

Tip Sheet: Free URL Shorteners

You've seen them. Those long URLs that take up so much space.

Example

<http://www.seniorscouncil.net/uploads/files/2014-ESCC-Annual-Report.pdf>

Given the character limit for some social media (140 characters for Twitter and 2000 for Facebook), long URLs can eat up precious space that could be used to share your message. Even in emails, long URLs can be distracting and you take the chance of a very long URL breaking because it runs over two lines.

What do you do when you want to share a link, but the URL is very long? Use a URL shortener.

URL shortener tools reduce the length of a URL, but still direct to the original web page address. Here are three of my favourite free URL shorteners.

Is.gd

<http://is.gd>

TinyURL.com

<http://tinyurl.com/>

Ow.ly

<http://ow.ly/url/shorten-url>

Each of these tools has a box on the website where you paste the URL you want to shorten. Once the URL is pasted into this box, follow the site's directions to shorten the URL such as click "shorten" or "shrink URL". Then use the shortened version of the URL in your communications.

Here are the shortened versions of this long URL using the three featured URL shortener tools.

<http://www.seniorscouncil.net/uploads/files/2014-ESCC-Annual-Report.pdf>

<http://is.gd/9tCkzD>

<http://tinyurl.com/nfrpvwm>

<http://ow.ly/MeX0c>

If you have questions about URL shorteners or other communications tools, contact Janelle, ESCC Communications Coordinator at janelle@seniorscouncil.net.