



**HAVE YOU  
PERSONALISED  
YOUR LINKEDIN URL?**



**“What is that...? I hear you say! ”**

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# HAVE YOU PERSONALISED YOUR LINKEDIN URL?

What is that? I hear you say!

Well, it's when your LinkedIn 'handle' looks like this:

**www.linkedin.com/in/nigeljcliffe**

And not this:

**www.linkedin.com/in/nigel-cliffe-123ab456c**

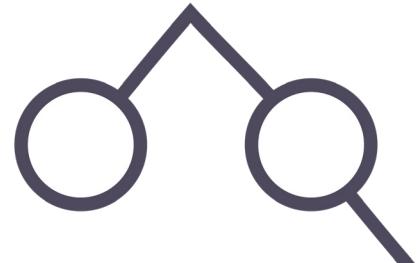
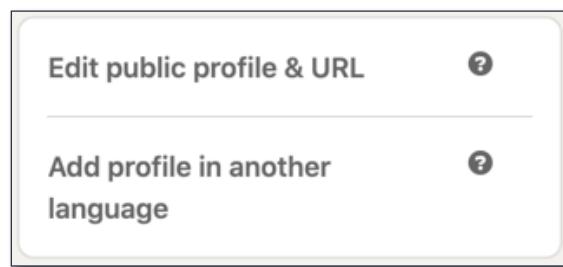
In LinkedIn's default mode you will have an identity on LinkedIn which has a string of miscellaneous letters and numbers after your name. It looks a bit messy, is the best way to describe it.

It doesn't make any difference in some respects, but I always view someone as slightly more advanced on LinkedIn when they have taken the trouble to smarten up their own name!

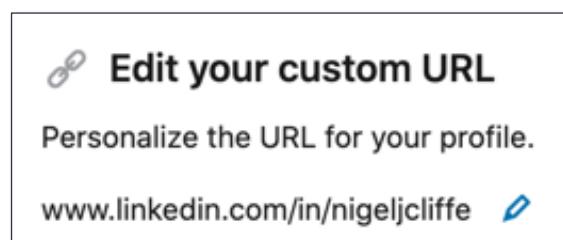
## HERE'S WHAT TO DO

First of all, go to your own LinkedIn profile page:

On the top right-hand side, you will see this:



Clicking on 'Edit public profile & URL' will take you here:



Click on the blue pencil and it will open up a text box which you can now edit:



To start with delete all the content in the field. Then try typing your own name.

Hit 'Save'.

If the change is accepted, job done! You now have identified yourself on LinkedIn as the one and only you!

However, if someone has identified themselves already with the same name as yours, you need to be a little more creative. An identity can only be used once.

Here are some alternative options to consider:

- Add a middle name initial, as I have done.
- Switch your surname and Christian name around.
- Add a hyphen.
- Add a number, for example SarahSmith01

The field must contain 3-100 letters or numbers and you cannot use spaces, symbols or special characters.

Once complete don't forget to hit 'Save'.

### **YOU ARE NOW DONE!**

Why not consider adding your new LinkedIn identity to your business card or email signature?

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For more detailed information, tips, tricks and stories that drive success from LinkedIn, please feel free to visit:

**linkedintraining.co.uk**

