



SHORTENING LINKS

QUICK START GUIDE

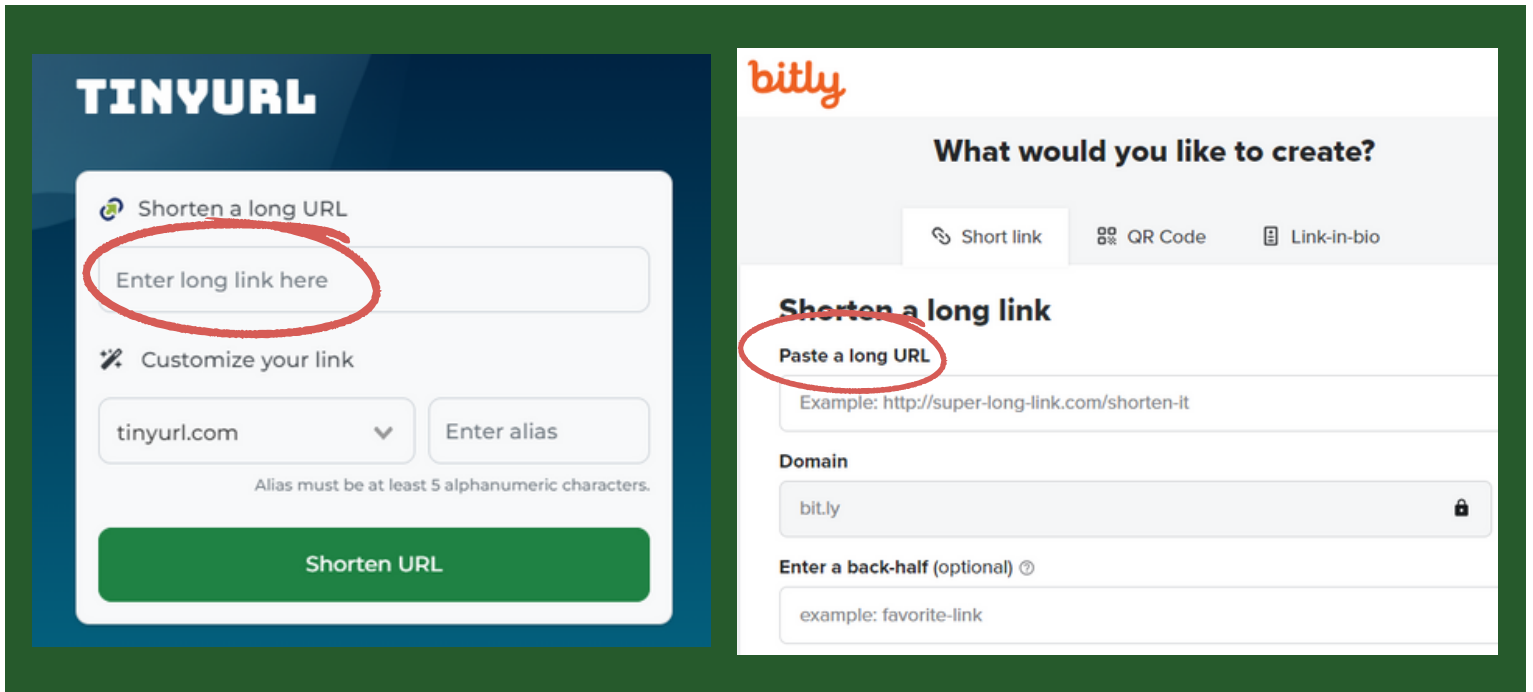
improve-tool.org

SHORTENING LINKS

After you have created the customized iMPROVE tool, we recommend you shorten the link to make it easier to share and encourage survey completion.

1 Navigate to www.tinyurl.com or www.bitly.com.

2 Enter the URL copied from the iMPROVE platform when asked for the long link or URL.



The image shows two side-by-side screenshots of link shortening websites. The left screenshot is for TinyURL, showing a form with a 'Shorten a long URL' section where the 'Enter long link here' field is circled in red. Below it is a 'Customize your link' section with a dropdown menu set to 'tinyurl.com' and an 'Enter alias' field. A green 'Shorten URL' button is at the bottom. The right screenshot is for Bitly, showing a 'What would you like to create?' section with 'Short link' selected. Below is a 'Shorten a long link' section where the 'Paste a long URL' field is circled in red. It includes an example URL, a 'Domain' dropdown set to 'bit.ly', and an 'Enter a back-half (optional)' field with the example 'favorite-link'.

3 Customize the end of the link in the back-half or alias box. Consider including the following:

- your organization or program name
- words like "feedback" or "survey"

4 Share link with victims and survivors at your organization.