Changing How Your Name Appears on Your Profile

You can change how your name is displayed on your profile. Your 1st-degree connections always see your full name, regardless of your settings.

To change your name on your profile:

1. Click the **Me** icon at the top of your LinkedIn homepage.

2. Click **View profile**.

3. Click the **Edit** icon in the top section of your profile, to the right of your picture.

4. On the **Edit intro** pop-up window, update your name in the **First Name** and/or **Last Name** text boxes.

5. Click **Save**.

#ProTip: The goal is to get found, so add your maiden name if you're recently married i.e. Ann (Jones) Smith. Likewise, if everyone calls you Bob and your formal name is Robert include both i.e. Robert (Bob) Jones. Also include any professional credentials you have i.e.. MBA, PhD, MPH, PMP, Esq. etc..

If you've **turned off your public profile** you can choose to display your first name and only the first letter of your last name by going to your **Settings & Privacy** page:

1. Click the **Me** icon at the top of your LinkedIn homepage.

2. Select **Settings & Privacy** from the dropdown.

3. Click the **Privacy** tab at the top of the page.

4. Under the **How others see your profile and network information** section, click **Change** next to **Who can see your last name**.

5. Next to **Display Name**, select the name you want to display from the list.

6. Your changes will be saved automatically.

#ProTip: You can also update the name information you want displayed from your **Public Profile** page. Learn more about **your public profile**.

Customizing Your Public Profile URL

You can customize your public profile URL when you change what appears on your public profile. Custom public profile URLs are available on a first come, first served basis. Members can only have one custom public profile URL at a time.

To change your public profile URL:

1. Click the ⓐ **Me** icon at the top of your LinkedIn homepage.

2. Click **View profile**.

3. On your profile page, click **Edit public profile & URL** on the right rail.

4. Under **Edit URL** in the right rail, click the ✎ **Edit** icon next to your public profile URL.

   - It'll be an address that looks like **www.linkedin.com/in/yourname**.

5. Type the last part of your new custom URL in the text box.

6. Click **Save**.

#ProTips:

1. Your custom URL **can have 5-30 letters or numbers**. Don't use spaces, symbols, or special characters. The customizable part of the URL is case insensitive. This means using JohnSmith, johnsmith, or johnSmith will all point to the same profile.

2. If the URL you want isn't available, select a different one. Try first name, middle initial, last name or adding your business name.

3. Also try a variation of your name and/or your professional brand since you'll share this URL with people, so they can find your LinkedIn profile. If you're a coach, you may want to brand "JaneSmithCoach" or match your website URL.

4. You can change your URL **up to five times within six months**. Once you have changed your URL for the fifth time, you won't be able to change it for another six months. Changing your URL several times may make it hard for people to find you.

5. If a member uses a URL and then changes it, that URL will be unavailable for use by yourself and other members for six months.

6. Members who live in certain countries have a public profile URL that begins with a 2-letter code based on the country listed on their profile. For example, if you live in Canada, your public profile URL could be http://ca.linkedin.com/in/linkedinyourname.

7. **Additional language profiles** have the same URL, but LinkedIn will add a language field at the end. For example, "fr" would be added at the end of the URL for a member's French profile.