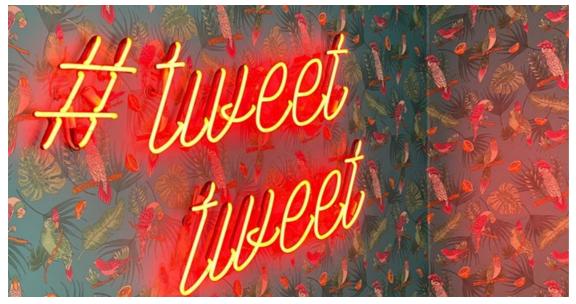


It will cost your brand R145 a month to be verified on Twitter



2 Nov 2022

New Twitter owner Elon Musk has announced that it will cost R145 or \$8 a month for users to have a verification badge on the social media app.



Source: www.unsplash.com

The news came after Musk who recently bought the social network for \$44bn fired top executives including CEO Parag Agrawal.

Twitter's current lords & peasants system for who has or doesn't have a blue checkmark is bullshit. Power to the people! Blue for \$8/month.

— Elon Musk (@elonmusk) November 1, 2022

"This will also give Twitter a revenue stream to reward content creators," said Musk. "There will be a secondary tag below the name for someone who is a public figure, which is already the case for politicians."

\$20 a month to keep my blue check? Fuck that, they should pay me. If that gets instituted, I'm gone like Enron.— Stephen King (@StephenKing) October 31, 2022

√— √E/lon ded date (@elibrer bùlak): <u>Olovetroubl∈Fvlitt2023</u>nnot rely entirely on advertisers. Howabout \$8?

"

Last week Musk penned a letter to advertisers saying he bought Twitter for the future of civilization and not to make more money.

"I didn't do it because it would be easy. I didn't do it to make more money. I did it to try to help humanity, whom I love... Let us build something extraordinary together."

Dear Twitter Advertisers <u>pic.twitter.com/GMwHmInPAS</u>— Elon Musk (@elonmusk) <u>October 27, 2022</u>

ABOUT KARABO LEDWABA

Karabo Ledwaba is a Marketing and Media Editor at Bizcommunity and award-winning journalist. Before joining the publication she worked at Sowetan as a content producer and reporter. She was also responsible for the leadership page at SMag, Sowetan's lifestyle magazine. Contact her at karabo@bizcommunity.com

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