UTM Explainer

The UK Transition campaign is using tracked UTM links to help us optimise our activity, and we need your help to do so. We want to make things as easy for you as possible, so we've put together a brief summary of what UTM links are, and how they should be used.

What are "UTMs"?

- UTM = Urchin Tracking Module
- A simple bit of code which, added onto the end of a URL, can track the volume and source of visitors to a web page or asset.

Why are we using them?

- The UK Transition campaign is using UTM links to understand where traffic to our campaign website comes from.
- This knowledge allows us to optimise activity across the campaign, as we are able to see which channels and messages are performing well, and where we need to make changes.
- To help us do this, we're asking you to share the link at the bottom of the page with your audiences when using the digital assets we have supplied you with; this short link is the "UTM'.

What will the UTM do?

- The UTM will take viewers to the linked web page in the same way as the URL; their user experience will be no different.
- The only difference is that we will now know how many users are visiting the web page as a result of your activity.

How do I use the below?

1) Copy the below UTM link
2) Hyperlink the UTM into your web page, email signature, social media link or other format in the space you would normally place the link you are directing users to (the URL). Visually, users should still only see the short "gov.uk/transition" landing page (see example 1 on the next page.)
3) If unable to hyperlink (in Facebook and Instagram), simply paste the below UTM link into your content directly (see example 2 on the next page).
4) Continue and post/schedule your content as you normally would.

For further context, we have included visual examples on the next page. If you encounter issues with using the below shortened link, we will provide the "long" version of the link on request.

UTM to be used
bit.ly/example

Correct Examples

Below are two correct ways of using the UTM link we have supplied you with.

1) Take the UTM we have supplied you with, and hyperlink it into the GOV.UK page it links to. This will display a normal, short URL to viewers, and will still allow us to evaluate traffic to the page. The example below shows a UTM, hyperlinked to www.gov.uk/transition.
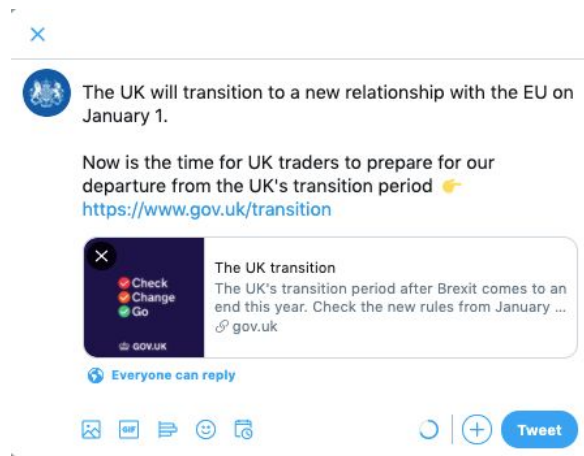
2) Where that is not possible (only on Facebook and Instagram), post the shortened link we have supplied you with directly into your content. In this example, the correct, shortened link has been directly embedded into a social media post.
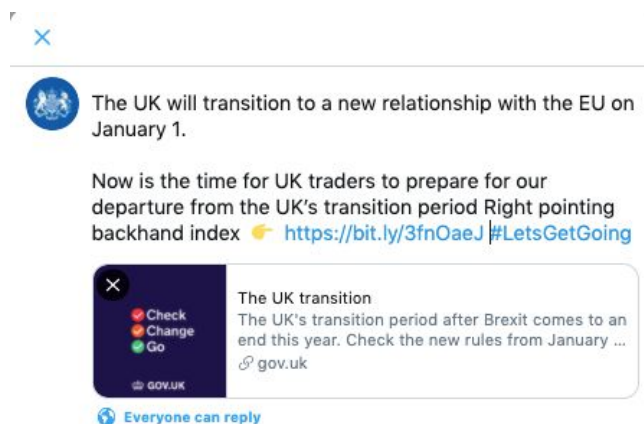
Incorrect Example

1) In this example, a longform UTM link has been posted directly into a social media post. This is visually unappealing and will make viewers less likely to click through to find further guidance. Please note, this example will only be relevant if you have requested a longform link