

How to Claim Your Custom URL on LinkedIn

Social Selling for Financial Professionals

Every LinkedIn profile has a unique URL (hyperlink), and LinkedIn provides an easy way to customize it to help you stand out. Consider changing your URL to one that identifies you and is easy to remember when you include it on a seminar slide, business card, or your stationery. After you claim your custom URL, no other member can use it.

Customize Your Public URL



Make it easy for clients and prospects to find you on LinkedIn.

1. Visit **LinkedIn.com** and sign in.
2. Hover over your profile photo at the top right of the screen, and click the **Privacy & Settings** option from the drop-down list. You may be asked to sign in again.
3. Click the **Edit your public profile** link under **Helpful links** in the profile settings near the bottom.
4. In the **Your public profile URL** box on the right, click **Create your custom URL** or the edit icon next to your existing URL.
5. Your custom URL can include 5 to 30 letters or numbers but may not include spaces, symbols, or special characters. Type your new custom URL in the text box.
6. After you are finished, click **Save**. A green box will appear with text inside it to notify you that your URL has been saved.

***TIP:** Try to use your first and last name as your custom URL. If that URL is not available, consider other variations of your name, such as adding a middle initial or using your first initial and last name.*

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To learn more about how you can use social selling to grow your business, call your consultative wholesaler at (800) 722-2333 or visit SocialSelling.PacificLife.com.

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