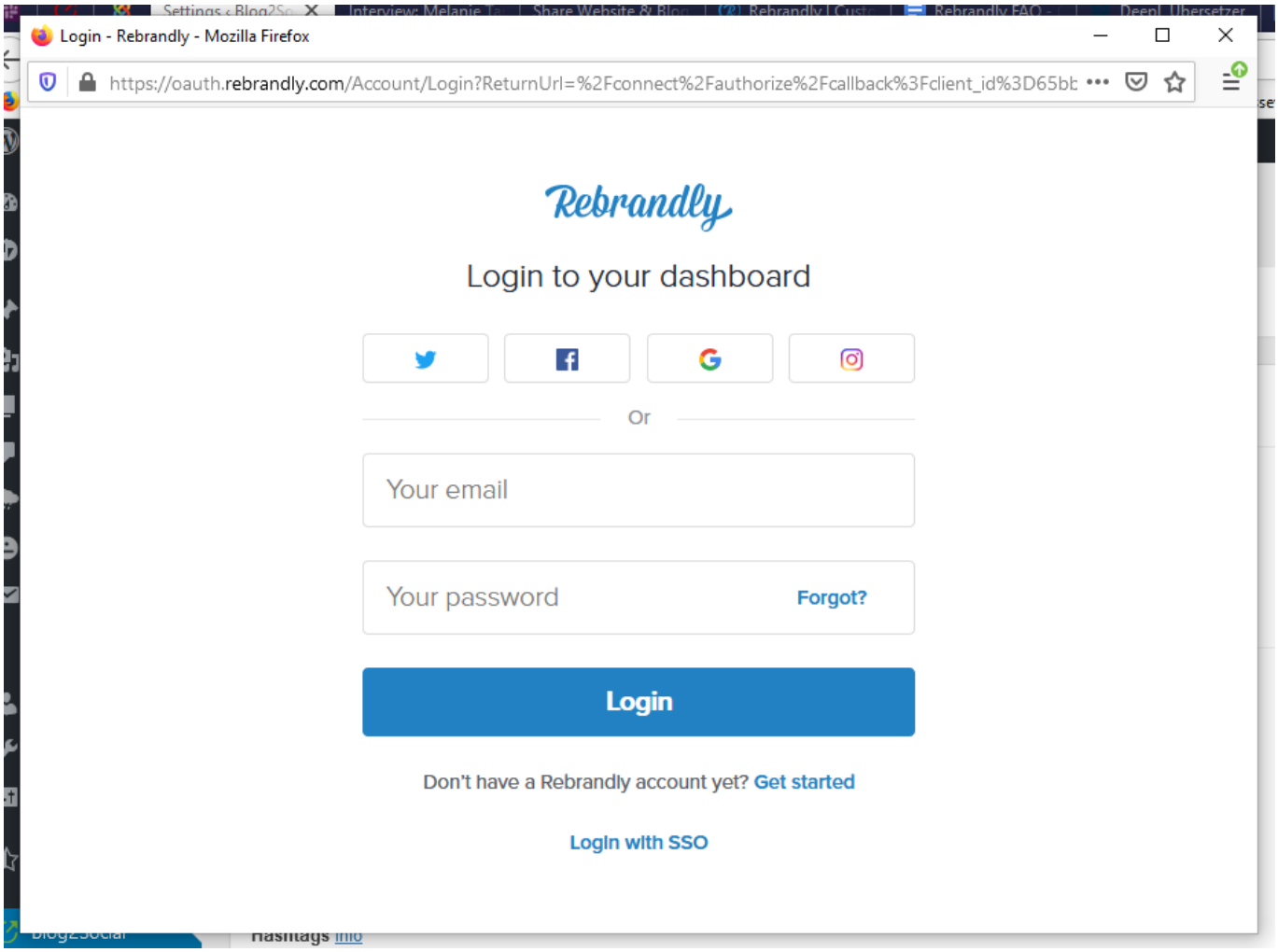
To activate a link shortener, go to your wordpress dashboard then to "**Blog2Social**" -> "**Settings**".
Select either Rebrandly, Sniply or Bitly and click "**authorize**".



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

(c) 2026 Blog2Social <customer-service@blog2social.com> | 2026-10-06 05:05
URL: https://www.blog2social.com/en/faq/content/4/40/en/how-do-i-activate-_-deactivate-the-link_shortener.html

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)	✔	✔	✔

(c) 2026 Blog2Social <customer-service@blog2social.com> | 2026-10-06 05:05
URL: https://www.blog2social.com/en/faq/content/4/40/en/how-do-i-activate-_-deactivate-the-link_shortener.html

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

(c) 2026 Blog2Social <customer-service@blog2social.com> | 2026-10-06 05:05

URL: https://www.blog2social.com/en/faq/content/4/40/en/how-do-i-activate-_-deactivate-the-link_shortener.html

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

Unique solution ID: #1039
Author: n/a
Last update: 2021-05-21 00:12

(c) 2026 Blog2Social <customer-service@blog2social.com> | 2026-10-06 05:05
URL: https://www.blog2social.com/en/faq/content/4/40/en/how-do-i-activate-_-deactivate-the-link_shortener.html