



T2024_09 Why should businesses verify their social media accounts.

Creating an effective business social media presence begins with social media verification. Verifying your accounts not only makes your official social channels more accessible but also gives your visitors greater assurance that they are dealing with a genuine and reliable social profile. While the process may take some time, it is well worth the effort.

Unverified accounts are more vulnerable to impersonation, this is where malicious actors can create fake profiles using your brand's identity. These fake profiles can mislead your customers, spread misinformation, or even engage in phishing attacks, potentially leading to financial loss and reputational damage.

According to Burgess (2024) and Hislop (2024), getting verified is an essential step in securing your brand's social media presence, especially in an age where scams and misinformation are prevalent.

To verify your organization on Facebook, Instagram, and WhatsApp under Meta Platforms Inc., you generally follow a process to authenticate that your account represents a legitimate business, brand, or public figure. Here is a complete guide:

1. Facebook Verification

Facebook offers two types of verification badges: a blue badge for public figures, celebrities, and brands, and a gray badge (which has been phased out for local businesses). Currently, only the blue badge is available.

Steps to Apply for Verification:

1. Go to Settings: On your Facebook page, click on the profile picture icon in the upper right corner and select Settings.
2. Submit a Request: Go to Settings > General > Page Verification.
3. Fill out the Form: You will need to provide:
 - A copy of an official government ID (driver's license, passport) for public figures.
 - Official documents like a tax filing, recent utility bill, or articles of incorporation for businesses.
 - The name of your business and relevant information.
4. Wait for Review: Facebook will review your application and notify you if the verification is approved.

Tips for Successful Verification:



- Make sure your profile is complete: Fill in all relevant details such as bio, profile picture, and cover photo.
- Be active: Ensure regular posts, updates, and interaction with your audience.

2. Instagram Verification

Instagram offers the blue verification badge to help people find real accounts of public figures, brands, and businesses.

Steps to Apply for Verification:

1. Go to Settings: Open your Instagram profile, click the three-line menu icon, and go to Settings > Account > Request Verification.
2. Submit a Request: You will be prompted to provide:
 - Your account username.
 - Your full name and a government-issued ID.
 - A business document if you are applying as a business (like utility bills, business tax filings, or certificates of incorporation).
3. Submit the Application: Instagram will review your request and notify you of their decision.

Tips for Successful Verification:

- Ensure that your account is public, complete, and represents a well-known brand or entity.
- Post content regularly and have a substantial following.
- Avoid posting irrelevant or low-quality content.

3. WhatsApp Business Verification

WhatsApp offers a green badge for verified business accounts, typically aimed at medium to large businesses.

Steps to Apply for Verification:

1. Register for WhatsApp Business API: Start by using the WhatsApp Business API. Small businesses using the WhatsApp Business app will not receive the verification badge.
2. Facebook Business Manager: Your business must be verified on Facebook Business Manager.



3. **Submit Documents:** Provide the required documents, including your business name, address, and other information to Meta.
4. **Receive Approval:** After review, Meta will determine if your business is eligible for a verified badge, which will appear next to your business name in WhatsApp.

Tips for Successful Verification:

- Ensure you have a strong online presence, and all business details are correctly represented.
- Your phone number must be associated with a verified Facebook Business Manager account.

General Tips for Meta Verification:

- Maintain consistent branding across all platforms (Facebook, Instagram, WhatsApp).
- Regularly engage with your audience to show activity.
- Follow Meta's terms of service and avoid any policy violations that could lead to your account being flagged.

4. TikTok Verification

TikTok offers a blue verification badge to public figures, brands, and businesses.

Steps to Apply for Verification:

There is no formal application process for TikTok verification. The platform manually selects accounts for verification based on a few factors:

- **Authenticity:** The account must represent a real entity or person.
- **Activity:** Regular posts and consistent engagement with your audience.
- **Growth:** High follower count, rapid account growth, and viral videos can help.
- **Media Coverage:** Being featured in notable media outlets.

Tips for Successful Verification:

- Post regularly with high-quality, original content.
- Engage with trending topics and challenges to increase visibility.
- Ensure your profile is complete with bio, photo, and links to official websites or other social media platforms.

5. YouTube Verification

YouTube provides a verification badge to channels with over 100,000 subscribers. Verified channels get a gray checkmark next to their name.



Steps to Apply for Verification:

- Eligibility: Ensure your channel has at least 100,000 subscribers.
- Request Verification: Visit YouTube's verification application page.
- Sign in to your YouTube account and submit the required details.
- Review: YouTube will review your channel's legitimacy, authenticity, and whether it abides by their guidelines.

Tips for Successful Verification:

- Ensure your channel has a clear brand identity (name, logo, description).
- Maintain an active and engaging channel with consistent, high-quality content.
- Follow YouTube's community guidelines.

6. LinkedIn Verification

LinkedIn does not have a public verification badge like other platforms, but businesses can verify their organization through LinkedIn's Workplace by Facebook or Microsoft's Entra Verified ID.

Steps to Apply for LinkedIn Business Verification:

- LinkedIn Business Page: First, make sure you have a fully complete and active LinkedIn Company Page.
- Entra Verified ID: Microsoft offers a verified ID solution in collaboration with LinkedIn, where organizations can receive a digital certificate to verify employees' accounts.
- Workplace by Facebook: If you use Workplace by Facebook, this integration can verify your business's LinkedIn profile.

Tips for Increasing Credibility on LinkedIn:

- Complete your business profile with a professional logo, cover image, and description.
- Gain endorsements and recommendations from your employees, clients, or collaborators.
- Engage with your audience by sharing industry news, articles, and insights.

7. X (formerly Twitter) Verification

X offers a blue verification badge for public figures, businesses, and entities. However, this badge is now part of the X Premium subscription.

Steps to Apply for Verification:

1. Subscribe to X Premium (formerly Twitter Blue):
 - Go to the X Premium page on your account settings and subscribe.



- The cost varies by region, but it unlocks access to the blue badge.
2. Complete Profile: Ensure your account has a profile picture, header image, and bio that accurately represents your organization.
 3. Active Account: You must be active, with regular posts and engagement with your audience.

Tips for Successful Verification:

- Ensure your profile is complete and your account is actively engaged.
- Align your activity with your brand's industry and audience interests.
- Avoid posting any content that may violate X's terms of service or community guidelines.

General Tips for Verification Success Across Platforms:

- Build a strong, authentic presence that aligns with your brand's identity.
- Engage consistently with your audience through regular, high-quality posts.
- Maintain a professional and active profile across all platforms.
- Use official business documents and IDs when needed for verification.

By following these security best practices across social media platforms and verifying your accounts, businesses can safeguard their online presence while building trust and credibility with their audience. The Guyana National CIRT recommends that users and administrators review this alert and apply it where necessary.

Reference

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