

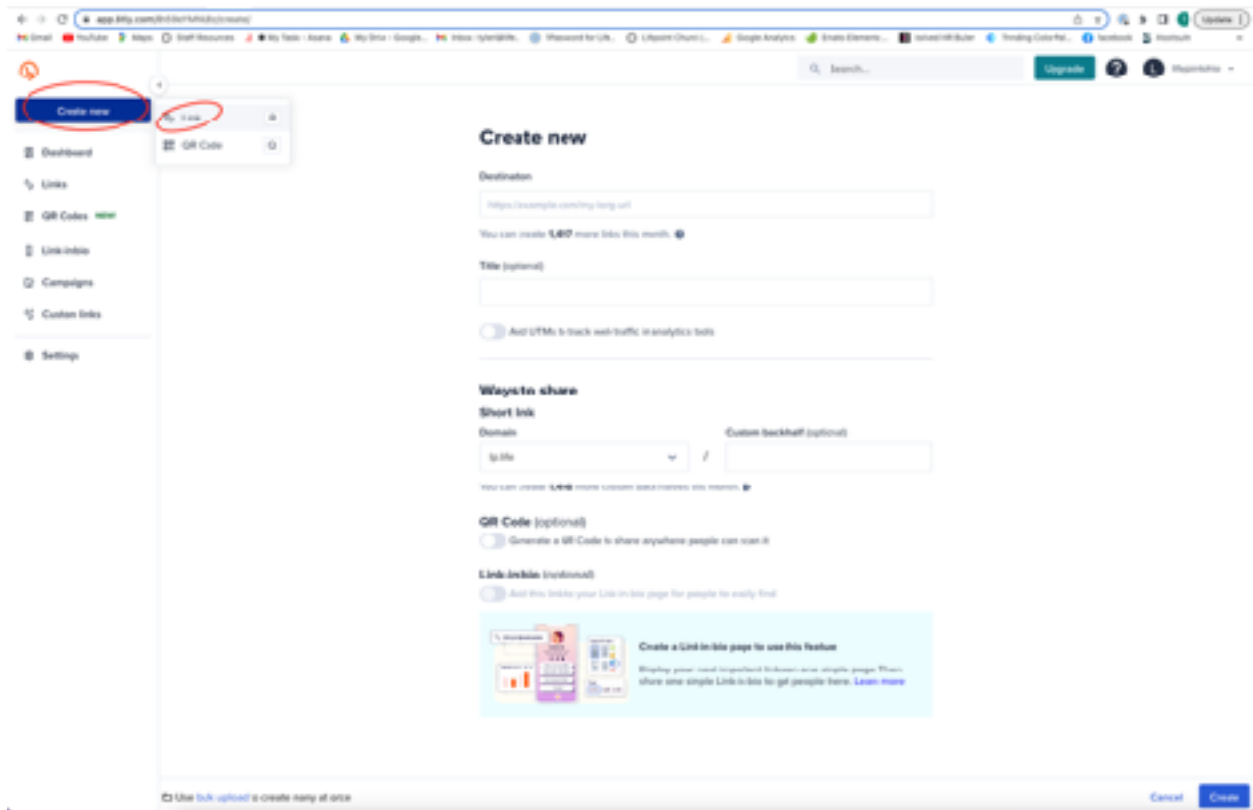
How To Create Shortened Links

This tool can be used to shorten any link but to also make it a custom Lifepoint link that is not already on our website. For example, this is great if you are using CCB or Go Missions to redirect people to a sign up form or other webpage.

1. Go to [Bitly.com](https://bitly.com) and type in the username and password, make sure you save this information.

- Username: lifepointohio
- Password: CreativeArts4Ever

2. If you need to create a shortened link, click “**Create New**” at the top left and choose “**Link**”, not the QR Code. We use this platform for shortening long links to redirect people in a shorter simpler format. These will be helpful for emails, but want to use link shorteners not QR codes for emails.



3. Go to your desired destination (webpage) that you want to shorten. Copy the full webpage URL. We will show you a full URL as an example below.

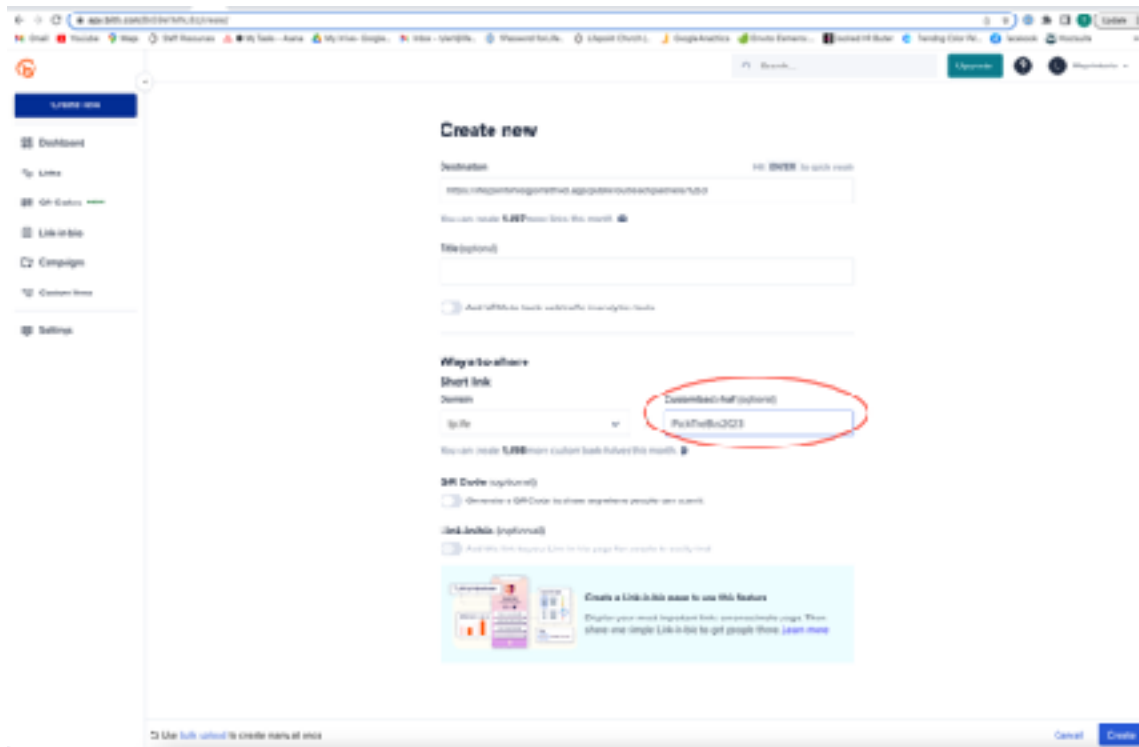
4. Paste the full URL into the box underneath “Destination”

The screenshot shows the Linktree 'Create new' form. The 'Destination' field is highlighted with a red oval and contains the URL: <https://www.youtube.com/watch?v=555>. Below this field, there is a 'Title (optional)' field and a checkbox for 'Add UTM to track web traffic to analytics tool'. Under the 'Ways to share' section, the 'Short link' dropdown is set to 'ipm'. There are also options for 'QR Code (optional)' and 'Link in bio (optional)'. At the bottom, there is a 'Create a link in a page to use this feature' section with a 'Create' button.

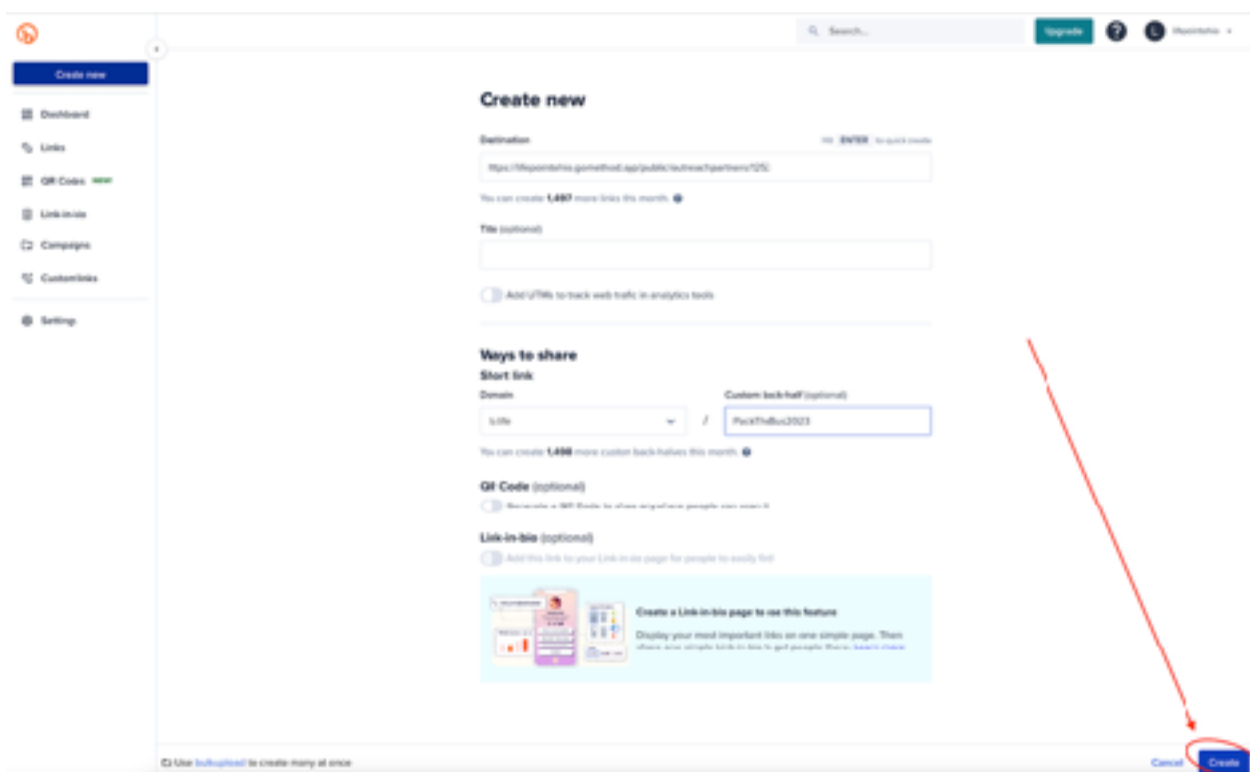
5. Make sure **Ip.life** is chosen underneath “Domain”

The screenshot shows the Linktree 'Create new' form. The 'Domain' dropdown menu is highlighted with a red oval and is set to 'ip.life'. The 'Destination' field contains the same URL as in the previous screenshot. The 'Short link' dropdown is set to 'ipm'. The 'Ways to share' section and the 'Create a link in a page to use this feature' section are also visible.

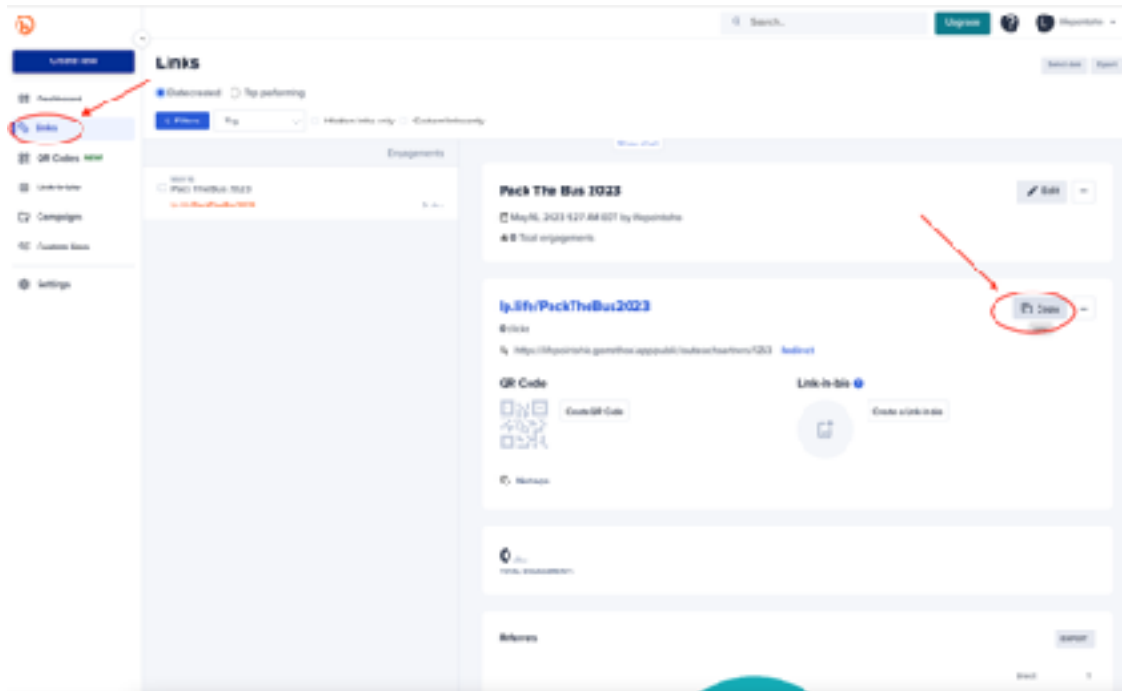
6. Make sure to type in the “**Custom back-half**” with whatever the context of the URL is. For example, the full URL of the pack the bus missions should be called **PackTheBus2023** as the custom back-half of the shortened URL you just created. So you will end up with **lp.life/PackTheBus2023** as the shortened link.



7. When you're ready click “Create”



8. Next, click “Links” and scroll over to click the “Copy” button on the shortened link you just created.



9. Paste the shortened link where you need it to re-direct people to your desired designation.

10. If you ever need to change the name of the custom back-half of the shortened link, just click “Edit”

