



How to Create a Hyperlink in PowerPoint



This poster demonstrates how to create a hyperlink in PowerPoint. It will utilize images and written text to provide the reader with easy-to-follow instructions. The comprehensive instructions and text should guide you in your learning. According to Roos, Mela and Shachar (2020, p. 1) the benefits of providing hyperlinks include the following: it increases a site's popularity, provides a direct link to a source, it can increase user connections and website visits by 14 percent.

Open the PowerPoint application, either in Microsoft Windows or macOS. Click Insert Blank Slide. For demonstration purposes, copy and paste your subject picture into the slide. In this case, Devinebeauty Bengal's log is used.



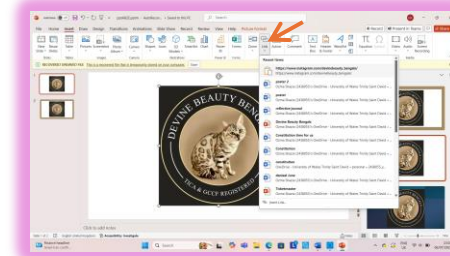
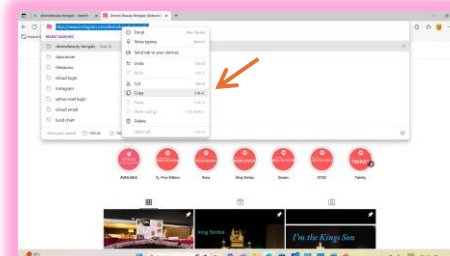
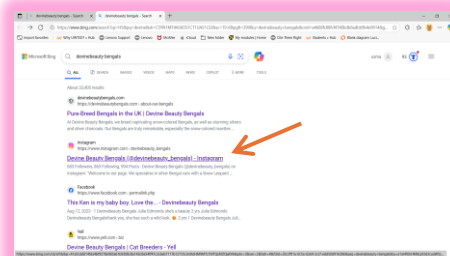
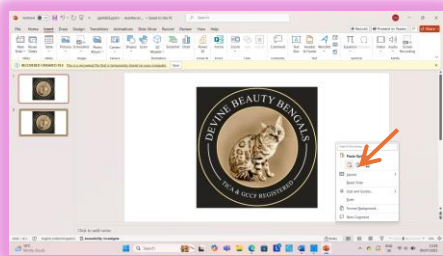
Open the internet search engine, type the webpage you have chosen into the search bar, hit enter, then click on your desired webpage. For demonstration purposes, type in Devinebeauty bengals and click on the second of the Instagram page.



Open the Instagram window, place your cursor over the address bar to highlight it in blue. Right-click to see options. From the drop-down menu, select copy. This will copy the URL (Uniform Resource Locator) to the clipboard, allowing you to paste it into PowerPoint.



Switch to the PowerPoint window and click on the image. Click Insert on the toolbar, then select the Link option on the ribbon. A drop-down menu will appear, choose the Instagram URL. This will create a clickable hyperlink in your image, as in the image below. This turns your image into a direct source. You will now be able to access the webpage directly from PowerPoint.



References

Roos, J.M.T., Mela, C.F. and Shachar, R. (2020) 'The Effect of Links and Excerpts on Internet News Consumption', *Journal of marketing research*, 57(3), pp. 395–421. Available at: <https://doi.org/10.1177/0022243720913029>. (Accessed: 02 July 2025)

Shazia, O. (2022) *Devinebeauty engals*. Available at: [Devine Beauty Bengals \(@devinebeauty_bengals\) • Instagram photos and videos](#) (accessed: 02 July 2025)