

# Links and short URL

Short URL are very handy on social media since space can sometime come as a premium (especially on Twitter/X).

On Instagram, links posted are not clickable but you could use an easy-to-remember URL as an alternative, for example [joinxr.uk/local](https://joinxr.uk/local) to encourage people to join your local group.

## How to create a short URL

You can use our in-house solution: <https://xrb.link/> (you will need a Hub / Mattermost account to log in).

You can also use other online tools such as [bit.ly](https://bit.ly) or [tiny.url](https://tiny.url).

Copy your long URL then paste it in the tool of your choice and convert it.

## LinkTree

LinkTree is a great tool to add to your social media accounts.

A LinkTree is a link that will take people to a page you can personalise and that will contain all your important links (other social media accounts, website, on-going campaigns etc.)

An image tells a thousand words so check out [this example](#).

Many Instagram accounts use it as an alternative to non-clickable links. They will create a post, and instead of writing something like "For more information, check this link" they will write "For more information, check the link in our bio / profile". And the link for the campaign they mentioned in their post will be linked in their LinkTree.

It's also a very convenient URL to put on your leaflets and posters.

Learn how to use LinkTree with [this tutorial](#) (6 min).

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