

How to Change Your Facebook Page URL

Simple Step by Step Guide for NEOS Members

Changing your Facebook Page URL is quick to do and makes a significant difference to how professional and credible your Page looks.

Instead of a long string of numbers or a temporary share link, you can create a clean, branded link such as:

facebook.com/YourArtistName

This guide will walk you through it.

Why You Should Change It

If your current link looks like this:

facebook.com/profile.php?id=100064489970191

or

facebook.com/share/1GASUdc2E2/

It means Facebook has created an automatic link for you. These links:

- Are not memorable
- Do not look professional
- Cannot be easily printed on posters or signage
- May generate temporary share links that expire
- Do not reinforce your brand
- Can allow someone else to claim your name if you do not secure it

A custom username:

- Looks established and credible
- Is easy to say out loud at events
- Is clean on marketing materials
- Improves search visibility
- Protects your Page name

Before You Start

Make sure:

- You are fully switched into your Facebook Page, not your personal profile
- You are listed as a full Admin of the Page

If you do not see the correct menu options, it is usually because:

- You are still viewing Facebook as your personal profile
- The Page is using the New Pages Experience and you are not switched into it
- You do not have full Admin permissions

Step by Step Instructions

Step 1: Switch Into Your Page

1. Log into Facebook.
2. Click your profile picture in the top right.
3. Under “Your profiles”, select your Page.
4. Confirm you are now acting as the Page, not yourself.

Step 2: Go to Page Settings

1. On your Page, click your profile picture again.
2. Select “Settings & privacy”.
3. Click “Settings”.
4. In the left-hand menu, click “Page setup”.
5. Click “Name and username”.

Step 3: Create Your Username

1. Under “Username”, click “Edit”.
2. Type the name you would like to use.
Example: FriendsOfBenRinnes

3. Facebook will check if it is available.
4. If available, click “Save”.

Your new link will now be:

facebook.com/YourChosenName

If You Cannot See the Username Option

If the option does not appear:

- Check that you are fully switched into the Page
- Check that you are listed as a full Admin
- Look under “Professional dashboard” then “Page access” to confirm permissions

If needed, ask another Admin to check your access level.

Final Check

After saving:

- Copy your new URL
- Paste it into a browser to confirm it works
- Update your website, email signature, printed materials and NEOS listing

A Final Note

This is a small piece of brand housekeeping that makes a big difference. It protects your name, improves credibility and ensures your link is clean, professional and future-proof.

Five minutes of work. Long term benefit.