**How to create a bitly link**



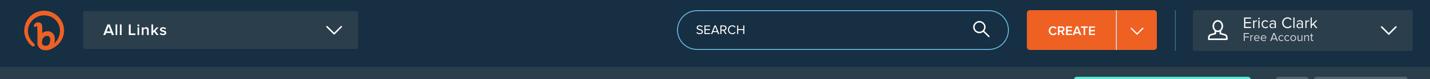
**Step One:**

Go to [www.bitly.com](http://www.bitly.com) and create a free account

**Step Two:**

Once you have created your free account, you can now convert the long event URL from RowdyLink to a short link.

**Step Three:**



Select the create button

**Step Four:**

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Paste long URL from RowdyLink

**Step Five:**

Once you paste the long URL in the designated box, your short bilty link will pop up. Fill in the title.

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A generic link will populate, you will have the option to customize the back-half of the link.

**Step Six:**

Save and Copy your link for later use.

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