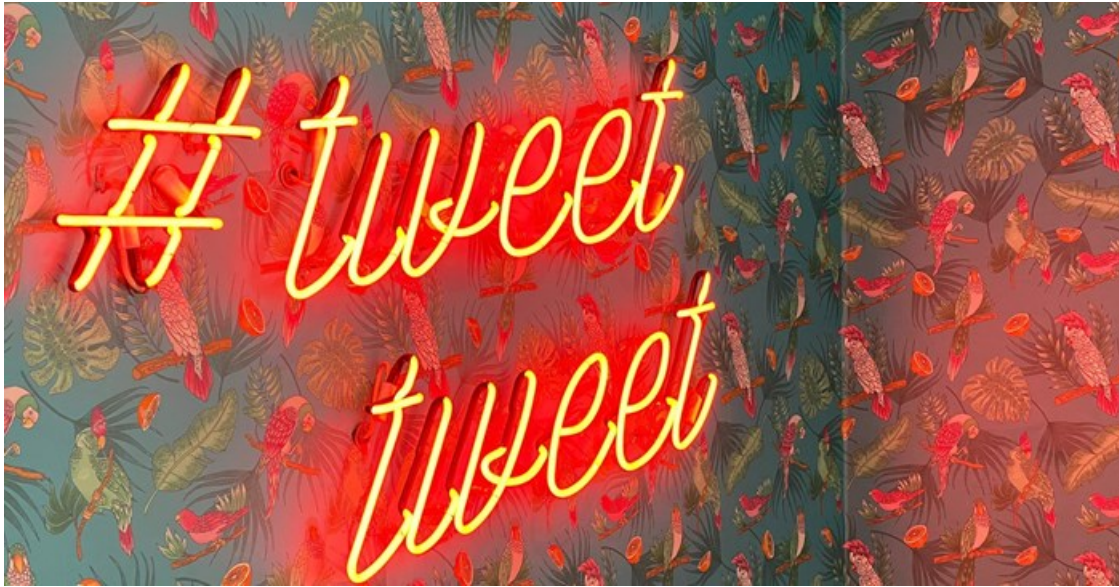


# It will cost your brand R145 a month to be verified on Twitter

 By [Karabo Ledwaba](#)

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](https://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.”

Verified users like best selling author Stephen King said they would not be paying the fee.

“ \$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](#) ”

“ —Elon Musk (@elonmusk) [November 1, 2022](#)  
We need to pay the bills somehow. Twitter cannot rely entirely on advertisers. How about \$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 [pic.twitter.com/GMwHmInPAS](https://pic.twitter.com/GMwHmInPAS)— Elon Musk (@elonmusk) [October 27, 2022](#) ”

## 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](mailto:karabo@bizcommunity.com)

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