

URL shorteners allow you to access long URLs using a shorter link. A URL shortener takes a full link URL and creates an alias for the link on a server with a short domain name (such as <http://bit.ly/1sNZMwL>). URL shorteners can also count various statistics, such as the number of clicks on a particular link.

Kentico allows you to use URL shorteners for links that you paste into text when [posting to social media](#). Kentico integrates the following URL shorteners:

- **Bitly**
- **TinyURL.com**

By default, users can use [TinyURL.com](#). Bitly requires setup.

## Setting up the Bitly shortener

Bitly requires applications that use its services to authenticate themselves. You must create an account on <https://bitly.com/> and register your API login and API key into Kentico.



You must have the **Global administrator** [privilege level](#) to do this.

1. Sign up or log in to <https://bitly.com/>.
2. Open the **Settings** menu in the upper right corner.
3. Click **Settings > Advanced Settings > API Support**.
4. Copy the **Login** and **API Key** information.
5. Open the Kentico administration interface.
6. Open the Settings application and navigate to the **Social marketing -> URL shorteners** category.
7. Paste your **Login** and **API Key** values into the corresponding settings.
8. **Save** the settings.

Bitly now appears in the selection of URL shorteners when creating a new post, tweet or company update in the **Facebook**, **Twitter** or **LinkedIn** application.

## Setting up the goo.gl shortener



**Note:** Integration with the goo.gl URL shortener is no longer supported. The Google URL Shortener service is [discontinued](#) and its API will stop working after March 30, 2019.