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[illegible]

either gold (for business) or gray (for governments), as opposed to the Twitter Blue blue checkmark. This process seems similar to the legacy verification process that used to exist. Basically these two notable categories will be covered by these new colored checkmarks but they will need to re-apply to receive them. These gold and gray checkmarks have apperently yet to roll out, but you can get on the waitlist and fill out what you see in the Verified Organizations screen below by clicking [here](#). I mentioned before that there were 6 notable types of accounts, but there are only 2 new colored checkmarks for 2 types. What about the other 4 notable types of accounts? While it is unclear as to if or when legacy Twitter blue checkmark holders like myself will lose our blue checkmarks, clearly the previously notable types of accounts listed below will lose out in the new system and either have to pay for Twitter Blue or potentially lose their checkmark. Note that these descriptions are from my previously published advice on how to get verified on Twitter targeted for each notable category: Reporting the news can be like the Wild West sometimes. All kinds of people want to offer their perspective on world events, and theres a real temptation to pretend that youre someone else. Even worse, some people might impersonate journalists to discredit them. Public relations and reputation management are a real problem on social media, so verification is a powerful tool. If these people dont know how to get verified on Twitter, they need to learn fast. These are your big-name personalities and minor celebrities. For instance, actor Harrison Ford would fit in this category, as would Paris Hilton. However, I also see this including C-list names, too. If theyre well enough known in entertainment to attract imposters, they likely can qualify under this category. Its worth mentioning that Twitter is including the electronic sports here. Specifically, esports is an organized competition involving video games. Sometimes its played with a team, and other times competitions are individual. So, esports is a subculture, and I find it interesting that Twitter is including them in verification eligibility. The need for verification in traditional sports is, of course, obvious. Ill describe this category as movers and shakers on the grassroots level. Your activists and organizers are often quite controversial, so they attract a lot of trolls. Ill be interested to see if influential influencers includes your macro and mega-influencers. If so, this can be very helpful to us marketers. The days of having to apply, wait for an email, and pray to get verified on Twitter have come to a close as now anyone can get the blue checkmark for the monthly price of a McDonalds meal. The question now becomes: Is it worth it? In other words, the verification badge is now merely a blue badge, and while there is a feeling of legacy credibility attached to it, over time it will simply be seen as a user who paid for the privilege to receive it. Accelerating this potential devaluation of the verification system is Metas new announcement to create a similar paid verified accounts program for Facebook and Instagram users. While slightly higher priced at \$12 a month, Meta will offer some sort of verification badge in addition to priority customer support, increased visibility in recommendations and search, and more protection against impersonation. At the end of the day, is it worth an approximate annual fee of \$100 to get access to these additional features? If youre using Twitter (or Meta) for business and are already advertising on these platforms, an additional organic boost might lead you to more visibility, engagement, traffic, and even business that could surpass the \$100 expense. That is what Elon and Zuckerberg are counting on. On the other hand, similar to my advice for the casual LinkedIn user not to subscribe to a LinkedIn Premium service, if you are a casual Twitter user, I dont think the verification service offered by a Twitter Blue subscription is worth it. Case in point: At a recent conference I spoke at in London, around 250 business people in the room were asked if they would pay for Twitter verification. Not one person raised their hands. Will YOU subscribe to Twitter Blue to get the blue checkmark? I would love to hear your thoughts and plans in the comments below! And, before you go, heres some links to some of my other articles on Twitter to help you better leverage the social network for your marketing and business! Hero photo by Jeremy Bezanger on Unsplash

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