



Together business

How to set up a Vanity URL on Facebook

October 2011

What is a vanity URL?

A vanity URL is:

www.facebook.com/yourcompanynamehere

as opposed to the URL that Facebook give you, which can look something like this:

www.facebook.com/#!/pages/business-name/157351280398741

Why set up a vanity URL?

It's clean, simple and looks good! And it makes it easier for customers to find you, for you to share with others and allows you to claim a bit of social media space for your business, giving you a distinct website address for your Facebook page.

How to set up a vanity URL

In order to set up a vanity URL, you first need to have the following in place:

- A business page set up
- Be an 'admin' for that business page
- Have 25 'likes'
- Before choosing a username for your business page (i.e. vanity URL), you must first choose a username for your personal profile, if you haven't already set this up.

Log into Facebook, and then go to the page below:

<https://www.facebook.com/username/>

You should see that your own 'username' has been set – and its name. Now click onto 'Set a Username for your pages'. Select your page name, type in your desired vanity URL name (e.g. SKChase) and click onto the 'Check Availability' box. You will be advised if the name is available, and if it is to select 'confirm' when you are happy to proceed (check your spelling!).

You should be advised that your name has been set and you can direct people to that vanity URL.

There are lots of tutorials on www.youtube.com on how to set this up too.

For more help, visit this page

<http://www.facebook.com/help.php?topic=username>