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Why Meta and Twitter's Verification Systems Matter

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[Twitter](#) and [Meta](#) have recently announced the rollout of paid verification systems for their platforms.

The new Twitter and Meta paid verification systems are designed to help users verify their accounts and gain access to exclusive features.

Verification is important for several reasons. It can help users establish credibility, and build trust with their followers. It can also help prevent impersonation and protect users from identity theft.

The new Twitter and Meta verification systems are paid, which means that users will have to pay a fee to get verified. This is a departure from the previous system, which was free, but often difficult to navigate.

The new Twitter and Meta paid verification system is a positive step forward for users who want to establish credibility and build trust on these platforms. While there will be a fee involved, the benefits of verification are significant, and users who take advantage of this system will be well-positioned for success.

Twitter and Meta Paid Verification: Protecting Your Online Identity (WIP)

In an age where our online presence can be just as important as our offline reputation, the issue of impersonation has become more and more pressing for some of our clients.

Twitter and Meta's new paid verification systems will help users establish their identity and protect themselves from impersonation. This is a welcome change for many users who have struggled with fake accounts and online impersonation in the past.

Impersonation can have serious consequences, both for individuals and for businesses. It can damage reputations, lead to financial losses, and even result in legal action. In this context, the new Twitter and Meta paid verification system can be a valuable tool for protecting your online identity.

How Does the New Verification System Work?

The new Twitter and Meta paid verification system will require users to pay a fee to get verified. This fee is expected to be a one-time cost or a monthly subscription, and will be affordable for most users. To be eligible for verification, users will need to meet certain criteria, such as having a complete profile, a history of active engagement on the platform, and a record of compliance with the platform's rules and guidelines.

Once a user is verified, they will gain access to exclusive features and tools that can help them grow their audience and increase their influence. One of the features is they will receive a blue checkmark next to their name to show that account is legitimate and the user is who they claim to be. They will also have more control over their online identity and reputation.

How Can Verification Help Prevent Impersonation?

Verification is an important and powerful tool for preventing impersonation because it helps users establish their identity and build trust with their followers. When a user is verified, it sends a clear signal that they are who they claim to be, and that their account is legitimate.

This can be especially important for businesses and public figures, who are often the targets of impersonation. By getting verified, they can prevent others from using their name or image to mislead their followers or customers.

Of course, verification alone is not enough to prevent all forms of impersonation. Users should also be vigilant about who they interact with online, and should report any suspicious activity to the platform. This can include fake accounts, phishing scams, and other forms of fraud.

In addition, users should take steps to protect their own online identity. This can include using strong passwords, enabling two-factor authentication, and being careful about what information they share online.

The new Twitter and Meta paid verification system is a positive step forward for users who want to protect their online identity and prevent impersonation. While it may not solve all of the problems associated with online fraud, it can be a valuable tool for establishing credibility and building trust with followers. By taking advantage of this system, users can be better prepared to navigate the challenges of the digital age.