

HOW TO INSERT HYPERLINKS IN POWERPOINT



Why Use Hyperlinks?

Professional polish

Hyperlinks demonstrate thoughtful design and enhance the credibility and professionalism of your slides.

Time-saving

Quickly guide your audience to key information without flipping through slides manually.

Audience engagement

Allow users to click through interactive content, promoting active learning and participation.

Versatility

Link to websites, documents, internal slides, email addresses, or even videos – all from one slide.

WHAT IS A HYPERLINK?

A hyperlink is a digital reference that connects one location to another – such as a web page, email address, slide within the presentation, or file. In PowerPoint, hyperlinks are widely used to create dynamic, user-friendly navigation across slides or external resources. By embedding hyperlinks, you enhance your presentation's structure, interactivity, and accessibility, allowing viewers to explore content more intuitively. Hyperlinks are especially useful for creating interactive tables of contents, referencing academic sources, and connecting supplementary materials, making them essential in both professional and educational presentations.

How to Insert a Hyperlink: Step-by-Step



Select the Text or Object

1. Highlight the word, phrase, image, or shape that should become the clickable link.
2. Go to the "Insert" Tab
3. Click the Insert tab on the ribbon. Select "Link" or use Ctrl + K / Cmd + K for quick access.
4. Choose Link Type
5. In the dialog box, select the destination:

Paste or Browse for the Link

- Insert the correct URL, file path, or slide number. Always double-check it.
- Click OK and Test It
- Switch to Slide Show Mode to confirm the hyperlink is working as intended.



Pro Tips



- Use descriptive anchor text like "Click to access reading list"
- Always test hyperlinks before presenting
- Avoid overly long or broken URLs
- Don't overload your slides – use hyperlinks intentionally

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